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## TEXT FEATURES OF COMMERCIAL WRITINGS

**Abstract:** The existence of language is related to the way people perform speech events, including verbal or mechanical repetitive and recorded speech events. In the process of performing these actions, linguistic units (in the first place - speech) demonstrate the ability to express content such as affirmation, command, warning, promise, in addition to the original meaning. These meanings are the result of the speech activity performed by the speaker. Hence, a speech act is a linguistic appeal of a speaker to a listener in a specific environment, for a specific purpose. This article highlights the text features of commercial writings.

**Key words:** speech, oral speech, written speech, text, writing, types of letters, commercial letters, service letters, linguistic units.

**Language:** English

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### Introduction

#### UDC41 (M24)

Any formal letter is a speech work that serves to express in a specific way any speech situation that is a certain part of being. It embodies a specific theme that includes several parts. The linguistic features of official letters, i.e. lexicon, semantics, syntax, constitute its linguistic aspects.

The formal-commercial relationship and the functional direction of commercial correspondence determine its characteristics. First of all, it should be noted that it is formal, firstly, with the state of communication, and secondly, with the nature of the relationship of the partners in correspondence. The formal color diversity of formal speech is that it is usually expressed in the form of non-emotional, logical, expressive calmness.

### Materials and Methods

It was found that the largest percentage (14.9%) of the lexical units we analyzed were verb nouns and riding compounds that define the various actions and operations performed during a commercial activity. Perhaps this can be explained by the fact that it leads to the exchange of information on the need to carry

out any commercial activities (contracting, transportation of goods, establishment of joint ventures, etc.). Given that the noun emphasizes the static element, the constant essence in the vocabulary, and the verb, on the contrary, expresses the dynamic element, the combination of the above methods of meaning (ottenok) is done in verb nouns with the characteristics of both components.

The texts of service letters also record general features that are specific to one level or another to texts at all levels. The dictionary of service letters is divided into general, special (commercial) terms and scientific and technical terms. Our sample analysis showed that the general vocabulary in weakly formalized single-letter letters is 75.0%, special commercial terms - 19.1%, scientific and technical terms - 5.9%; general vocabulary in strongly executed single-letter letters - 36.3%, special commercial terms - 47.0%, scientific and technical terms - 16.7%; common vocabulary in complex multi-task letters - 42.3%, special commercial terms - 52.8%, scientific and technical terms - 4.7%. The results of the calculations show that the proportion of each lexical layer in different types of letters is different. For example, in poorly formalized single-function letters, a general phrase is represented by most of the text

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elements, while a special dictionary is represented by a small number of units. Such letters may be sent with words of condolence on the promotion to a higher position in the service, on rewards, or vice versa. Thus, these are private service letters that mainly serve a social ethical function. Formality, business acumen, and seriousness are minimized in this type of letter. At the same time, the role of emotionally diverse vocabulary grows with both positive and negative evaluations (thanks, appreciation, regret, concern, condolences, etc.). Condolences, reservation letters are just general phrases because their content is far from a direct business scope. A special dictionary makes up most of the text elements in highly formalized single-letter letters on pure business matters, as they address a wide range of business problems and complex multi-task letters that arise between relevant parties, such as an advertising topic. The language of advertising letters, the purpose of which is to attract the attention of potential buyers, includes many evaluation units, as well as many names indicating the different qualities of the product, its value, terms of delivery, and so on. Thus, we can conclude that the communicative function of service correspondence is the most important extralinguistic factor that determines the lexical design of a letter.

### Results and Discussions

A very large group in our analysis became a group of words formed on the basis of roots and affixes of classical languages: for example, lexical units containing word-forming elements of Greek - character, dialogue, graph, base; LE, which contains word-forming elements in Latin - e.g., instance, facility, cell, exponent.

The second group includes words derived from French: enhancement, entry, check, envelope, and so on.

The third group includes lexical units of German origin (ancient lexicon): finding, head, batch, edge, and so on.

The fourth group includes assimilation words: grande vitesse, per capita, franco domicilium, and others. Latin clichés account for 3.5 percent of our analyzes, and French clichés for 1.5 percent. The components of such units are not accepted from a grammatical point of view, and all clichés are considered as a whole, but alien in nature. Some Latin words and phrases are included in clichéd phrases with an English dictionary (ad hoc expert group, ex-gratia payment, right in rem).

