

*Annamyradova Yazgul,
Gurbanbayeva Aysoltan
teachers of Foreign Literature Department
at Dovletmammet Azadi Turkmen
National Institute of World Languages
Ashgabat, Turkmenistan.*

THE ROLE OF BUSINESS ENGLISH IN TURKMENISTAN

Annotation: This article is about the role of Business English is multifaceted and integral to the nation's economic development in Turkmenistan. Business English serves as a common language for international trade and commerce.

Key words: business, Business English, businesses in Turkmenistan, international relation.

English is recognized as the most internationally popular language, which makes it the most dominant language in the business world. Even if you have a good level of basic English, learning Business English will give you the chance to demonstrate a wider professional vocabulary which can result in new opportunities in your career.

The definition of Business English is broad, at its core, it refers to professional communication skills and knowledge of terms that are used in specific industries or sectors. For example, a financial analyst will use financial terminology when presenting reports, while a marketing professional will need to know the latest marketing buzzwords to develop effective campaigns. One of the key differences between business English and general English is the level of formality. In a work setting, the language used is typically more formal and structured than when hanging out with friends.

Therefore, Business English is more than just grammar, vocabulary, and pronunciation – it also refers to knowing how to perfectly balance formality with accuracy to communicate your ideas effectively without causing unnecessary arguments.

Business English is a form of English especially suited to international trade, commerce and finance. As such, Business English is the kind of English typically used in, for example: business meetings, sales presentations, negotiations, business correspondence, executive summaries.

Turkmenistan significance to the relations with neighboring countries with which it is connected by historical, political, commercial and cultural ties. The relations of friendship and brotherhood with them, broad cooperation in all spheres; considers as the most important guarantee of preserving the sovereignty and the neutral status, successful achievement of the foreign policy purposes.

Turkmenistan's economy is centrally managed and most decisions that involve large business deals require approval from the top levels of the Turkmen government. A number of foreign companies successfully operate under production sharing agreements. It shows that Turkmenistan's national power in international arena.

The role of Business English is multifaceted and integral to the nation's economic development in Turkmenistan. As the global business landscape becomes increasingly interconnected, English proficiency has become a valuable asset for professionals and businesses in Turkmenistan.

Business English serves as a common language for international trade and commerce. In Turkmenistan, where industries such as energy and agriculture are vital contributors to the economy, effective communication in English is essential for negotiating contracts, establishing trade agreements, and conducting transactions with foreign partners.

The proficiency in Business English is a catalyst for Turkmen businesses looking to expand globally. English proficiency allows companies to tap into new markets, attract foreign investments, and participate in international ventures. It provides a strategic advantage in navigating the complexities of the global business environment.

In diplomatic circles, English is often the language of choice. Proficiency in Business English enhances Turkmenistan's ability to engage in diplomatic negotiations, participate in international forums, and foster positive relations with other nations. It facilitates clear and effective communication on matters of economic cooperation and collaboration.

The education system in Turkmenistan recognizes the importance of Business English in preparing a skilled workforce. Universities and vocational institutes offer programs and courses that focus on developing business communication skills, negotiation techniques, and cross-cultural understanding, catering to the demands of the global job market. Overall, a focus on Business English in Turkmenistan aligns with the country's aspirations for economic growth and increased global collaboration.

English proficiency is crucial for Turkmenistan's engagement in research, innovation, and technology transfer. Accessing cutting-edge advancements often requires collaboration with international partners, and Business English facilitates effective communication in these collaborative endeavors, ensuring the successful transfer of knowledge and technology.

As Turkmenistan seeks to attract tourists and promote its unique cultural heritage, proficiency in Business English becomes essential in the tourism and hospitality industry. English-speaking visitors often find it easier to navigate and engage with local businesses, contributing to the growth of the tourism sector.

Business English is a key enabler for local entrepreneurs and small businesses. It equips them with the language skills needed to participate in global entrepreneurial networks, seek international funding, and establish partnerships with businesses from diverse linguistic backgrounds.

Business English plays a pivotal role in Turkmenistan's journey towards economic diversification, global competitiveness, and effective international collaboration across various sectors. It is a tool that not only facilitates

communication but also acts as a gateway to opportunities in the global marketplace.

BIBLIOGRAPHY

1. Berdimuhamedov Gurbanguly. To new heights of progress. Selected works. V. 1. – Ashgabat: Central archive administration at Cabinet of Ministers of Turkmenistan. Archive fund of the President of Turkmenistan, 2010
2. Cao, G. Y. Special features of business English. Teaching of Foreign Trade and Research, 1983.
3. Smith, G. Model business letters. Science and Technology Information, 2008.
4. Guffey, M. E. and C.M. Seefer. Business English. Mason, OH: South-Western Cengage, 2011.