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## **HISTORY OF COMMERCIAL LETTERS ORIGIN AND DEVELOPMENT**

The article deals with actual issue of the formation and development of commercial letters in the Uzbek language. Diachronic analysis of language changes that reflect certain socio-historical conditions for the development of society can help to identify trends in the development of written business speech and to give correct rating of existing practice.

**Key words:** commerce, communication, business language, document, history, trade, information, writing, issue, letter.

Being the most popular type of social communication, business communication contributes to the establishment and development of cooperation and partnership relations. For business communication, the motivation for action is considered to be the main one and presupposes the presentation of necessary information, the use of various forms of persuasion, suggestion. The function of business communication is the impact on the

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addressee, manifested in "achieving the goal by convincing the interlocutor and motivating him to action" [1.p.15].

Commercial letter is the name of a business document adopted in commercial practice, international trade and office work [6].

The leading characteristics of a business letter include information, which is "one of the factors of the sense perception effectiveness and an adequate interpretation of the message" [2, p.11].

Uzbekistan has an ancient history, a rich and unique nature, a specific economy and a distinctive culture. The country has made and is making an important contribution to the development of world civilization. Particularly should be said about the area of economy and trade.

The analysis of a business letter in diachrony makes it possible to trace the dynamics of the development of business discourse. State communication, especially business, always attracted the minds of those who observed, analyzed and explained the processes of interaction between people and states. They pondered and solved the problems that a person always encountered when making contacts. A special role in this belonged to a business letter.

The establishment of commercial letters in Central Asia was influenced by the trade ties of Central Asia with the advanced countries of the world in the sense of economy and culture. These ties contributed to the penetration of the elements of the culture of the peoples of these states to this part of the world. However, the culture of neighboring nations, brought into the territory of Central Asia, has undergone a certain assimilation, acquiring a new content. It was determined by the demands and socio-economic conditions of the area,

the spirit and content of the local original culture. Moreover, the local culture had a noticeable influence on the cultures of the conquering countries.

At the end and at the beginning of the nineteenth century, the so-called "bildirma" - "certificate" - was very common in the Kokand and Khiva khanates, in which, for example, it was said about a certain amount money, wheat, barley, bread, debt, and etc., given to someone [5, p. 9].

Commercial letters were written on plain paper by hand and from the middle of the sheet. These letters did not use formulas of speech etiquette. At the end of the letter, a seal was placed instead of a signature, for example:

"Мен Жўрабекдин шулдиргим Бухородағи Шаҳрисабзлик ўқуб маҳдум Одилжон ўғлиға бор саккизминг танга Бухоро ақчаси мени ақчам бўлған сабабли деб эрдингизним Муҳаммад Шоҳ Қуш бегини олдиға иқрор бўлди, ул туғридим хотиржам бўлинг; ...уни закоти уч минг ақчидин ортиқроқ эди...; ...юкларни Бухорога элтиб ...; ...Тошкент келатурғон юкни ...; ...қирқ бир туя юкни очмай ... (И-1, оп-29, д № 45 л-7). As it is seen, in the letters such words as *танга* (coin), *ақча* (money) were used.

In the letters in the sphere of trade it was possible to come across such a beginning of the message: «*Омон ва эсон турибмиз ... .Ҳосил улуб кўп қувониб хурсан бўлдук бу беи савдогар моли учун ... . фаҳламамай юкларни ... . Қирқ бир туя юкни ... . Закот қилинмади ....*

History shows that the rulers themselves dealt in commercial affairs; therefore business letters were addressed to them. In the course of the research we come across such letters in which beyond trade issues some other problems were resolved «*беи савдогар моли учун айтилиб эрди ким Качалов деган гумаштани ғазалидин юкларини биттасини Тошкандға келиб биттасини Бухороғаборсун деб буйруқ қилғани экан... Тошканд келадиган юкни*

*очмай юборсинлар деб айтилибди. Нурчаималарини юборибдилар деб қиңгиллариға олмасунлар, муллазодамиз ҳолоҳам касал ётибдурлар». In these letters special speech patterns were used, for example: «Жаноби Олийлари Хива хони хазратларига ...». These letters were not simply addressed to a person, but to an official person, in their appeals they took into account the social status of partners, and subordination was observed. There were also complementary appeals, for example: «Руҳим фидо жаноби Олийлариға», «Руҳим фидо жаноби Олий Ҳазратия Самий аллоҳ лозме ...», «Жаноби Олий подшоҳим ...».*

The text of business letters in the Uzbek language could have words of blessing: «Алхамдуллоҳ», «Худотолонинг марҳамати ва меҳрибонликларидин ...».

