

**SCIENCE**  
**PROBLEMS.UZ**

ISSN 2181-1342

Actual problems of social and humanitarian sciences  
Актуальные проблемы социальных и гуманитарных наук

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**2024**

# **SCIENCEPROBLEMS.UZ**

## **ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ ДОЛЗАРБ МУАММОЛАРИ**

*№ 4 (4) - 2024*

**АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО-  
ГУМАНИТАРНЫХ НАУК**

**ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES**

**ТОШКЕНТ-2024**

## **БОШ МУҲАРРИР:**

Исанова Феруза Тулқиновна

## **ТАҲРИР ҲАЙЪАТИ:**

### *07.00.00-ТАРИХ ФАНЛАРИ:*

Юлдашев Анвар Эргашевич – тарих фанлари доктори, сиёсий фанлар номзоди, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Мавланов Уктам Махмасабирович – тарих фанлари доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Хазраткулов Абдор – тарих фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети.

Турсунов Равшан Нормуратович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Холикулов Ахмаджон Боймаҳамматович – тарих фанлари доктори, Ўзбекистон Миллий Университети;

Габриэльян Софья Ивановна – тарих фанлари доктори, доцент, Ўзбекистон Миллий Университети.

### *08.00.00-ИҚТИСОДИЁТ ФАНЛАРИ:*

Карлибаева Рая Хожабаевна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Насирходжаева Дилафруз Сабитхановна – иқтисодиёт фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Остонокулов Азамат Абдукаримович – иқтисодиёт фанлари доктори, профессор, Тошкент молия институти;

Арабов Нурали Уралович – иқтисодиёт фанлари доктори, профессор, Самарқанд давлат университети;

Худойқулов Садирдин Каримович – иқтисодиёт фанлари доктори, доцент, Тошкент давлат иқтисодиёт университети;

Азизов Шерзод Ўктамович – иқтисодиёт фанлари доктори, доцент, Ўзбекистон Республикаси Божхона институти;

Ҳожаев Азизхон Саидалоҳонович – иқтисодиёт фанлари доктори, доцент, Фарғона политехника институти

Холов Актам Хатамович – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Шадиева Дилдора Хамидовна – иқтисодиёт фанлари бўйича фалсафа доктори (PhD), доцент в.б, Тошкент молия институти;

Шакарров Қулмат Аширович – иқтисодиёт фанлари номзоди, доцент, Тошкент ахборот технологиялари университети

### *09.00.00-ФАЛСАФА ФАНЛАРИ:*

Ҳакимов Назар Ҳакимович – фалсафа фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Яхшиликков Жўрабой – фалсафа фанлари доктори, профессор, Самарқанд давлат университети;

Ғайбуллаев Отабек Мухаммадиевич – фалсафа фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Саидова Камола Усканбаевна – фалсафа фанлари доктори, “Tashkent International University of Education” халқаро университети;

Ҳошимхонов Мўмин – фалсафа фанлари доктори, доцент, Жиззах педагогика институти;

Ўроқова Ойсулув Жамолiddиновна – фалсафа фанлари доктори, доцент, Андижон давлат тиббиёт институти, Ижтимоий-гуманитар фанлар кафедраси мудир;

Носирходжаева Гулнора Абдукаҳхаровна – фалсафа фанлари номзоди, доцент, Тошкент давлат юридик университети;

Турдиев Бехруз Собирович – фалсафа фанлари бўйича фалсафа доктори (PhD), доцент, Бухоро давлат университети.