Among the simple non-derivative and affixed Latin words, lexical units whose composition has prefixes from the root and foreign are very widely represented. The remaining word combinations of the studied terminology layer include complex non-derivative and complex derivative words (counterpart, salesman, way-bill, gate-money, survey expenses, price-sheet, contract supplies, local

expenses, gross price, balance sheet, etc.). It should be noted that uncomplicated and complex words are not as common among the studied LE as simple non-derivative and affix-derivative nouns.

The "situational" vocabulary is of particular interest. This vocabulary is provided for specific thematic groups-situations. The situation is understood as the thematic component of the letter, for example, the vocabulary associated with the names of the parties, etc. (parties, seller, enquiry, bargain, trade terms, etc.). In the lexical plan, the stereotypes that create the situation play a special role. They are the main ones, carrying the basic lexical load that forms the semantic critique of the whole situation. The clichéd phrases in the service letter not only save the thought process, but also provide a clear understanding of specific situations, as well as a specific signal of the content that follows them. Clichés in service letters may indicate that the other party's interests and suggestions will be considered or rejected by the sender. Often associated with the positive or negative emotional diversity encountered in the cliché, for example, "to express appreciation, to express thanks, in good time," gratitude has a positive color, while "to express the gravest concern, to note with regret, to note with concern" - has negative and specific signs of rejection. Business standards can also vary in stylistic labeling. For example, service letters are characterized by neutral business standards (with regard to, in compliance with, to call to mind) and conversation (as a matter of fact, a sort of, at any rate). It should be noted that service letters do not have a high biblical lexical character. According to the compositional structure, the specific speech signs noted in the analyzes can be divided into groups of nouns, verbs, and expressions. Noun stamps are produced in N + N, N + prep. + N, Adj. + N (escape clause, delivery of the goods, free sample) molds.

Verbal stamps are represented by templates V + N, V + prep. + N (to register a treaty, to make out an invoice).

The possibilities of synonymous substitution in service correspondence are very limited, as synonyms usually lead to a change in the nature of meaning. This is explained by the fact that only 4 synonymous lines were found among the nouns that make up the special terminological dictionary in this sample. (sample-specimen, goods-items-articles, invoice-account, charges-expenses). The few non-synonymous lines found in service correspondence include only two or three synonyms, which once again confirms the tendency to rule out misinterpretation of the error. In the analysis of abstract nouns, a much larger number of synonymous and synonym series was identified, such as pity-regret-concern-concern-sorrow, pleasure-delight-place, thanks-gratitude, force-power-intensity.

Thus, lexical and semantic variants with meaning based on explicit concepts have less semantic

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potential than lexical and semantic variants based on abstract concepts; for the latter, the context is of particular importance.

There are also some words and phrases that are indicators (signs) of the next content. Consider such signal words and phrases in different situations:

One of the parties does not want to bind themselves with additional obligations. In this case, the following clichés can be used, including:

According to our deal  
Duties Send to our option  
Our laws At our option  
In consideration For the benefit of  
Your obligations

2. One of the parties is more interested in concluding a contract than the other:

No further problems Only in the event that  
Open points Remaining areas  
Our discussions

“Please look at the short Contract, which is based largely on knowing each other and on trust between 2 companies. I am sure there are some open points for

discussion, and it will not be long before we are operating on a similar basis with you.” (UK, Electro-flow Ltd.)

### Conclusion

The parties exchanging service letters on the basis of focused goals and objectives determine the choice of phrases and the emergence of certain lexical units in the text.

Thus, the predominance of neutral, neutral vocabulary in Uzbek over English; functional type vocabulary, commercial and financial terms, moderate use of formal patterns and stable expressions related to formal written speech, the absence of expressive-emotional vocabulary can be defined as features of official letters.

Formal letters in English and Uzbek are structured according to a certain pattern, and with simple sentences, usually cohesive parts, adjectives, introductory words consisting of nouns, etc., we can conclude that it has become standard by complicating it.

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