PRAGMATIC AND CULTURAL DIMENSIONS OF ENGLISH–UZBEK BUSINESS DISCOURSE

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Abstract: *This research focuses on the pragmatic and cultural dimensions of English and Uzbek business documents. While English texts reflect clarity and efficiency, Uzbek documents often embody politeness, hierarchy, and detail. The study emphasizes that pragmatic adaptation is as important as semantic equivalence in translation.*

INTRODUCTION

Business communication is inseparable from cultural traditions. Every society imposes its norms and expectations on how official interaction is carried out. English business texts reflect the pragmatic need for brevity and enforceability, whereas Uzbek discourse often highlights respect and thorough explanation. Understanding these contrasts is crucial for successful intercultural communication and translation.

Main Findings

1. Pragmatic features. English texts use directive speech acts, conditionals, and formulaic phrases to create legal validity. Uzbek documents rely on explanatory phrases and hedging strategies that ensure politeness and avoid directness.

2. Cultural dimensions. English documents reflect Western values of efficiency and individual responsibility, while Uzbek ones mirror collectivist traditions, social hierarchy, and cultural respect.

3. Implications for translation. Translators face challenges when transferring politeness markers and cultural elements. Literal translation of Uzbek texts into English may result in verbosity, while direct translation of English into Uzbek may appear impolite or overly strict.

Conclusion

The findings indicate that business communication must be studied not only in terms of linguistic form but also cultural context.

This research suggests developing a bilingual glossary and practical recommendations for translators and business professionals.

Such tools would ensure both legal accuracy and cultural adequacy, which is particularly important in the era of digital commerce and cross-border cooperation.

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