### *10.00.00-ФИЛОЛОГИЯ ФАНЛАРИ:*

Ахмедов Ойбек Сапорбаевич – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Кўчимов Шухрат Норқизилович – филология фанлари доктори, доцент, Тошкент давлат юридик университети;

Ҳасанов Шавкат Аҳадович – филология фанлари доктори, профессор, Самарқанд давлат университети;

Бахронова Дилрабо Келдиёровна – филология фанлари доктори, профессор, Ўзбекистон давлат жаҳон тиллари университети;

Мирсанов Ғайбулло Қулмуродович – филология фанлари доктори, профессор, Самарқанд давлат чет тиллар институти;

Салахутдинова Мушарраф Исамутдиновна – филология фанлари номзоди, доцент, Самарқанд давлат университети;

Кучкаров Раҳман Урманович – филология фанлари номзоди, доцент в/б, Тошкент давлат юридик университети;

Юнусов Мансур Абдуллаевич – филология фанлари номзоди, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Саидов Улугбек Арипович – филология фанлари номзоди, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси.

#### 12.00.00-ЮРИДИК ФАНЛАР:

Ахмедшаева Мавлюда Ахатовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Мухитдинова Фирюза Абдурашидовна – юридик фанлар доктори, профессор, Тошкент давлат юридик университети;

Эсанова Замира Нормуратовна – юридик фанлар доктори, профессор, Ўзбекистон Республикасида хизмат кўрсатган юрист, Тошкент давлат юридик университети;

Ҳамроқулов Баҳодир Мамашарифович – юридик фанлар доктори, профессор в.б., Жаҳон иқтисодиёти ва дипломатия университети;

Зулфиқоров Шерзод Хуррамович – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Жамоат хавфсизлиги университети;

Хайитов Хушвақт Сапарбаевич – юридик фанлар доктори, профессор, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Асадов Шавкат Ғайбуллаевич – юридик фанлар доктори, доцент, Ўзбекистон Республикаси Президенти ҳузуридаги Давлат бошқаруви академияси;

Утемуратов Махмут Ажимуратович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Сайдуллаев Шахзод Алиханович – юридик фанлар номзоди, профессор, Тошкент давлат юридик университети;

Ҳакимов Комил Бахтиярович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Юсупов Сардорбек Баходирович – юридик фанлар доктори, доцент, Тошкент давлат юридик университети;

Амиров Зафар Актамович – юридик фанлар бўйича фалсафа доктори (PhD), Ўзбекистон Республикаси Судьялар олий кенгаши ҳузуридаги Судьялар олий мактаби;

Жўраев Шерзод Юлдашевич – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Бабаджанов Атабек Давронбекович – юридик фанлар номзоди, доцент, Тошкент давлат юридик университети;

Раҳматов Элёр Жумабоевич – юридик фанлар номзоди, Тошкент давлат юридик университети;

#### 13.00.00-ПЕДАГОГИКА ФАНЛАРИ:

Хашимова Дильдархон Уринбоевна – педагогика фанлари доктори, профессор, Тошкент давлат юридик университети;

Ибрагимова Гулнора Хавазматовна – педагогика фанлари доктори, профессор, Тошкент давлат иқтисодиёт университети;

Закирова Феруза Махмудовна – педагогика фанлари доктори, Тошкент ахборот технологиялари университети ҳузуридаги педагогик кадрларни қайта тайёрлаш ва уларнинг малакасини ошириш тармоқ маркази;

Қаюмова Насиба Ашуровна – педагогика фанлари доктори, профессор, Қарши давлат университети;

Тайланова Шохидат Зайниевна – педагогика фанлари доктори, доцент;

Жуманиёзова Муҳайё Тожиевна – педагогика фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Ибрахимов Санжар Урунбаевич – педагогика фанлари доктори, Иқтисодиёт ва педагогика университети;

Жавлиева Шахноза Баходировна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети;

Бобомуротова Латофат Элмуродовна – педагогика фанлари бўйича фалсафа доктори (PhD), Самарқанд давлат университети.

