

ENGLISH IN ECONOMICS AND BUSINESS

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Abstract: This article analyzes the importance of English in economic and business fields. English is central to the global economy and is widely used as the main medium of business communication. The article highlights the importance of using English in international trade, investment, business education and online platforms. It also shows the economic benefits of learning English, particularly its role in entering a new market and establishing international cooperation. English not only creates opportunities for companies to operate successfully, but also expands individual job opportunities. The article helps to understand the place of English in business and economic processes and emphasizes the importance of language knowledge in the global economy.

Key words: English language, Business communication, English in the economic field, Globalization and English, English and the labor market, International business, Targeted language teaching, English and entrepreneurship, Business documents, English and business communication, English and finance

Business is a way of earning a living and making a living. Business is a system of knowledge and commercial activities directed by a person to the production of goods that are useful for the consumer. The main purpose of business is to provide the desired product or service to consumers. This includes, for example, production, trade, service or other types of activities. A business uses marketing strategies to market its products or services. This is done through advertising, branding, market analysis and customer engagement.

By using English in sales and marketing, the company will have access to new markets and international networks. English-speaking sales managers or marketing specialists can more easily establish global partnerships and create new business opportunities.

In addition, English is the most used language on social networks such as Facebook, Instagram, Twitter, and LinkedIn. Many marketing campaigns are conducted in English, because writing and communicating in English on social networks creates an opportunity for the company to attract a wide audience.

Language skills are very important in business and economy. This is necessary not only for successful global operations, but also for effective operation in local markets.

English is central to global economic processes. It is a tool that ensures effective implementation of economic activities, allows to overcome language and cultural boundaries between business partners, investors and different countries. Many multinational companies and organizations operate in English because it is widely used around the world and is the universal language for business, networking and commerce in many countries.

English is not only important for international trade and economic relations, but has become an integral part of daily business activities. Contracts, reports, presentations and other documents written in English serve as the basis of global business relations. Many companies require their employees to know English because they understand that this language is a

necessary tool for exchanging information in the global network, strengthening relations with customers and implementing innovations.

Learning English opens up many useful opportunities in business and economics. For people who want to work in international companies or start their own business, English plays an important role. This not only increases the effectiveness of communication, but also creates opportunities to enter a new market, reach new customers, and establish cooperation with new partners. Also, knowledge of the English language can increase employment opportunities and become an important factor in the development of one's career.

English also plays an important role in economic development as it helps attract international investment. It allows investors to collaborate between different countries, analyze risks and identify new opportunities. Economic information and analysis presented in English is important for international investors, as this language helps to understand the global market and ensures the success of companies on a global scale.

English serves as an important tool for international trade and economic relations. Companies around the world advertise their products and services in English and communicate with customers in English. English helps to communicate clearly and fluently about products and services, especially in the export and import industries. Contracts and agreements concluded in this language ensure that the international trade process is clear and efficient.

In the framework of economic education, English is the main language of the world economy and business learning has a special place. In addition, knowledge of the English language is required for international work the opportunity to be competitive in the market and work successfully in international companies gives however, not only language skills, but also economic ones, are needed to effectively use knowledge and skills in practice it is also necessary to understand the processes and the actual situation in the labor market. Therefore, professional an important aspect of preparation is the integration of English language courses and economics, as well as practical assignments that allow students to apply their knowledge and skills in practice and is to use cases. In other words, the purpose of higher vocational education institutions is local and international competent, able to work successfully in the field of economy and business consists of forming specialists, and learning English plays an important role in this process. An important aspect of professional education is professional and communicative competence in the future specialty formation. This competence includes effective communication in professional activities, teamwork, includes the ability to convince and agree with colleagues, clients and partners.

Designing for the development of professional and communicative competence in the educational process methods, case approach, simulation modeling methods, cases in professional practice discussion, discussions, etc. should be actively used. Also students conferences to practice their communication skills and should be given the opportunity to participate in seminars. In addition, professional education takes into account the individual needs and abilities of students and individual education that allows each student to develop his or her own abilities should suggest a trajectory. This approach allows students to develop their own personal qualities helps to better understand and apply them in professional activities, which is students' will help them succeed in their future careers. Professional and communicative competence for effective work in the field of economy and business is a necessary condition. Its formation depends on the individual needs of each student during the educational process should be given special attention, taking into account their abilities. Knowledge of a foreign language helps economists participate in international projects, foreign partners and clients it allows to establish contact with and strengthen competitive advantage in the labor market creates. Knowledge of the

language expands opportunities for career and professional development, work abroad opens new horizons and increases business development prospects. In addition, knowledge of a foreign language helps economists understand international processes and trends in the economy helps better understanding and evaluation, provides access to foreign information sources and provides conditions for participation in international conferences and seminars. Knowing a foreign language is an important condition for successful professional activity in the field of economy. This

effective communication with foreign partners, work on international projects and international conferences and allows participation in seminars.

Learning English is more important in Uzbekistan than before is becoming high. One of the serious problems in language learning is which methods and related to the methods used. Another problem English and other foreign languages are taught in schools for less hours In addition, innovative technologies play an important role in learning foreign languages Innovative technologies also have advantages. In the present era, that is, in the time when technologies are developing, we speak English Innovative technologies for learners also give great results is coming In short, modern technologies in English language classes use develops students' logical thinking and thinking skills. Every foreign language lesson is a crossroad of culture, communication practice.

Conclusion

English is an indispensable tool in today's global economic and business world and plays an important role in strengthening relations between different countries and companies. It is considered the primary language for effective communication in international trade, investment, marketing, and education. The widespread use of English opens up new markets and opportunities for companies, as well as providing opportunities for individual workers to work globally. In such conditions, knowledge of the English language has become one of the main factors for achieving economic success. Thus, the role of the English language in the economic and business spheres is more important than ever, and a full understanding and study of its role is now essential.

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