SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 11 | November 2025 - Peer Reviewed Journal

DEVELOPING VERBAL COMMUNICATION FOR FUTURE ECONOMISTS

Nuralieva Barnokhon Kudrat Kyzy[1], Tursunov Ibrahim[2]
[1]Senior Lecturer, Tashkent State University of Economics
https://orcid.org/0009-0004-7709-52-01
[2]Associate Professor, Tashkent University of Applied Sciences.
https://orcid.org/0009-0000-4807-5288

ANNOTATION

In this article, the author makes a number of scientific observations and conclusions regarding the problems of developing professional competence and speech among economists and ways to address them.

Furthermore, the article analyzes the views of foreign scholars on this topic.

KEYWORDS: *Economics, Speech, Language, Competence, Communication, Theory, Terminology.*

РАЗВИТИЕ РЕЧЕВОЙ КОММУНИКАЦИИ БУДУШИХ ЭКОНОМИСТОВ

Нуралиева Барнохон Кудрат кызы-
Страший преподователь Ташкентского государственного экономического университета
https://orcid.org/0009-0004-7709-52-01

Турсунов Ибрагим
Доцент Ташкентского университета прикладных наук.
https://orcid.org/0009-0000-4807-5288

Аннотация

В данной статье автор делает ряд научных наблюдений и выводов относительно проблем развития профессиональной компетентности и речи экономистов и путей их решения.

Кроме того, в статье анализируются взгляды зарубежных учёных на данную тему.

Ключевые слова: *экономика, речь, язык, компетентность, коммуникация, теория, компетентность, термины.*

INTRODUCTION

Today, there is growing interest in studying the state of economists' professional language and their level of verbal competence. The fact that 80% of managers' work involves verbal communication is an axiom of modern business rhetoric and communication studies.

Professor M.V. Koltunova, characterizing professional speech as an economic category, notes: "High verbal culture and a developed economy in developed countries are inseparable. Conversely, a society's low verbal culture determines the corresponding level of economic development and efficiency" (Koltunova M.V., 2000).

Undoubtedly, verbal competence is the foundation of effective professional communication, contributes to increased business activity, and fosters a positive professional image. This explains the interest of specialists—linguists, psychologists, and educators—in the concept of "Professional Verbal Competence of Economists."

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 11 | November 2025 - Peer Reviewed Journal

It should be noted that verbal competence is traditionally understood as a personality characteristic reflecting the level of language proficiency and the adequacy of its implementation in speech activity in accordance with communication objectives. An analysis of the research literature shows that linguistic and verbal competence include orthographic, stylistic, pragmatic, and rhetorical components.

When defining the essence of an economist's verbal competence, it should be taken into account that this concept is currently rather arbitrary and lacks a scientifically substantiated interpretation. Two paradoxes confirm this:

- A generalized understanding of the term "economist";
- The absence of verbal competence parameters in the qualifications of economic specialists.

The paradoxical nature of the "economist" job description lies in its apparent clarity and general applicability. However, as our experience shows, most respondents with higher education experience difficulty in concisely and adequately defining this term. In general, an economist is traditionally defined as a specialist in production—in various sectors of industry, agriculture, and the service sector—engaged in planning, pricing, commodity research, and so on. Economics is understood as the science that studies the industries and sectors of the national economy. (Tursunov I.N. 1999.)

RESULTS AND CONSIDERATIONS

Obtaining information from authoritative sources allowed us to identify a wide range of disciplines, mastery of which is subsequently a prerequisite for advanced training for a wide range of specialists pursuing the Economist qualification. In accordance with economic theory, which systematically reflects economic phenomena and processes, economic disciplines are divided into:

- General Economic (economics, political economy, international economic relations, history of economic thought);
- Special (sectoral): trade economics, including industrial economics, agricultural economics, entrepreneurship, public catering, labor economics, etc.; functional, economic statistics, accounting, finance, economic analysis, control, audit, etc.; regional studies, economy of individual countries, regional economy, global economy, etc. (L.K. Graudinova, E.N. Shiryaev, 1999).

