



Business English: Emails Presentations Meetings

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Abstract

This article provides a comprehensive analysis of the role of the English language as a strategic communication tool in the modern international business environment. The study focuses on the application of language within three critical dimensions of professional activity: email correspondence, public presentations, and business negotiations. The paper scientifically substantiates the importance of maintaining clarity and a diplomatic tone in written communication, linguistic methods for managing audience engagement during presentations, and the significance of accounting for intercultural differences in negotiations. The research findings offer practical recommendations for establishing effective communication within a global corporate setting.

Key words: business English, emails, presentations, negotiations, diplomatic tone, intercultural communication, professional etiquette.

Introduction

In the contemporary era, English has evolved into the primary engine of the global economy. From an academic perspective, Business English is distinguished from general English by its pragmatic orientation and result-driven nature. In this domain, language is not merely a tool for communication but a strategic asset and an economic lever. Globalization has intensified communication between companies, organizations, and professionals from different linguistic and cultural backgrounds. As a result, Business English has evolved into one of the most important tools for professional interaction in the international corporate environment. Unlike general English, Business English is characterized by precision, clarity, professionalism, and goal-oriented communication. It is not merely a linguistic system but a strategic instrument used to negotiate, persuade, inform, and establish long-term professional relationships.

Modern corporations operate in highly competitive global markets where communication errors can result in financial losses, damaged partnerships, and reputational risks. Consequently, effective communication in English has become a core competency for specialists in nearly every professional sphere. Employees are expected to write professional emails, participate in meetings, conduct negotiations, deliver presentations, and collaborate with multi-cultural teams. Therefore, mastering Business English is no longer optional; it is a professional necessity. Business communication combines linguistic competence with intercultural awareness, emotional intelligence, and strategic thinking. Successful professionals must understand not only vocabulary and grammar but also the subtleties of tone,

etiquette, politeness, and persuasion. Communication in business contexts often requires diplomacy and psychological sensitivity because interactions may involve conflict resolution, negotiations, decision-making, and cooperation among individuals from different cultural traditions. One of the primary forms of business communication is email correspondence. Despite the rapid development of instant messaging applications and virtual collaboration tools, email remains the most formal and widely used communication channel in the business world. Professional emails serve multiple functions: providing information, requesting action, confirming agreements, solving problems, and maintaining professional relationships. The effectiveness of email communication depends heavily on structure, clarity, conciseness, and tone. Another critical component of Business English is public presentation. In modern corporations, employees frequently present projects, reports, financial results, marketing strategies, and research findings. A successful presentation requires not only language proficiency but also the ability to engage an audience, explain complex information clearly, and persuade listeners effectively. Presentation skills have become especially significant in multinational organizations where communication often occurs in English among non-native speakers.

Business meetings and negotiations represent perhaps the most dynamic and challenging area of professional communication. Negotiations involve strategic language use aimed at achieving compromise, building trust, and protecting organizational interests. In such contexts, communication is influenced by power relations, cultural norms, psychological factors, and institutional expectations. The ability to negotiate diplomatically and professionally is essential for maintaining productive international partnerships. In addition, intercultural communication has become increasingly important in the era of globalization. Different cultures possess different communication styles, attitudes toward hierarchy, approaches to conflict, and interpretations of politeness. Misunderstandings frequently arise when participants interpret language according to their own cultural assumptions. Therefore, effective Business English communication requires awareness of intercultural differences and adaptation to diverse communicative environments. The purpose of this article is to analyze the role of Business English in three major professional contexts: emails, presentations, and meetings. The article also examines linguistic strategies, professional etiquette, intercultural aspects, and pedagogical approaches for teaching Business English effectively. Particular attention is devoted to practical communication methods that can improve professional performance in international corporate settings.