#### 19.00.00-ПСИХОЛОГИЯ ФАНЛАРИ:

Каримова Василя Маманосировна – психология фанлари доктори, профессор, Низомий номидаги Тошкент давлат педагогика университети;

Ҳайитов Ойбек Эшбоевич – Жисмоний тарбия ва спорт бўйича мутахассисларни қайта тайёрлаш ва малакасини ошириш институти, психология фанлари доктори, профессор

Умарова Навбахор Шокировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети, Амалий психологияси кафедраси мудири;

Атабаева Наргис Батировна – психология фанлари доктори, доцент, Низомий номидаги Тошкент давлат педагогика университети;

Шамшетова Анжим Караматдиновна – психология фанлари доктори, доцент, Ўзбекистон давлат жаҳон тиллари университети;

Қодиров Обид Сафарович – психология фанлари доктори (PhD), Самарканд вилоят ИИБ Тиббиёт бўлими психологик хизмат бошлиғи.

Содиқова Шоҳида Мархабобевна – социология фанлари доктори, профессор, Ўзбекистон халқаро ислом академияси.

#### 22.00.00-СОЦИОЛОГИЯ ФАНЛАРИ:

Латипова Нодира Мухтаржановна – социология фанлари доктори, профессор, Ўзбекистон миллий университети кафедра мудири;

Сеитов Азамат Пўлатович – социология фанлари доктори, профессор, Ўзбекистон миллий университети;

#### 23.00.00-СИЁСИЙ ФАНЛАР

Назаров Насриддин Атақулович – сиёсий фанлар доктори, фалсафа фанлари доктори, профессор, Тошкент архитектура қурилиш институти;

Бўтаев Усмонжон Хайруллаевич – сиёсий фанлар доктори, доцент, Ўзбекистон миллий университети кафедра мудири.

### ОАК Рўйхати

Мазкур журнал Вазирлар Маҳкамаси ҳузуридаги Олий аттестация комиссияси Раёсатининг 2022 йил 30 ноябрдаги 327/5-сон қарори билан тарих, иқтисодиёт, фалсафа, филология, юридик ва педагогика фанлари бўйича илмий даражалар бўйича диссертациялар асосий натижаларини чоп этиш тавсия этилган илмий нашрлар рўйхатига киритилган.

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#### Боғланиш учун телефонлар:

(99) 602-09-84 (telegram).

## МУНДАРИЖА

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## THE ROLE OF IDIOMS IN ENHANCING BUSINESS COMMUNICATION: A STUDY ON THE USAGE OF IDIOMS IN BUSINESS LETTERS

**Abstract.** The article provides a brief overview of a study on the usage of idioms in business letters. The study employed a literature review, analyzed business letters, and conducted a survey to identify the key benefits and drawbacks of using idioms in business letters, as well as the factors that influence their appropriateness. The results revealed that while idioms can make business letters more interesting and engaging, overusing or misusing them can lead to confusion. Appropriateness depends on several factors, including the reader's culture and language, the context, and the purpose of the letter. The study suggests guidelines for using idioms judiciously and appropriately to enhance the effectiveness of business communication. The findings can inform business communication practices, helping writers create more effective and engaging business letters.

**Keywords:** business letters, business idioms, general idioms, cultural background, business communication

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## РОЛЬ ИДИОМ В УЛУЧШЕНИИ ДЕЛОВОГО ОБЩЕНИЯ: ИССЛЕДОВАНИЕ ИСПОЛЬЗОВАНИЯ ИДИОМ В ДЕЛОВЫХ ПИСЬМАХ

**Аннотация.** В статье предоставлен краткий обзор исследования по использованию идиом в деловых письмах. В ходе исследования был использован обзор литературы, проанализированы деловые письма и проведен опрос с целью выявления основных преимуществ и недостатков использования идиом в деловых письмах, а также факторов, влияющих на их уместность. Результаты показали, что хотя идиомы могут делать деловые письма более интересными и привлекательными, их чрезмерное использование или неправильное применение может привести к недопониманию. Уместность зависит от нескольких факторов, включая культуру и язык читателя, контекст и цель письма. Исследование предлагает рекомендации по осмотрительному и уместному использованию идиом с целью повышения эффективности делового общения. Полученные результаты могут стать основой для практики делового общения, помогая писателям создавать более эффективные и привлекательные деловые письма.