In Central Asia at the end of the nineteenth century and at the beginning of the twentieth century, firms were gradually opened, the owners of which were foreigners. Business letters in the trade area were written on special letterforms that reported on trade transactions. There are different types of blank forms. In some of them, to the left of the sheet up to its end, there were data about the firm, stamps indicating the owner of the company and the address for the telegrams. Further, there were honorary references, trustees who aroused confidence to the addressees, the address of the main office for Central Asia, in Tashkent, a conditional current account with the State Bank, as well as branches for export, agency of the commission office, addresses abroad and at the very end the name of the owner of the company in Tashkent and in Berlin.

Studies show that some business letters in the field of trade were written in Farsi or in two languages: Uzbek and Russian. If the letter was addressed to a representative of the administrative bodies of Russia, the left side of the letter was in Uzbek, and an adequate translation in Russian was presented on the right. If the letter was addressed by a Russian official to representatives of the Uzbek population, to the rulers, then in the left there was the text in Russian, in the right – an adequate translation into the Uzbek language.

In the upper right corner there was the name of the city, the date of writing, and to whom the letter was addressed. Then the text of the letter was placed. After the main text there was a stamp and signature of the owner of the company. The letter began with a salutation *«Имею честь покорнейше просить Ваше превосходительство ...»*, then the issue itself was presented: *«...издаваемые Вами вновь постановления, регулирующие взоимание зякета, послать главнымъ маклерамъ въ сарай каракуля, а именно: Гиязь Аксакалу, Абдуллабеку, Акрамбаю, Усманъ Ходжъ, а въ сарай по продажъ кожъ Нушло Аксакалу и Ходжъ Ганибаю...»*.

Blank forms of other designs could be also met. For example, in some of them on the upper right are indicated: number, date and from whom the letter was addressed, on the left, in the corner, a stamp was stuck and an official seal was put. In other cases, a notehead was placed on the left, indicating the name of the institution, the sign of the number (No.), and the place for the date. To the right – to whom the letter was addressed. Sometimes the addressee was indicated at the bottom left. Then the local rulers began to use branded forms in Russian (the stamp was in Russian). Letterheads were written with a translation (as it was said above): the stamp on which was indicated from

whom and to whom the letter was addressed was located on the right in the upper corner. After specifying the addressee, the number of the letter was put, then the date (in Uzbek and in Russian) and at the end of the letter the seal was put.

After the October coup in 1917 in Uzbekistan, business correspondence and business letters continued to be written in Russian. True, the Revolutionary Committee of Uzbekistan on December 31, 1924 adopted an important document – Resolution No. 48 "Maintenance of documents in the Uzbek language and establishment of central land committees under the revolution committee of the Republic of Uzbekistan". In this document it was strictly indicated that in order to bring the local population, peasants and workers closer to the new government, to carry out the office work only in the local language.

The resolution clearly stated that the documentation in the volosts (provinces) and uyezds (districts) should be written only in Uzbek. For this purpose, in institutions and organizations it was especially ordered "to create departments of business management in the Uzbek language"; issue instructions, "train practical workers for office work from the local population and organize other events".

However, since the second half of the 1930s, the attitude towards the Uzbek language has changed dramatically in the negative sense. This was due to the intensification at that time of repression, the destruction of the most advanced strata of the population and the growing tyranny of state power.

Basically, business correspondence in Uzbekistan during the years of Soviet power was conducted in Russian: *«Предложенные Вами,*

*способствующие повышению урожайности и валового сбора желтых табаков, дважды обсуждались на Бюро при рассмотрении проекта постановления Совета Министров СССР о плане заготовок табаков и махорки из урожая 1950 года, но не были приняты. Условия заготовок прошлого года остаются в силе».* ("The suggestions proposed by you that contribute to increasing the yield and gross harvest of yellow tobacco were twice discussed at the Bureau when considering the draft resolution of the Council of Ministers of the USSR on the plan for the procurement of tobacco and makhorka from the 1950 harvest, but they were not accepted. The conditions of last year's harvesting remain in force.")

