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DIACHRONY OF BUSINESS LETTERS

Мақолада қадимий савдо-сотиқ соҳасига онд хизмат хатларининг лингвистик табиати очиб берилган. Тарихий маълумотлар таҳлили шуни кўрсатадики, қадимда хизмат хатларининг маълумот, жавоб хати, сўров, савдо-сотиқ бўйича ахборот каби турлари маълум жуд бўлган.

Калит сўзлар: бизнес, этикет, хат, савдо, мулоқот, адресант, адресат, ахборот, мурожаат

The diachronic features of business letters in a trade sphere are analyzed in this article. Researches show that there were such business letters as: official reports, requests, informative letters, replies and etc.

Key words: business, etiquette, letter, trade, communication, addresser, addressee, information, appeal.

В статье анализируются диахронические особенности деловых писем в торговой сфере. Исследования показывают, что существовали такие деловые письма, как рапорт, предложение, сообщение о торгах, ответы на письма и т.д.

Ключевые слова: бизнес, этикет, письмо, торговля, коммуникация, адресант, адресат, информация, обращение.

Public communication, especially business communication, has always attracted the minds of those who observe, analyze and explain the processes of interaction between people, states. They deliberated, solved problems that always came across people, coming into contact. A special role in this belonged to a business letter and the etiquette related to it.

It is generally known, that every nation had and still has its own rules of conduct, their own morals, manners and customs and, of course, a business letter.

Currently studying the artefacts, folk art, the history of ancient years assures researchers that the development of a business letter and the corresponding etiquette is a natural historical process.

The emergence of business writing has been associated with the entry of countries into contact with each other. Such communication required exchange of messages in writing. Behind these letters were official state persons who were endowed with special rights and privileges.

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For many centuries, universal norms of relationships and the culture of communication between people were developed and improved. The peoples of different nationalities have always sought, summarizing the best features and forms of relationships, critically evaluate and condemn deviations from standards, to negotiate, to send the message. This was the basis for the development and formation of etiquette, including a business letter etiquette. Now we consider the history of a business letter etiquette in more detail.

Analysis of the literature on the history of etiquette shows that the so-called "documents" have been known for a long time. The laws of King Hammurabi Code, that prevailed in 1792-1750 BC in the Byzantium Empire evidence this. With the development of human society, with the beginning of the development of social, economic and political relationships between the people papers also began to evolve and change. Today, science knows a lot of documents and sources written at different stages of history (Arguneniscian, Sogdian, Uighur-old. Arabic and others.).

Refer to the official correspondence of officials of various institutions, most of which are published in the collections of Russian historical society.

Documents such as charter, decree, letter, agreement, application, business commitment, and others were developed in the East, in the fifteenth and nineteenth centuries. The tools were different in nature and value. They could be prepared in the form of information, specifications, regulations, report certifying diplomas, etc. In this connection, we can take as an example Tohtamishhan's letter, sent in 1393 to Polish king Jagiello; Kutlug Timur's letter, dated 1397; a certificate issued by Umarsheyh to, one of the persons of Marshlan Mir Saeed Ahmad, Babur's father in 1469; the letter of khokim (governor) of Tashkent Yunuskhodzhi sent to Russian Emperor, dated 1797; and many others.

It should be noted that the letters of that era had a peculiar linguistic context and specific narrative form. In particular, they have usually the same beginning.

The trade links of Central Asia with the progressive economic and cultural relations of the countries of the world had an impact on the establishment of a business letter etiquette in Central Asia. These connections helped to introduce the cultural elements of the peoples of these countries. However, the culture of the neighboring nations, penetrated into the territory of Central Asia, has undergone assimilation, acquiring new content.

It was determined by the demands and socio-economic conditions of the region, the spirit and content of the local indigenous culture. Moreover, the local culture had a significant impact on the conquerors' culture. This applies to the etiquette of a business letter too.