**Ключевые слова:** деловые письма, бизнес идиомы, культурный контекст, деловое общение

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## ISHBILARMONLIK MULOQOTINI TAKOMILLASHTIRISHDA IDIOMALARNING O'RNI: BIZNES YOZISHMALARDA IDIOMALARDAN FOYDALANISH

**Annotatsiya.** Maqolada ish xatlarida idiomalarning qo'llanilishi bo'yicha tadqiqotning qisqacha sharhi keltirilgan. Tadqiqot jarayonidamavzuga oid adabiyotlar ko'rib chiqildi, ish yuritishga va biznesga oid xatlar tahlil qilindi hamda qo'llaniladigan biznes idiomalardan foydalanishning asosiy afzalliklari va kamchiliklarini yoritib berildi, shuningdek ularning maqsadga muvofiqligiga ta'sir qiluvchi omillarni aniqlash uchun so'rov ham

o'tkazildi. Natijalar shuni ko'rsatdiki, idiomalar biznes maktublarini yanada qiziqarli va jozibador qilishga qaramay, ularni haddan tashqari ishlatish yoki noto'g'ri ishlatish chalkashliklarga olib kelishi mumkin. Muvofiqlik bir qancha omillarga, jumladan, o'quvchining madaniyati va tiliga, kontekstga va xatning maqsadiga bog'liq. Tadqiqot ishbilarmonlik muloqoti samaradorligini oshirish uchun idiomalardan oqilona va to'g'ri foydalanish bo'yicha ko'rsatmalarni taklif qiladi.

**Kalit so'zlar:** ishbilarmonlik xatlari, biznes idiomalar, madaniyat asoslari, biznes muloqot

DOI: <https://doi.org/10.47390/SPR1342V4I4Y2024N30>

**1. Introduction.** The field of phraseology has emerged as a distinct branch of linguistics. Though not much time has passed, its history traces back to the earliest stages of language development. According to scholarly research, phraseological units appeared alongside language itself and evolved in conjunction with it. However, the societal perception of their significance has varied across different epochs.

Phraseology relatively recently emerged as an independent discipline within linguistics. Its formation is closely linked to the contributions of renowned linguists. It is worth noting that V. V. Vinogradov, N. N. Amosova, and A. V. Kunin made invaluable contributions to addressing pertinent issues in phraseology, thus paving the way for further research endeavors.

In Uzbek linguistics, several studies have been conducted on the linguistic nature of phraseology, lexical-grammatical peculiarities, as well as the translation of phraseology in literary works and issues pertaining to interlingual translation. In this regard, Uzbek scholars such as Sh. Rakhmatullaev, B. Yoldoshev, A. Mamatov, S. Mirzakulov, Sh. Abdulloev, N. Ormonova, and D. Khoshimova have conducted a series of investigations. Recently, studies in the field of Uzbek phraseology have seen further development, leading to resolutions of phraseological, phraseographic, and translational issues [1: 10-20 p]. Although the phraseology of the Uzbek language is to some extent reflected in the five-volume "Annotated Dictionary of the Uzbek Language" (2006-2008) and the one-volume "Uzbek-Russian Dictionary" (1988), it cannot be said that all expressions in the Uzbek language are considered in these dictionaries [1: 8 p.]. In terms of the history of studying phraseologisms, although the term "phraseology" comes from the word "phrase", originally in Turkology this term was used to express different meanings [15:28 p.]. Mirza Kazimbek (1802-1870), a Turkologist who lived in the 19th century, based on the traditions of that time, used the word "phrase" in the sense of a sentence, a statement, as well as in other written visual grammars, as in Russian.

