



THE ROLE AND PLACE OF ENGLISH IN INTERNATIONAL COMMUNICATION

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ABSTRACT

English is one of the world's languages spoken by a large number of people around the world. It is used in politics, economics, business, culture and all areas of life. The article explores the basic principles of using English as the language of international communication and its role in international space.

KEYWORDS: *English, communication, international communication, development, world*

INTRODUCTION

One of the features of the modern information society is the increased attention to the problems of language due to the fact that the main load of the information and communication plan falls on the language. The reasons for the increased interest of social philosophers in the problems of understanding, dialogue of cultures, discourse, etc., are the following factors:

First, language becomes one of the most important means of ethnic identification in conditions when traditional forms of collectivity and cultural and moral regulation that unite people are being destroyed.

Secondly, language is the most important factor in ensuring the stability of communication, focusing on understanding, dialogue, and socio-cultural factors.

Third, language is the only mediating link in dialogic communication, direct emotional and spiritual communication of the "I" and "Other", as an actual event.

Fourth, language reality as a form of expression of intersubjective experience is increasingly invading the human life world, generating a new type of communicative behavior – language interaction, new forms of coordination of human behavior, new management mechanisms: on the one hand – money and power, and on the other – language.

Fifth, the study of communication processes is increasingly focused on the study of language communication, where the essence of a person is associated with the question of language, because

there is no more effective means of forming a person than through language.

OBJECTIVES

In foreign practice, organizations are required to include international communication in the development and implementation of communication policies. This includes coordinating campaigns on an international scale; advising and assisting foreign investors in a given country and local investors abroad; advising and assisting companies, states, state or supranational foreign organizations when communicating with public authorities in a given country and foreign authorities; theoretical development and coordination of international programs on crisis prevention and management. Multipolar intercultural communication is becoming more and more relevant today, which is faced by participants of international conferences, symposiums or meetings, where a special role belongs to the English language, which is the language of international communication, universal lingua franca, and the intermediary language for communication between representatives of different language communities.

For 600 million people, English is either the second official language or a foreign language. One billion people, or 20% of the world's population, speak English. More than 75 % of international correspondence (letters, e-mail) and 90 % of information on Internet sites is presented in English. English is widely used in advertising. The reasons for this are as follows: prestige, high cost, meaningful and attractive appearance. It appears that the reason



for this is the synergistic effect of the following factors: the existence of a large number of former British colonies who have chosen English the official language (Australia, Canada, USA); the traditional study of English local elites in different continents (Hong Kong, Philippines); the use of English as the official language of influential international organizations (UN, UNESCO, etc. – only about 12 and a half thousand); the significant role of English-speaking countries in geopolitics; the rapid spread of English via the Internet.

LITERATURE REVIEW

Researcher S. A. Karasev argues that in the 21st century, a new linguistic phenomenon may appear – international English, which will embody the features of all national versions of the English language, which is facilitated by the growing use of English in such areas as media, advertising, the film industry, pop music, tourism, international business, international security (the creation of unified language systems as Seaspeak, EmergencySpeak, Airspeak), education, international communications [1, P 80-81].

As N. A. Bagdasarova points out, the need for a global language is most acutely felt, first, in academic and business communities. [2, P 80-81]. Scientists in many non-English-speaking countries prefer English to their native language in scientific publications. In the post-war period less than 15% of works in the natural sciences were published in English, by 1990 their number reached 57.6 %, and today this figure has grown to 80 %. This data is not surprising, since researchers calculate the citation of their name only from English-language international journals. In addition, the presence of publications in special English-language journals makes it easier to get into the American science citation Index (SCI).

According to V. Kolesov, the English language has "a vast vocabulary and simplicity of grammatical structure". There are no long phrases and complex rhetorical periods, "English is the language of lyrical poetry and newspaper headlines", and "just because it is easy to use, it is easy to use badly" [3, P 32]. Therefore, the question arises about the features of speech addressed to an international audience, in cases where the working language of the meeting is English. It should be remembered that the uncomfortable language of communication inevitably leads to a negative perception of the speaker, and then the inevitable negative perception of information, which negatively affects the effectiveness of the statement.

According to D. Crystal, English has become the language of global communication in the field of business communication, as this language has simplified the exchange of messages between an ever-growing numbers of communicants around the world [4, P 45-47]. It is noteworthy that in the UK,

companies that specialize in teaching native speakers the linguistic features of communication with foreign partners in order to improve the effectiveness of business contacts are becoming more popular.