“*Руҳим фидо жаноби Олий Ҳазратия Самийаллоҳ ...*”, “*Жаноби Олий подшоҳим ...*” (app.I-1, OP-29, d number 34 I-13). In the opening salutation they used such formulas of speech etiquette as “*Иззат ва ҳурматларга ... Алҳамду алмона Сарвар давлатнинг шарафлари бирлан омон ва эсон турибмиз..*” (app.I-1, OP-29, d 28 I number -50) “*Ғайратли Бек*”, “*ғайратли ва ҳурматли*” (app.I-1, OP-29, d number 45 I-7), (app.I-1, OP-29, d 34 I-number 50), “*Иззатлик фаросатликга равшан ва возиф булғайни алҳамду амина ...*” (app.I-1, Op 29, d n-number 34 9) (app. P-125, OP-149, d number 34 I-43).

In letters addressed to the Russian general-governor one can meet such requests as; “*Ғайратли ва баланд мартабали ва қадрли Струевига...*”, “*Статский совстник Струеви дўстимизга ...*” (app. I-1, d. 29, d 34 I-number 9) or if the addresser was Russian and the addressee was Uzbek, in the appeals, they used such treatment formulas as; “*Улуғ қадрдоним ва эътиборлик дўстимиз Мулла Мир Комил Мирахўрга*” (app.I-1, OP-29, d number 80 I-9), “*Улуғ ғайратлик ва ҳурматлик ошнойи дил аёндин Саид Муҳаммад Насриддин дўстимизга ...*” (app.I-1, OP-29, d number 80 I-1).

Words of blessing were used in the text of Uzbek business letters: “*Алхамдуллоҳ*”, “*Худо толонинг марҳамати ва меҳрибонликларидин ...*”

In trade letters, the following kinds of introduction occurred too:

Рух фидоҳ

Иззат ва ҳурматлариға сўз шулким

Алҳамду алмона сарвар холанимиз

Улуғ давлатнинг шарофатлари бирлан

Омон ва эсон турибмиз Ҳосил улуб кўп қувониб хурсан бўлдук бу беш савдогар моли учун юкларни Қирқ бир туя юкни Закоат қилинмади ... (app. I-1, OP-29, d 28, L-number 5ob).

In the late nineteenth and early twentieth centuries companies owned by foreigners were gradually opened in Central Asia. Business letters were written on blanks, which reported about commercial transactions. There were different types of registration forms. In some of them, information about the company was placed on the left at the end of the page, stamped with the company's owner and addresses for telegrams. The next were honored responses, trustees that addressees gave confidence, address of the head office for Central Asia in Tashkent, conditional current account in the State Bank, as well as departments for export, commission offices agents, addresses abroad, and at the end the name of the company owner in Tashkent and Berlin.

In the upper right corner, the name of the city, the date and address (of the addressee) were placed. Then, the body of the letter was put. After the main text it was stamped and signed by the company owner.

There were other forms of registration too. For example, on the top right of some of them they indicated: the number, the date and from whom the letter was addressed, to the left, in the corner a stamp was stacked on and set official stamp. In other cases, the left side was stamped with the name of the institution, signature, number and place for a date. On the right – whom the letter was addressed to. Sometimes the addresser was pointed down to the left. Then local rulers began to use letter-heads in Russian (the stamp was in Russian). The letters in blanks were written with a translation (as mentioned above). The stamp, which indicated from whom and to whom the letter was addressed, was located in the right upper corner. After specifying the addressee, the number of the letter and date were put. At the end, the letter was stamped.

Usually, that kind of letters were hand-written.

Nowadays, office work and business papers in Russian do not meet current requirements and the status of Uzbekistan in the world community. Now when the Republic of Uzbekistan has chosen its path of renewal and progress when it stands firmly on the path of independent state development and the expansion of its relations with the countries of the world, there is an urgent need and necessity to draw business documents in Uzbek, as well as to develop appropriate speech etiquette of business writing. The adopted Law on the State Language in Uzbekistan obliges this too.

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