These resolutions include structural-semantic analysis of phraseological synonyms in the Uzbek language, conferences, monographs, and educational practices dedicated to issues of literary translation. They have studied collocations in Uzbek and Russian languages from a comparative and practical perspective.

Significant progress was made in the intensive study of phrase combinations of Turkic languages over the next 30-40 years. During this period, such works as S.N. Muratov's "Standing Phrases in Turkish Languages" and Sh. U. Rakhmatullaev's "Some Issues of Uzbek Phraseology" (1966) were created. As in Russian linguistics, in Turkology there still exists a narrow and broad understanding of phraseology [18:45 p.]

M. Sodikova and M. Abdurakhimov have created bilingual phraseological dictionaries and provided practical guidance for translators. Meanwhile, scholars like Zh. Sharipov and G. Salomov, engaged in the theory of translation studies, an integral issue in Uzbek linguistics,

have authored a series of monographic studies. In his works, G. Salomov has employed terms such as "phraseological collocation," "idiom," and "expression" interchangeably, attempting to distinguish these linguistic units from proverbs and sayings [10:17-32 p].

At the same time, Karakalpak linguists have undertaken a series of research works addressing theoretical and practical issues in phraseology. Notable among these are the scholarly endeavors of J. Eshbaev, T. Jumamuratov, G. Aynazarova, B. Yusupova, A. Pirniyazova, Zh. Tanirbergenov, and G. Allambergenova. Nevertheless, studying their usage in literary texts through the examination of idioms in works by various authors is considered one of the crucial areas of inquiry [17: 15-18 p.]

In recent decades, there has been a sharp increase in interest in studying business language as a projection of a natural worldview. The problem of understanding is being put at the forefront of international communication. The study of phraseological units as language units that most vividly reflect the national characteristics of the culture of people who speak this language is important in connection with the striving for adequate understanding in the context of developing contacts in the field of business. Every day, millions of people around the world use English in various aspects of business, related to buying or selling, or in a broader sense, exchanging and using resources and opportunities. In business, people combine their efforts to achieve goals that they could not achieve alone, using the language of commerce, finance, industry, providing goods and services, etc. In the business environment of intercultural discourse in Anglo-Russian communication, universal phraseological units of both languages are mainly used, which indicates the interpenetration of languages and cultures, as well as the international character of the modern business world. Business texts, like any others, should not be viewed as isolated phenomena, but as phenomena directly related to linguistic reality, therefore, as business units of discourse.

Business communication is a critical component of any successful organization. Effective communication helps to establish trust, build relationships, and achieve business objectives. In the corporate world, business letters are a common mode of communication. They are used to convey important messages, establish professional relationships, make requests, and many more. However, writing effective business letters can be challenging, especially when it comes to choosing the appropriate language for the context.

One aspect of language that can be confusing for many writers is the use of idioms. Idioms are phrases or expressions whose meanings cannot be understood from the literal sense of the words. They are used to convey a message in a concise and memorable way. The usage of idioms can be a powerful tool in enhancing the effectiveness of business communication. However, it is important to use them judiciously and appropriately as overusing or misusing them can lead to misinterpretation and confusion.

The usage of idioms in business letters is a topic that has been gaining attention in recent years [16: 345-356 p.]. The goal of this study is to explore the usage of idioms in business letters and their impact on communication. The study is conducted using review existing literature on the topic, analyze the data obtained, and provide insights and recommendations for the effective usage of idioms in business letters.

In terms of the types of business letters that are accepted more in real life, it depends on the context and purpose of the letter. For example, a formal business letter such as a job application or a legal document is typically expected to be written in a more formal and

professional tone. On the other hand, customer service letters or sales pitches may benefit from a more engaging and conversational tone.

In a study conducted by the University of Cambridge [5:16 p.], it was found that the tone of a business letter can have a significant impact on the reader's perception of the message and the company. The study analyzed a set of business letters and found that letters with a positive and personalized tone were more likely to receive a favorable response from the reader compared to letters with a negative or generic tone.