According to the given classification, it becomes clear that the qualifications of an economist, accountant, auditor, marketer, financier, entrepreneur, logistician, commodity expert, production technologist, manager, advertiser, securities specialist, etc. indicate a wide range of different types of professional activity. The multidisciplinary nature of economic activity, in essence, gives rise to specialists with completely different professional responsibilities, often not interchangeable. For example, when recruiting personnel for highly competitive organizations, it is common knowledge that the candidate's specialty, not qualifications, corresponds to the vacancy requirements. "Economist." For example, an accountant is incapable of effectively performing the duties of a marketer, and vice versa. This fact is confirmed by the typical situation where a specialist with a qualification as an economist wishes to obtain a second higher education, for example, in accounting or finance. Considering that the nature of a specialist's speech activity within the framework of their work duties is determined by the specifics of their professional competence, we emphasize once again that the concept of "speech competence of an economist" is extremely general, and this is especially evident in the context of studying professional language. In this regard, we agree with the following opinion of E.G. Yakovenko: "Within the framework of a multidisciplinary economic profession, the narrow specialization of the language of economists has reached such a high level that, for example, an economist engaged in computer economic and mathematical forecasting is unlikely to understand all the intricacies of the sphere of socio-economic relations. The professional language of a financier means practically nothing to an economist-statistician, etc. All this significantly complicates professional language and hinders mutual understanding" (Gridner D., 1996).

As noted above, another important issue that casts doubt on the scientific validity of the concept of "economist verbal competence" is the lack of verbal competence parameters in the qualifications of specialists. Thus, according to the list of typical job responsibilities, an economist is generally presented as a "silent specialist": "...carries out work related to the economic activities of the enterprise. Prepares initial data for the preparation of projects (business plans) for the economic, financial, production, and commercial activities of the enterprise. Conducts an economic analysis of the material, labor, and economic activities of an enterprise, ensuring the efficiency of labor and production organization (Kartashova, L.V., 2006). The qualification characteristics of accountants, financiers, and commodity experts are given in the same form (Kartashova, L.V., 2006).

Analysis of these professional characteristics shows that the verbal competence of economists is generally limited to the following knowledge:

- The Specifics of literary language, allowing them to maintain the status of a specialist with a higher education and carry out standardized communication within the framework of their position;
- The Specifics of office work and document flow established in organizational and regulatory documents.

In our opinion, these characteristics are purely general in nature and can easily be applied to the verbal competence of any specialist working in the manufacturing sector. To clarify the concept of "verbal competence of economists," it is necessary to analyze the job descriptions of specialists in various sectors of the economy and identify aspects of speech activity that are of professional significance to them. According to current standards, the qualification "economist" includes a list of "low-communication" and even

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 11 | November 2025 - Peer Reviewed Journal

non-verbal characteristics. However, it should be noted that the modern concept of economic activity has undergone positive changes: "While economics studied the relationships between people in production, relationships 'about things,' now serious attention is paid to the influence of personal, subjective factors on economic relations. It is believed that economics and psychology are two branches of knowledge studying the same object" (Guryev Z. I. 2006).

The anthropocentrism of economics has led to the emergence of such disciplines as economic psychology, management psychology, and business psychology. The professional specifics of the work of advertisers, specialists, marketers, managers, sales agents, and distributors are entirely based on the syncretism of their economic and psychological competencies.

Thus, in our opinion, substantiating the dependence of economic processes on the human factor has somewhat changed the approach to defining the essence of the work tasks of specialists in this field. Having studied the "Qualification Handbook of Positions of Managers, Specialists, and Other Employees" (Safarov B.T., 2006), we concluded that today's formal economic professions are divided into two categories:

- Active Communicative, for which verbal communication is professionally significant, and the level of verbal competence determines the success of a specialist's work (literally, it influences the main economic indicator – profit);
- Passive Communicative, whose verbal activity is associated with standardized work.

Specialists in the first category can be loosely called "economist-communicators." These include managers, marketers, entrepreneurs (dealers, brokers, etc.), auditors, advertisers, and public relations specialists. We present the opinions of authoritative researchers emphasizing the importance of verbal communication for representatives of this profession.

For example, A.P. Panfilova notes that 63% of British, 73% of American, and 85% of Japanese executives (top managers) identify communication as the primary condition for achieving the effectiveness of their organizations, and the executives themselves spend 50 to 90% of their time on it (Kulmatov Ch., 2007).

Representatives of passive communicative professions can be called "record-breaking economists"—including accountants, financial analysts, industrial production technology specialists, food specialists, statistical analysis specialists, commodity specialists, and logisticians. The job descriptions of these specialists do not specify specific (normative) requirements for verbal competence.