Business English as a Professional Communication System

Business English differs significantly from conversational English because it is designed to fulfill specific professional objectives. The language used in business environments prioritizes efficiency, accuracy, professionalism, and diplomacy. Communication must often achieve concrete outcomes such as signing contracts, resolving conflicts, persuading clients, or coordinating international projects. One of the defining characteristics of Business English is its specialized vocabulary. Professionals regularly use terminology associated with finance, economics, management, marketing, logistics, law, and technology. Terms such as “market share,” “return on investment,” “stakeholders,” “supply chain,” and “competitive advantage” are integral to corporate communication. Understanding such terminology is essential for effective participation in professional discussions. Business English also relies heavily on formal communication structures. Sentences are generally more organized and concise than in casual conversation. Ambiguity is avoided because unclear communication may lead to operational errors or misunderstandings. For example, in business contexts, professionals typically replace emotional or vague language with objective and measurable expressions. Instead of saying “sales were very good,” a professional report may state “sales increased by 18% during the third quarter”.

Another important aspect is politeness and diplomacy. In many business situations, direct language may appear aggressive or unprofessional. Consequently, English business communication often employs indirect structures and modal verbs to soften requests or disagreements. Expressions such as “Could you please clarify this point?” or “We would appreciate your feedback” are preferred over direct commands. Such linguistic strategies help maintain professional relationships and minimize interpersonal conflict. Business English is also closely connected to corporate culture and organizational identity. Companies often develop their own communication norms, including preferred writing styles, meeting procedures, and presentation formats. Employees are expected to adapt their communication according to institutional expectations and professional standards. Technological development has additionally transformed business communication. Virtual meetings, remote work, online collaboration platforms, and digital presentations require professionals to communicate effectively through electronic media. As a result, Business English now includes digital communication competencies such as virtual etiquette, concise online interaction, and cross-platform communication strategies. The increasing dominance of English as the global lingua franca means that many business interactions occur between non-native speakers. This has led to the emergence of “Global English,” a simplified and internationally accessible communication style emphasizing clarity, neutrality, and reduced idiomatic complexity. In international environments, overly complex expressions, slang, or culturally specific references may create confusion. Therefore, modern Business English prioritizes understandable and inclusive communication.

Communication in Business English

Email communication remains one of the most essential components of modern business interaction. Despite advances in communication technology, email continues to dominate formal corporate communication because it provides documentation, structure, accessibility, and professional accountability. Organizations rely on emails for internal coordination, customer service, project management, negotiations, and information exchange. Professional email writing requires careful attention to structure. A well-organized email allows the recipient to understand the message quickly and respond efficiently. Business professionals often follow the “pyramid principle,” according to which the main idea or request appears at the beginning of the message, followed by explanations and supporting details. This structure respects the time constraints of executives and business partners. The subject line plays a critical role in determining whether the email receives immediate attention. Vague subject lines such as “Question” or “Important” are ineffective because they fail to communicate the purpose of the message.

In contrast, specific subject lines such as “Request for Budget Approval” or “Meeting Rescheduled to Friday” improve clarity and prioritization. Professional greetings establish the tone of communication. Formal openings such as “Dear Mr. Johnson” or “Dear Colleagues” remain standard in many professional settings. Excessively casual greetings may appear unprofessional, particularly in communication with clients or senior management. Clarity and conciseness are central principles of business email writing. Long and disorganized messages reduce readability and increase the likelihood of misunderstanding. Effective business emails use short paragraphs, logical organization, and direct language. Bullet points and numbered lists are often used to improve readability when presenting multiple pieces of information. Tone management is especially important because written communication lacks facial expressions, gestures, and vocal intonation. Even neutral messages may appear rude if written carelessly.

To maintain professionalism, writers often use polite and diplomatic structures. Modal verbs such as “could,” “would,” and “might” help soften requests and suggestions. For example, “Could you send the updated report by tomorrow?” sounds more professional than “Send the report tomorrow.” Another essential component is the call to action. Professional emails usually conclude with a clear statement of expected next steps. Phrases such as “Please confirm your availability” or “I look forward to your feedback” clarify responsibilities and reduce ambiguity. Email etiquette also includes timely responses, accurate grammar, and proper formatting. Delayed replies may damage professional relationships, while grammatical errors can negatively affect credibility and competence. Consequently, proofreading is considered an important professional habit. Cross-cultural communication further complicates email interaction. Communication styles differ significantly between cultures. Some cultures value directness and efficiency, while others prioritize politeness and relational harmony. Therefore, international business communication requires cultural sensitivity and adaptability. Digitalization has increased the volume of email communication dramatically. Employees often receive hundreds of messages weekly, creating information overload. Under such conditions, concise and well-structured emails become even more valuable because they improve efficiency and decision-making.