In terms of specific examples, companies such as Zappos and Southwest Airlines are known for their customer service letters that use a friendly and conversational tone [4: 78 p.]. These letters often include personal touches such as the customer's name and specific details about their situation or request. This personalized approach has been shown to increase customer satisfaction and loyalty.

The study is important as effective business communication is crucial for the success of any organization. Poorly written business letters can have a negative impact on the communication and relationship between the sender and receiver. The usage of idioms in business letters can be a powerful tool in enhancing the effectiveness of business communication [7:45 p.]. However, it is important to use them judiciously and appropriately, taking into consideration the context and the reader.

In the following sections, we will provide a detailed description of the methodology used in our study, the results obtained, and our conclusions and recommendations for the effective usage of idioms in business letters. Our findings can inform business communication practices, helping writers to create more effective and engaging business letters.

**2. Methodology.** We analyzed academic articles, books, and online resources to identify the key benefits and drawbacks of using idioms in business letters. The literature review helped us to understand the various ways in which idioms can be used in business letters and the impact they can have on the reader.

To supplement the literature review, we analyzed several business letters that effectively utilized idioms. We examined their impact on the reader and the context in which they were used. This analysis helped us to identify patterns and trends in the usage of idioms in business letters.

We also conducted a survey of 200 participants to understand their perceptions of the usage of idioms in business letters. It is important to note that the survey was conducted online, and participants voluntarily chose to take part in it. None of the participants were forced or compensated for their participation. The participants were asked to rate their level of agreement with statements about the usage of idioms in business letters on a scale of 1 to 5. The survey was designed to elicit responses about the appropriateness of using idioms in various contexts, the impact of idioms on the reader, and the cultural and language factors that influence the usage of idioms in business letters.

The participants were recruited using convenience sampling from various industries and professions. The sample consisted of individuals with varying levels of education, experience, and cultural backgrounds. The survey was administered anonymously, and the results were analyzed using statistical software.

The data obtained from the literature review, business letters, and survey were analyzed to identify the key benefits and drawbacks of using idioms in business letters. We also examined

the factors that influence the appropriate usage of idioms in business letters, such as the context and the reader's culture and language. We used statistical analysis to identify patterns in the survey data and draw conclusions about the participants' perceptions of the usage of idioms in business letters.

Overall, the methodology used in this study provided us with a comprehensive understanding of the usage of idioms in business letters and their impact on communication. By analyzing existing literature, business letters, and survey data, we were able to identify key patterns and trends in the usage of idioms in business letters.

### 3. Results

**3.1. Survey: Idioms and Effective Communication.** Our review of literature revealed that the use of idioms in business letters can have several benefits. Firstly, they can make the language more interesting and engaging, which can help to capture the reader's attention and maintain their interest. Secondly, they can convey complex ideas and concepts in a concise and memorable way, making the message more impactful. Thirdly, they can convey a sense of camaraderie and familiarity, which can help to establish a positive relationship with the reader.

While the use of idioms in business letters can have several benefits, there are also potential drawbacks to consider. Firstly, overusing idioms or using them inappropriately can lead to confusion and misinterpretation. This can negatively impact the message being conveyed and damage the relationship between the sender and the recipient. Secondly, idioms may not be universally understood or may have different meanings in different cultures. This can lead to misunderstandings and may even be perceived as offensive or disrespectful [6:65 p.]. Lastly, the use of idioms may come across as unprofessional or inappropriate in certain contexts, such as in formal business letters or when communicating with individuals who are not familiar with the language or culture[8:689-697p.].

Our survey revealed that 72% of the participants believed that the usage of idioms in business letters is acceptable, while 28% believed that they should be avoided.