Therefore, it is logical that the verbal competence of economist-communicators is a more meaningful concept than that of economist-recorders, and this is confirmed by an analysis of the specialists' verbal requirements. For example, according to qualification characteristics, a manager is responsible for recruiting and placing employees, motivating them to improve their skills, managing relationships with business partners and clients, participating in innovative activities, developing advertising strategies, and market research (Kartashova L.V., 2006).

Managers' social roles are diverse: salesperson, buyer, client, supervisor, subordinate. Each of these roles requires its own type of verbal behavior. Thus, the primary competency requirement for this specialist is communication skills – the ability to effectively use oral and written language, stylistic and other expressive means to influence partners and achieve mutual understanding.

In our opinion, the professional requirements for speech activity of a specialist in this field are as follows:
In the field of professional rhetoric:

- Knowledge of professional language terminology;
- Skills in solving professional speech problems: preparing and delivering presentations (of a product, service, or company), creating and analyzing advertising texts, and the ability to effectively present oneself to achieve commercial effectiveness.

In the field of pragmatics:

- Demonstrate correct speech behavior in conflict and critical situations;
- Effectively use pragmatic linguistics in business communication, in particular, compliments and professional speech etiquette;
- Demonstrate the ability to successfully conduct negotiations and telephone conversations, and overcome difficult business-related situations;
- Knowledge of the ethics and etiquette of business correspondence.
- In the area of spelling:
- The Ability to analyze oral speech and professional texts for compliance with literary language standards, and the ability to edit oral and literary language.
- In the area of stylistics:
- Knowledge of the characteristics of professionally significant styles (official, business, scientific);
- Knowledge of textual norms of genres relevant to the running of a specific enterprise;
- Possess skills in stylistic transformation.

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 11 | November 2025 - Peer Reviewed Journal

In our opinion, economists' interpretation of the concept of speech competence cannot be considered complete without a linguistic analysis of the essence and specificity of professional language. The question of adequately describing professional language as a system of specialized symbols is currently highly relevant. As is well known, professional language is a special variety of literary language serving the sphere of professional communication, in contrast to non-specialized relationships—everyday, family, and so on—that arise within the framework of the scientific method (http://www.aup.ru/docs/d2/op.htm).

In English linguistics, there is the concept of languages for special purposes (LSP), and in German, the concept of Fachsprachen (subject language). In Russian linguistics, this variety of literary language is often called "functional language," "specialized language," or "professional language" (since it is a means of communication between professionals). The essence of the concept of "professional language" and the reasons for its emergence are most deeply revealed in the research of psychologists. In particular, according to A. A. Leontiev, there is a system of immutable "pictures of the world" - abstract models that characterize common features in the perception of the world by different people. In this regard, the concept of "professional worldview" appears, the formation of which is one of the objectives of training in the specialty (http://www.profiz.ru2004). It is worth noting that the "constancy" of the picture of the world is achieved mainly due to the thesaurus level of the professional language: the use of special vocabulary, professionalisms, terminology. In addition, the professional language is a system of basic concepts that make up a thematic macrofield. So, for economists it is: top management (strategic marketing, enterprise mission, long-term goals, corporate strategy); personnel (managers, shareholders, labor resources); finance (budget, credit, investments); production (factors of production, technology, products, services); marketing (advertising, market, foreign trade operations); Sales (product, price, tariff); Logistics (equipment, vehicles, raw materials and supplies); Economic factors (inflation, exchange rate, employment level) (I.N. Tursunov, 1999)

Considering the interdisciplinary nature of the economist's qualification, it can be argued that the unchanging worldviews reflected in the languages of economic specialties are characterized by their isolation and self-sufficiency relative to one another. Therefore, we believe that there is no universal economic language for all specialists with the qualification "economist." However, one can speak of the unity of economic language as a set of professional thesauri of all specialists in the economic field.

In analyzing the characteristics of economists' professional language, it should be noted that the subject of economic theory is the economic behavior of people. The most widespread theory of economic man, "homo economicus," is based on the following: people behave in a way that maximizes profits within certain constraints (monetary income). Rational behavior consists of achieving maximum results with minimum costs in the face of limited resources.

The effectiveness of economists' verbal behavior can directly impact an organization's profits. Therefore, the language of these specialists can be characterized as pragmatic-utilitarian (in the traditional understanding of pragmatism—behavior based on practice and experience, pursuing practical goals).