Presentations in Business English

Presentations are among the most influential forms of professional communication. They allow individuals and organizations to share ideas, present data, persuade audiences, and establish professional credibility. In the corporate environment, presentations are used in conferences, meetings, sales pitches, training sessions, and strategic planning discussions. A successful presentation combines linguistic competence with communication strategy. The presenter must deliver information clearly while maintaining audience engagement. Effective presentations require careful preparation, logical structure, persuasive techniques, and confident delivery. Traditionally, business presentations consist of three main parts: introduction, body, and conclusion.

The introduction serves to establish the topic, define objectives, and capture audience attention. Many presenters use a “hook” at the beginning, such as a surprising statistic, rhetorical question, or real-world example. This technique increases audience engagement and creates interest. The body of the presentation contains the main arguments, data, and explanations. Information should be organized logically and presented step by step. Signposting language is especially important because it helps listeners follow the structure of the presentation. Expressions such as “First of all,” “Let us move to the next point,” and “To summarize this section” function as verbal navigation markers. Data presentation requires precision and professionalism. Business English favors objective and measurable language. Instead of vague statements such as “profits grew a lot,” professionals use expressions like “profits increased significantly during the second quarter.” Such terminology demonstrates analytical competence and professionalism. Visual aids play an important role in modern presentations. Charts, graphs, diagrams, and slides help audiences understand complex information quickly. However, excessive text or overcrowded slides may distract listeners. Effective presentations maintain balance between spoken explanation and visual support. Audience interaction is another critical factor. Skilled presenters maintain eye contact, ask questions, encourage discussion, and adapt to audience reactions.

Communication during presentations is not purely informational; it is also psychological and persuasive. Confidence and pronunciation significantly affect presentation quality. Even highly knowledgeable professionals may fail

to persuade audiences if they speak unclearly or monotonously. Therefore, pronunciation training, intonation practice, and public speaking exercises are important components of Business English education. Virtual presentations have become increasingly common due to globalization and remote work. Online presentations introduce additional challenges such as technical problems, reduced audience interaction, and digital fatigue. Consequently, presenters must adapt their communication strategies to virtual platforms by using concise language, interactive elements, and visual clarity. Intercultural awareness also influences presentation effectiveness. Different cultures may have different expectations regarding humor, directness, hierarchy, and audience participation. Presenters working in international environments must therefore adapt their communication style to multicultural audiences.

Meetings and Negotiations in Business English

Meetings and negotiations are central activities in corporate life. They facilitate decision-making, project coordination, conflict resolution, and partnership development. In international business environments, English often functions as the shared language among participants from different countries and linguistic backgrounds. Business meetings require participants to express opinions, share information, ask questions, and respond diplomatically. Communication during meetings is dynamic because participants must react immediately to evolving discussions. Therefore, fluency, listening skills, and strategic language use are essential. One of the most important aspects of business meetings is turn-taking. Participants must know how to enter discussions politely and effectively. Expressions such as “May I add something?” or “If I may comment on this issue” help maintain professional interaction. Disagreement management is particularly important. Direct disagreement may damage relationships or create tension. Consequently, English business communication often uses indirect and diplomatic disagreement strategies. Instead of saying “You are wrong,” professionals may say “I understand your perspective; however, there may be another approach.” Such language reduces confrontation and preserves cooperation.