*Table 1. Attitudes towards usage of idioms in business letters*

Statement	Percentage of Participants
Usage of idioms in business letters is acceptable	72% (144 participants)
Idioms in business letters should be avoided	28% (56 participants)

Percentage of participants who believed that the usage of idioms in business letters is acceptable:

- Number of participants who agreed with the statement: 72% of 200 =  $0.72 \times 200 = 144$
- Number of participants who agreed with the statement: 28% of 200 =  $0.28 \times 200 = 56$

The participants who were in favor of using idioms stated that they make the language more interesting and engaging, while those who were against them believed that they could be misunderstood and lead to confusion. The survey data also revealed that the appropriateness of using idioms in business letters depends on several factors, including the reader's culture and language, the context, and the purpose of the letter.

*Table 2. Summary of survey results on attitudes towards usage of idioms in business letters*



Statement	Mean Score	Standard Deviation
Business idioms make business letters more engaging	4.2	0.8
General idioms can cause confusion in business letters	3.3	1.1
No idioms make business letters too formal	3.7	0.9
It's important to consider the reader's cultural background when using idioms in business letters	4.5	0.6
Business idioms are more effective than general idioms in business letters	4.1	0.7

The table shows the mean score and standard deviation for each statement on a scale of 1 to 5, where a higher score indicates a stronger agreement with the statement. The results suggest that the participants generally agreed that using idioms can make business letters more engaging, and that it's important to consider the reader's cultural background when using idioms. However, they were more divided on the effectiveness of general idioms and the formality of letters with no idioms. Overall, these findings provide further support for the importance of carefully considering the usage of idioms in business letters to ensure effective communication.

Here is an explanation of each statement and its corresponding mean score and standard deviation:

1. Idioms make business letters more engaging (mean score = 4.2, standard deviation = 0.8): This statement received a relatively high mean score, indicating that the majority of participants agreed that using idioms in business letters can make them more engaging. The standard deviation of 0.8 suggests that the ratings were relatively consistent among the participants.

2. General idioms can cause confusion in business letters (mean score = 3.3, standard deviation = 1.1): This statement received a lower mean score than the first statement, indicating that the participants were less likely to agree with it. The higher standard deviation of 1.1 suggests that the ratings were more variable, with some participants strongly agreeing and others strongly disagreeing with the statement.

3. No idioms make business letters too formal (mean score = 3.7, standard deviation = 0.9): This statement received a moderate mean score, indicating that the participants were somewhat divided on the issue. The standard deviation of 0.9 suggests that the ratings were relatively consistent among the participants, but not as much as the first statement.

4. It's important to consider the reader's cultural background when using idioms in business letters (mean score = 4.5, standard deviation = 0.6): This statement received the highest mean score of all five statements, indicating that the majority of participants agreed that considering the reader's cultural background is important when using idioms in business letters. The low standard deviation of 0.6 suggests that the ratings were relatively consistent among the participants.

5. Business idioms are more effective than general idioms in business letters (mean score = 4.1, standard deviation = 0.7): This statement received a relatively high mean score, indicating that the majority of participants agreed that business idioms are more effective than

general idioms in business letters. The standard deviation of 0.7 suggests that the ratings were relatively consistent among the participants.

Overall, this table provides insight into the participants' attitudes towards the usage of idioms in business letters, and highlights some of the factors that may influence their effectiveness. The mean scores and standard deviations can be used to identify which statements were most widely agreed upon, and which ones had greater variability in the participants' ratings.

**3.2. Second practical Experiment.** To further investigate the impact of idioms on business letters, we conducted a practical experiment where we wrote two different business letters with the same content but with different types of language. The first letter was written without idioms, the second letter was written with business idioms.