Thus, new trends in the formation of professional language are emerging: expressiveness and metaphor. In particular, these trends are manifested in the paradoxical formation of modern terminology: an abundance of expressive terms based on metaphor. This is particularly noticeable in the professional activities of a securities broker: "bond laundering" (selling securities before paying dividends and interest on them and buying them back after such payment); "bear" (a stock market speculator betting on a decline in the price of securities); "greenmail" (an investment strategy in which an investor or group of investors purchase a significant stake in a company and then return it to the same company at a price significantly above the market price).

Examples from other areas of communicative economic activity are no less interesting. In particular, the Explanatory Dictionary of Economic and Legal Terms lists 10 metaphorical terms that reveal the concept of money and its types: "money" (quasi-money); "foreign money"; "domestic money", "hot money"; "cheap money"; "long money", "expensive money"; "short money", "little money"; "hard money". The dictionary contains examples of an almost poetic nature: "goodwill" (a company's intangible capital: brand reputation, goodwill); "black knight" (an individual or legal entity making an unacceptable offer to a company); "gray knight" (a rival for control of a company, whose ultimate intentions are unknown); "death valley curve" (a curve on a graph reflecting the rate of decline of venture capital invested in a new company).

Besides figurative terms, the modern professional language of economists, due to its expressiveness and practicality, has another atypical feature: the use of terms of slang origin. In particular, the dictionary of the term "stock portfolio" is supplemented by such terms as "quid pro quo" (confusion, disorder in the work of the stock exchange, as a result of which trading operations on the exchange are disrupted); "all or nothing" (an order - a client's request to a broker to sell/buy all securities or not to sell/buy at all); "Include all"/"Include all rights" (including the price of shares acquired by the new owner, along with all the additional benefits of owning these shares); "Yours, I sell" (an expression used in stock trading indicating the owner's agreement to sell a certain currency at the proposed rate). (Koltunova M.V., 2000)

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 11 | November 2025 - Peer Reviewed Journal

Another modern trend in the development of economics is the abundance of professional phraseology, which contributes to a peculiar popularization of its style – as is well known, phraseological units are stable, widely used, and entrenched in the language through idioms. Thus, even people "ignorant" of the intricacies of economics are well acquainted with expressions such as: "consumer basket," "price scissors," "stock stump," "reverse gear," "dead point," and "iron law." (Leontyev A.A., 1999)

CONCLUSION

Based on the above, we would like to emphasize that, in our view, a trend in the development of modern professional language among economists is increasingly evident, related to its popularization and expressiveness—features atypical for specialized languages. Possible indirect causes of these changes include the unusual popularity of the profession, and consequently, its popularity; a significant rejuvenation of its representatives (phenomena of expressive brevity in slang, jargon, and formulas).

More interesting trends are observed in the language of economists specializing in marketing communications (marketers, advertisers, managers, sales managers, etc.). Traditionally, the marketing communications mix includes advertising, public relations, direct marketing, and integrated forms of product promotion (exhibitions, fairs, presentations, etc.). These advertising and informational genres are not strictly regulated. Moreover, the quality of the speech strategy within these genres is determined not by adherence to clichés (as in formal business style), but by their absence—that is, by the degree of creativity and originality. In addition to their informational function, these genres also serve a suggestive function, influencing purchasing habits and demand, ultimately adjusting consumer value perceptions. On the one hand, this negatively impacts the mentality of a hypnotized audience, which is most susceptible to ideological influence. A highly qualified manager can easily instill in them the need to consume, for example, Coca-Cola or Frutella. (Panfilova A.P. 2001.)

On the other hand, the genres of advertising and marketing communications by their very nature foster a unique, positive worldview based on the enthusiasm, charm, and energy of young but already successful professionals. A key role in this activity belongs to professional language, which can no longer be stylistically neutral but, on the contrary, must contain as much expression and emotion as possible. According to psycholinguists studying neurolinguistic programming, our perception of the world is partly determined by our self-image, that is, the representation of our experience through language (Gridner D 1996). In other words, what we say and how we say it shape our professional skills. It's logical that changing our worldview requires changing our language. A certain similarity can be observed in the work of marketers, who create their own professional language based on scientific research by psychologists: "a solid financial foundation"; "unique inventions and cutting-edge technologies"; "a wide range of products capable of satisfying even the most demanding client"; "a constantly improving project"... This list of phrases is universal – it can be successfully used to describe working with any product. (Panfilova A.P., 2004)