Negotiations involve even more strategic communication. The objective of negotiation is not merely to exchange information but to achieve mutually acceptable outcomes. Negotiators must persuade, compromise, defend interests, and maintain relationships simultaneously. Negotiation processes generally include several stages. The first stage involves relationship building and information gathering. Participants use open-ended questions to understand the needs and priorities of the other side. During the bargaining stage, conditional structures become important. Phrases such as “If you reduce the delivery time, we can increase the order volume” help facilitate compromise. The final negotiation stage focuses on clarification and agreement. Summarizing language is used to confirm mutual understanding. Expressions such as “To summarize our agreement” or “We have agreed on the following points” prevent misunderstandings and establish accountability. Power dynamics strongly influence business negotiations.

Language choices often reflect organizational hierarchy and negotiation strategy. Senior executives may use more authoritative language, while junior employees may communicate more cautiously. Cultural differences significantly affect negotiation behavior. Some cultures value directness and efficiency, whereas others prioritize relationship building and indirect communication. Failure to recognize such differences may result in conflict or failed negotiations. For example, British business communication often uses understatement and indirect criticism. The phrase “I’m not entirely convinced” may indicate strong disagreement. In contrast, speakers from more direct communication cultures may interpret such expressions literally and underestimate the seriousness of the criticism. Time perception also varies across cultures. Some business cultures prioritize punctuality and rapid decision-making, while others emphasize long-term relationship development. Successful negotiators must therefore possess cultural intelligence in addition to linguistic competence. Virtual meetings have further transformed business communication. Online platforms require participants to manage speaking time carefully, avoid interruptions, and communicate clearly despite technological limitations. Effective virtual communication now constitutes an important component of professional competence. Email remains the most prevalent, yet often the most misused, medium of modern business.

In written communication, the absence of visual and tonal cues doubles the linguistic responsibility of the sender. A high-quality business email should be constructed based on the pyramid principle. According to this method, the most critical conclusion or request is presented at the beginning, followed by supporting evidence and details. This serves to respect the time of busy executives and partners. The subject line acts as the “storefront” of the email, ensuring it passes through the recipient’s attention filter. For instance, replacing a vague “question” with a precise, action-oriented phrase like “Urgent: Q4 marketing budget approval” is a hallmark of professional competence. The tone in business correspondence must be diplomatic and objective. In English, this is often achieved through the use of modal verbs (could, would, might) and indirect questioning. Instead of issuing direct commands, structures that invite cooperation are preferred.

Furthermore, the inclusion of a clear call to action at the end of the message defines the next steps of the interaction and prevents potential misunderstandings. Presentations are the process of delivering complex information in a simple, impactful manner. In Business English, presenting requires more than just displaying slides; it demands the integration of “Storytelling” elements with rigorous technical terminology. A successful presentation traditionally consists of three parts: Introduction, Body, and conclusion. The introduction utilizes a “Hook” a compelling fact

or question to capture the audience's attention. Throughout the body, information is linked using "Signposting" phrases. These expressions act as navigational markers, helping the listener track the direction and transitions of the discourse.

When dealing with data and trends, Business English demands extreme precision. Vague adjectives like "a lot" or "big" are replaced with academic-business terms such as "substantial increase", "marginal decline", or "significant fluctuation". Such vocabulary demonstrates the speaker's expertise and their ability to engage critically with the data. Business meetings and negotiations are the most dynamic spheres of language application, where the informational and social functions of language converge.

In English, expressing opinions or declining proposals follows specific linguistic patterns. For example, the blunt I disagree is often replaced by "buffer" phrases such as "I see your point; however..." This is essential for maintaining a collaborative atmosphere and preventing negotiations from reaching a deadlock. Language serves a strategic purpose during the negotiation process. In the initial exploring stage, open-ended questions are used to identify the partner's needs. During the bargaining phase, conditional structures are employed to reach a compromise. In the final stage, the outcomes are formalized through summarizing to ensure mutual understanding.

Ignoring the cultural context is a significant error in mastering Business English. While Western communication tends to be low-context, eastern cultures often rely on high-context communication, where meaning is embedded between the lines. In British English, the phrase I'm not sure about that might be a polite way of saying "that is wrong" whereas a speaker from another culture might interpret it as a literal invitation to provide more thought. Therefore, adhering to "Global English" principles clear, jargon-free, and direct communication is highly recommended in international settings. Business English, unlike general English, possesses its own specific terminology and expressions. Therefore, it is essential to teach students key terms related to finance, management, marketing, conducting negotiations, and business writing. One of the most effective methods for expanding vocabulary is through context-based exercises and practical examples. To teach Business English effectively, it is recommended to work with real-life business documents, emails, commercial contracts, presentations, and reports.