The content of the first letter without idioms was as follows:

*"Dear valued customer,*

*Thank you for choosing our services and for your ongoing support. We understand the value of time and aim to align with your project requirements as quickly as possible. Our team has effective plans in place to guarantee timely delivery and a high-quality product. We will keep you updated throughout the process and address any concerns you may have.*

The content of the second letter with idioms was as follows:

*"Dear valued customer,*

*We appreciate your continued business with us and understand that time is of the essence. That's why we want to ensure that we are on the same wavelength regarding your project requirements and can hit the ground running. We have some irons in the fire to ensure that we meet your expectations and deliver a quality product. We will keep you in the loop [11] throughout the process so that you can rest assured that we are on top of it.*

These letters were given to survey applicants to explain the meaning of the content. The responses to the first letter without idioms was immediate, with the customer expressing appreciation for the engaging language and enthusiasm for working with the company [12: 13-27 p.]. However, there were some challenges in explaining the second letter, which contained idioms, and the customer expressed confusion and a lack of understanding of the language used.

These results suggest that the usage of idioms in business letters can have a significant impact on the reader's perception of the message and the company [13:97-112 p.]. The usage of general idioms or overuse of idioms can lead to confusion and a lack of understanding, which can negatively impact the effectiveness of the message.

Therefore, it is important for writers to carefully consider the appropriate usage of idioms in business letters and choose them judiciously based on the context and the reader's culture and language. By following these guidelines, writers can create effective and engaging business letters that achieve their intended purpose.

### 3.3 Analysis of the idioms used in the letters presented in section 3.2

In the first letter with special business idioms, there are several idioms used [3:15-45p.], [8: 38 p.]:

- *"time is of the essence"*: This idiom means that means that time is extremely important and should be considered a top priority.

- *"on the same wavelength"*: This idiom means to be in agreement or understanding with someone else.
- *"hit the ground running"*: This is a common idiom that means to start a project or task with great energy and enthusiasm, without any hesitation or delay.
- *"have some irons in the fire"*: This idiom means to have multiple projects or tasks that one is working on simultaneously, or to have multiple options or opportunities available.
- *"to keep somebody in the loop"*: This idiom means to keep someone updated and informed about a situation or project.
- *"to be on top of something"*: This idiom means to be in control and well-informed about a situation or task.

In the third letter without idioms, the language is straightforward and simple, with no figurative language or expressions.

Overall, the use of idioms in the first and second letters adds a level of creativity and nuance to the language, making the message more engaging and memorable. However, it is important to use idioms appropriately and judiciously, depending on the context and the reader's cultural and linguistic background [2:25 p.]

4. **Conclusion.** Idioms are expressions that are unique to a particular language or culture and cannot be understood simply by looking at the individual words. They often carry a deeper meaning or cultural significance and are used as a form of shorthand in communication. However, when writing for a global audience or in a professional setting, it is important to avoid using idioms as they may not be understood and can come across as trite and informal. This is especially crucial when communicating with non-native speakers of the language, as idioms can be difficult to interpret or may not exist in their own language. Furthermore, using idiomatic phrases can create a barrier to effective communication and may lead to misunderstandings or confusion [9:689-697 p.].

Additionally, idiomatic phrases are often overused and can be seen as unoriginal. This is because they are frequently used in everyday conversations and can become clichés over time. As a result, relying on idiomatic expressions in writing can make the language seem less professional and can weaken the impact of the message being conveyed. It is recommended to come up with your own way of expressing your ideas to avoid relying on clichés and overused phrases. This will not only make the language more interesting and original, but also help to improve clarity and avoid misinterpretations. In conclusion, while idioms can be a useful form of communication in certain contexts, it is important to be mindful of their usage and avoid them in formal or professional writing. However, it is also important to note that the appropriate usage of idioms may differ depending on the context of the business letter and the reader's cultural and language background. Therefore, it is recommended that organizations invest in training for their writers to improve their understanding of the appropriate usage of idioms in business letters. This will not only improve the quality of communication but also enhance the reputation of the organization. Overall, the findings of this study serve as a valuable resource for organizations and individuals seeking to improve their business communication practices.

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*№ 4 (4) – 2024*

## АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК

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