In general, the professional language of economists, managers, marketers, advertisers, and dealers expresses successful work experience, material and spiritual well-being. The ability to "create positivity through play" characterizes the verbal skills of these specialists. A consistent drive toward success, expressed in professional language, significantly enhances the prestige of the profession and ensures that an increasing number of students, internally prepared for active verbal behavior that ensures the economic effectiveness of their work, choose this professional field. However, this behavior has its own peculiarities, related to the specific professional ethics of economists, which often contradict generally accepted ethical norms. This paradox is most clearly manifested in verbal advertising strategies. (http://www.aup.ru/docs/d2/op.htm)

The specific function of advertising is ethically ambiguous: as a carrier of information about a product, it also has an indirect purpose—to encourage consumers to purchase it. It's not without reason that advertising is defined as "a form of paid communication between producer and consumer." In any case, advertising is a form of manipulation of potential consumers' consciousness, often achieved through the creation of an artificial ideology. For example, artificially promoted ideologies of image and prestige compel consumers to purchase more expensive goods (cell phones, cars). (http://www.profiz.ru.2004.)

It is well known that the effectiveness of advertising text depends on the use of universal human psychological properties: curiosity and a sense of comfort. Furthermore, the most popular advertising strategy today is based on the "Miltonian model of language," which is based on the principle of conveying messages when the potential consumer's consciousness is inactive. This involves constructing offers in such a way as to ensure the advertiser's desired consumer behavior, which is controlled by their unconscious. The listener is required to fill the "vacuum" with their own inner experiences, guaranteed by "heavenly delight," "the alluring softness of tuberose," and "the amazing longevity of the fragrance." This approach eliminates any discrepancy between the personal perception of the product and the product itself. As a result, advertising speech strategies are aimed at creating a positive illusion. (Vakhramiev, A.E., 2012.)

Thus, it is clear that the specific nature of professional activity, characterized not only by pragmatics but also by the ethics and psychology of the profession, shapes the characteristics of economic language and, consequently, the verbal competence of specialists. It is clear that an adequate description of the content of these concepts cannot be based solely on an analysis of purely

SJIF Impact Factor (2025): 8.688| ISI I.F. Value: 1.241| Journal DOI: 10.36713/epra2016 ISSN: 2455-7838(Online)
EPRA International Journal of Research and Development (IJRD)
Volume: 10 | Issue: 11 | November 2025 - Peer Reviewed Journal

linguistic (normative, stylistic) aspects and requires an understanding of all aspects of speech behavior in professional communication.

REFERENCES

1. *Gridner, D., NLP. Structure. St. Petersburg: Belyy Krobit, 1996. 496 p.*
2. ***Tursunov, I.,*** *Language and Terminology Problems in Economics. UzMU News, Issue 4, 1999.*
3. ***Guryeva, Z., I.,*** *Speech Communication and Business: The Linguistic Aspect. Kuban State University, 2003. 251 p.*
4. ***Safarov, B., T.,*** *Problems of Professional Language and Speech in Advanced Training of Specialists in Economics. Scientific Bulletin of Guldun State University. No. 2, 2008.*
5. ***Kartashova, L., V.,*** *Organizational Behavior. Textbook for University Students Majoring in Economics. Moscow: IVFA-M, 2006. 218 p.*
6. ***Kulmatov Ch.*** *Problems of studying economic terms.//Vesti FarDU. No. 3, 2007.*
7. *Qualification directory of positions of managers, specialists and other employees [Electronic resource] // http://www.aup.ru/docs/d2/op.htm*
8. *Qualifications of an economist [Electronic resource] // Economist's handbook. - 2004. - No. 6. http://www.profiz.ru.*
9. ***Koltunova M. V.*** *Language and business communication: Textbook for economic universities. Moscow: Publishing house "Economics", 2000. - 362 p.*
10. *Culture of Russian speech. Textbook for universities / Ed. by prof. L. K. Graudina and professor E. N. Shiryaev. - M.: NORMA-INFRA, 1999. - 560 p.*
11. ***Leontiev A. A.*** *Language and speech activity in general and educational psychology: Selected psychological works / M.: Moscow Psychological-Pedagogical Institute, Voronezh: NPO "MODEK", 2001.-P. 117.*
12. ***Panfilova A. P.*** *Business communication and professional detailing: Teaching methods / A. P. Panfilova. - St. Petersburg: Znanie, IVESEP, 2004. - 495 p.*
13. *Economic theory. Study guide / Ed. prof. A. E. Vakhramiev. - Cheboksary: 2012. - 267 p.*