Additionally, video lessons, podcasts, and interactive platforms provide students with the opportunity to understand and participate in authentic business communication. Developing business communication skills is crucial. In a corporate environment, communication occurs not only in written form but also orally. Consequently, it is necessary to conduct specialized sessions in Business English classes for negotiations, presentations, phone conversations, and team meetings. This helps enhance the fluency and accuracy of students' speech. Understanding various cultural contexts is vital for effective communication in international business relations. During the teaching process, focus must be placed on topics such as business etiquette, communication styles in different countries, and cultural sensitivity. This serves to prevent misunderstandings and establish effective professional connections

Intercultural Communication in Business English

Intercultural communication has become one of the defining characteristics of modern business interaction. Globalization has connected organizations across continents, making communication between individuals from different cultural backgrounds unavoidable. Consequently, cultural competence has become essential for successful international cooperation. Culture influences communication styles, attitudes toward authority, perceptions of politeness, and approaches to conflict. Individuals interpret language according to their cultural norms and social expectations. Therefore, identical expressions may produce different interpretations in different cultural contexts.

One widely discussed distinction is between high-context and low-context communication cultures. Low-context cultures, such as the United States and Germany, tend to favor direct and explicit communication. Information is communicated clearly through words. In contrast, high-context cultures, common in many Asian and Middle Eastern societies, rely more heavily on indirect communication, shared assumptions, and contextual understanding. Such differences frequently create misunderstandings. A direct communication style may appear rude in one culture, while indirect language may appear unclear or evasive in another. Therefore, professionals working in international environments must develop intercultural sensitivity and adaptability. Business etiquette also varies internationally. Greeting rituals, attitudes toward hierarchy, negotiation styles, and meeting protocols differ significantly between cultures. For example, some cultures prioritize formal titles and hierarchical respect, whereas others encourage informal interaction. Nonverbal communication further complicates intercultural interaction. Eye contact, gestures, silence, and physical distance may carry different meanings across cultures.

Misinterpretation of nonverbal behavior can negatively affect professional relationships. Language proficiency alone is insufficient for effective international communication. Professionals must also understand cultural expectations regarding politeness, disagreement, feedback, and emotional expression. Intercultural training therefore plays an increasingly important role in Business English education. Global English has emerged as a practical solution for international communication. This approach emphasizes clear pronunciation, simplified grammar, and avoidance of culturally specific idioms. The objective is not linguistic perfection but mutual intelligibility and communicative efficiency. Empathy and active listening are particularly important in intercultural contexts. Successful communi-

cators avoid stereotypes and attempt to understand perspectives different from their own. Such attitudes improve cooperation and reduce communication barriers.

Teaching and Learning Business English

Teaching Business English requires approaches different from those used in general language education. Since Business English is goal-oriented and professionally specialized, teaching methods must reflect authentic workplace communication. Vocabulary development is a fundamental component. Students must learn terminology associated with management, finance, marketing, negotiations, and corporate communication.

However, memorizing isolated terms is insufficient. Vocabulary should be taught through contextualized activities such as case studies, role-playing, simulations, and document analysis. Authentic materials are especially valuable in Business English instruction. Emails, reports, contracts, presentations, advertisements, and corporate videos expose students to real communication patterns. Such materials help learners understand professional language use in realistic contexts. Communication practice is equally important. Students should participate in presentations, negotiations, meetings, and telephone conversations. These activities develop fluency, confidence, and strategic communication skills. Technology has expanded opportunities for Business English learning. Online platforms, video conferencing tools, podcasts, and interactive applications provide access to authentic communication environments. Virtual collaboration activities prepare students for modern international workplaces.