METHODOLOGY

While speaking about the special role that English plays in international business communication, it should be mentioned that English is declared the official language of international and multinational corporations (Philips, Bosch). About 50 % of companies in Europe communicate with each other in English. As an example, Philips is a Dutch international company where English was chosen as the language of communication, rather than Dutch, because the company employs relatively few Dutch people. A similar situation is observed in the French company Bosch, where English is preferred to French, despite the fact that the company employs many French people and the fact that French itself is the language of world communication. This possibility will be realized by relying on a system of managerial, intercultural and language competencies. Thus, language competence as a basis for working in an international environment implies:

- the ability to read and perceive specialized texts in foreign languages in real time;
- the ability to perceive and document multimedia information in foreign languages in real time;
- the ability to consecutive and simultaneous translation;
- the ability to linguistic and cultural analysis;
- skills of oral and written presentation in foreign languages;
- ability to conduct scientific research in foreign languages;
- skills of oral presentation in foreign languages, including speeches at the state level, etc.

In addition, it should be noted that communication in the international environment involves a combination of a number of managerial knowledge, abilities and skills with intercultural:

- ability to work with the norms and traditions of other countries;
- ability to work in a multicultural environment;
- knowledge of business and public administration in different countries;
- ability to organize negotiations, including negotiations in a multilingual environment;
- ability to act as an intermediary in business negotiations, in conflict resolution;



- ability to work in international organizations;
- ability to organize a mobile office, maintain the main communication channels in any country of the world;
- ability to effectively present your project or company at international exhibitions and conferences.

According to the researcher S. G. Ter-Minasova, it is possible to achieve such competencies if you study languages functionally, in terms of using them in different spheres of society; "in a synchronous cross-section", i.e. in close connection with the world of the language being studied; and with the help of specialists in international and intercultural communication and public relations [5, P 26].

An important place in international communication is occupied by technical and commercial documentation, special scientific and professional literature, presentations of scientists, specialists and professionals on relevant issues at conferences, meetings and other events of an international nature. To have a stable positive image, it is necessary to create this documentation not only in the international (English) language, but also in the language of the country for which it is intended, in compliance with the parameters of effective written communication.

Researcher T. I. Zharkova considers knowledge of terminological systems of science, culture and business, i.e. a special layer of specially cultivated vocabulary, to be an important condition for the implementation of intercultural communication. The use of business terminology in speech certifies the speaker in social terms more highly, emphasizes the level of awareness, claims superiority in relation to their colleagues. Knowledge and possession of business terminology contributes to the bilingual and bicultural development of the student's personality and facilitates the process of intercultural communication with representatives of various societies [6, P 45-47].

Speech communication is a two-way process, the development of which depends on the degree of mutual understanding between communicants, on their ability to adequately perceive messages. An adequate response to English-language speech is a necessary condition for active two-way contact in the process of communication and implies focusing attention not on the language form of the interlocutor's speech and searching for the direct meaning of the statement, but on its hidden meaning, depending on the communication situation, the relationship of the interlocutor to the communication partner and other extra linguistic factors. For accuracy and speed the actions necessary to form a prediction as a mechanism speech act, because failure

to assess the linguistic situation leads to a decrease in the ability to perceive the individuality of the speech, evaluate its significance and impact. A good command of a foreign language only at the level of speech production does not ensure readiness to participate in speech communication. The lack of the ability to perceive fluent foreign language speech leads communication to a dead end and, accordingly, creates a negative communicative effect.

CONCLUSION

In conclusion, it should be noted that the submission of information requires special knowledge. Information is rapidly becoming a new type of capital. The role of public relations professionals is to help employers cope with the flow of information and change, and to transform the fear of change into productive opportunities that contribute positively to the development of society and the individual at the global and local levels. Today's challenges are in stark contrast to past times when planning was predictable. Today, in addition to communication skills, a specialist needs to be receptive to innovations and radical structural changes, as well as information, knowledge and change management skills.

Thus, an important factor for success in international activities is the availability of specialist competencies that are based on the language and especially English as the "universal language of global culture". Such analytical and communication competencies include: professional management and humanitarian education; foreign language skills, primarily English; communication competence; receptivity to innovation; knowledge of the culture of the countries where the organization carries out public relations; taking into account both real and symbolic values; studying the forms of international communication; creative approach to solving communication problems.

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