Intercultural competence must also be integrated into Business English education. Students should analyze communication styles from different cultures and discuss potential misunderstandings in international business settings. Such training improves adaptability and professional effectiveness. Critical thinking skills are increasingly important as well. Business professionals must analyze information, solve problems, and make decisions under pressure. Therefore, Business English classes should encourage analytical discussion and argumentation rather than simple memorization.

Assessment methods should reflect practical communication competencies. Traditional grammar tests alone cannot measure professional communication ability adequately. Role plays, presentations, negotiation simulations, and project-based assessments provide more realistic evaluation methods. In addition, continuous assessment strategies such as peer evaluation, self-assessment, and reflective learning journals can help students identify their strengths and weaknesses in professional communication. Practical evaluation tasks should focus not only on grammatical accuracy but also on fluency, clarity, professionalism, intercultural awareness, and the ability to respond appropriately in real business situations. For example, students may be assessed through writing formal emails, participating in team meetings, delivering persuasive presentations, or solving business case studies collaboratively. Such performance-based assessment methods encourage active learning and better prepare students for the communicative demands of the international workplace.

Furthermore, digital assessment tools and online communication platforms can be integrated into the evaluation process to simulate authentic modern business environments and improve learners' technological communication skills. Teachers themselves require specialized preparation because Business English combines language teaching with knowledge of economics, management, communication theory, and intercultural studies. Effective instructors must therefore possess both linguistic expertise and understanding of corporate communication practices. In addition, teachers should be capable of designing practical and interactive lessons that reflect real business situations. They must continuously update their professional knowledge in response to changes in global markets, digital technologies, and international communication standards.

The integration of authentic materials such as business reports, case studies, company presentations, and professional correspondence helps students develop practical communication skills required in the modern workplace. Furthermore, instructors should encourage critical thinking, problem-solving, teamwork, and negotiation skills, as these competencies are essential in international business environments. The use of modern educational technologies, including online platforms, virtual meetings, and multimedia resources, also increases the effectiveness of Business English instruction and prepares learners for communication in digital corporate settings. Teachers themselves require specialized preparation because Business English combines language teaching with knowledge of economics, management, communication theory, and intercultural studies. Effective instructors must therefore possess both linguistic expertise and understanding of corporate communication practices.

Conclusion

In conclusion, Business English is far more than a collection of specialized vocabulary; it is a sophisticated system designed to achieve specific professional objectives. Clarity in emails, a confident tone in presentations, and a diplomatic approach in meetings combine to form a professional's corporate identity. Success in this field requires the learner to master not only grammatical rules but also the nuances of international business etiquette, psychology, and culture. Despite the advancement of AI and automated translation, the human elements of communication

subjectivity, trust, and empathy will ensure that Business English remains a vital strategic asset in the global marketplace. Email communication demonstrates the importance of clarity, structure, and diplomacy in written interaction. Professional emails require concise organization, polite tone, and clear action-oriented communication. In international corporate environments, effective email writing directly influences efficiency and professional credibility.

Presentations illustrate the persuasive and informational dimensions of Business English. Successful presenters combine linguistic competence with storytelling techniques, audience engagement, and visual communication. Presentation skills have become increasingly important in multinational and digital workplaces. Meetings and negotiations reveal the strategic nature of language use in professional contexts. Diplomacy, intercultural awareness, and negotiation competence are essential for conflict resolution and partnership development. Professionals must adapt their communication strategies according to organizational, psychological, and cultural factors.

Intercultural communication remains one of the most critical challenges in international business. Global professionals must recognize differences in communication styles, politeness norms, and negotiation behaviors. Cultural intelligence and empathy are therefore as important as grammatical accuracy. Teaching Business English requires practical, context-based, and professionally oriented methodologies. Authentic materials, communication simulations, technological tools, and intercultural training help learners develop the competencies required in modern corporate environments. Despite the rapid development of artificial intelligence and automated translation technologies, human communication skills remain irreplaceable. Trust, persuasion, empathy, and cultural sensitivity cannot be fully automated. Consequently, Business English will continue to serve as a vital strategic asset in international business relations and global professional communication.

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