The current level of world development is characterized by the expansion of integration among countries. Under the development of international economic relations, the optimal foreign economic policy of each country is gaining more and more importance. At the same time, the main task of the state is to establish legislative preconditions for the activation of export-import operations. The Republic of Uzbekistan systematically expands and strengthens economic ties and business cooperation with many countries of the world.

Modern business style of speech is characterized by the use of a whole series of words and phrases that have limited stylistic possibilities and have a narrow sphere of application. The vocabulary of this style of speech is also characterized by two main features – bookish stylistic coloring and a high percentage of standard lexical units.

The concepts of "business", "manager", "marketing", etc. became commonplace. For example: *лавозимлар номенклатураси; сотувлар бўйича manager; advertising managers; товарларноменклатураси.*

The vocabulary of the business style of speech includes the words of the literary language, used in business texts in generally accepted meanings; terminological words such as, *мулкдор, қонун, дотация, харажатлар, мулк, секвестрлаш, бюджет, чиқим, кирим, акт, тўлов, смета, хусусийлаштириш, тушиш, ижара* and word combinations *рўйхатдан ўтказиш, объектларни қабул қилиш, объектларни бериш, бадал эвазига сотиб олиш, шахсий иш, олди-сотти, бюджет йўналишлари, бюджетнинг харажат қисми, кредитни сўндириш, мулк ҳуқуқлари, товарни сотиш муддати, сифат сертификати*, etc.

Commercial letters include repetition, stereotyped language situations and the standardized means of expression: *мақсадида, мувофиқ, биноан, белгиламоқ, тасдикламоқ, кучайтирмоқ, назорат ўрнатмоқ, зиммасига юкламоқ, таклиф киритмоқ, таъминламоқ, чора кўрмоқ, ишлаб чиқмоқ, жорий этмоқ, қабул қилмоқ, амалга оширмоқ, тавсия этмоқ, зиммасига юкламоқ, ўтган давр мобайнида, ҳисобот даврида, муайян ишлар, эътиборга олиб, инобатга олиб, белгиланган тартибда: мурожаат қилмоқдамиз; истардикки, умиддамиз, буюртмангизга кўра, ташаккур билдираман.*

In the introduction part, the standard expressions are often used: *Биз Сизнинг товарларингиз билан ...да танишдик ва истардикки ... ; Бизга ... ларни етказиб бериш имкониятингиз бор-йўқлиги ҳақида хабар беришингизни сўраймиз;*(Баённома..., савдо битими..., **прейскурант...**, бизнинг келишувимиз)га биноан (музокаралар баённомаси, бизнинг келишувимиз, телефон орқали суҳбатимиз ...) га таянган ҳолда; *фирмамиз ишлаб чиқараётган асбоб ускуналарга ..; Сиз с ўраган асбоб ускуналар; нисбатан нархлари баланд; ишлаб чиқараётган ускуналар.*



Information letters use modal expressions such as: ... *қулай шартлар ҳақида келишиб олишимизга умид қиламиз...*; ...*сизнинг товарларингиз ЕИ меъёрларига мос эканлигини ва сиз бизга қуйидагиларни етказиб бера олиш-олмаслигингизни билишни истардик* ; *товарни ... муддатда етказиб бериш имкониятингиз ҳақида хабар беришингизни сўраймиз*; *Сиз бизга қандай чегирма бера олишингизни билишни хоҳлардик*.

At the end of the text of the request letter, you can tactfully express your desire on a time for providing the information, for example: ... *Сизнинг жавобингизни сабрсизлик билан кутамиз*; ... *сиздан имкон қадар тезроқ жавоб беришингизни сўраймиз*; ... *жавобни электрон почта орқали йўллашингизни сўрайман*; ... *уч кунлик муддатда жавоб беришингизни сўраймиз*.

In letters one can come across abbreviations: МЧЖ – *масъулияти чекланган жамият*; ОАЖ – *очиқ акциядорлик жамияти*; ХК – *хусусий корхона*; ҚК – *қўшма корхона* и т.д. Наприклад: *Мурожаатда билдирилишича, “МАК PLAST BIZNES” МЧЖ Маҳаллийлаштириш дастурига кўра республикамизда болалар ўйинчоқларини ишлаб чиқариш билан шуғулланади ва маҳсулот ассортименти кенгайтириш мақсадида хориждан янги асбоб-ускуналарни харид қилиш учун “Ўзсаноатқурилишбанк” АТБнинг Ал-Хоразмий филиалига 1003,4 млн.сўм маблағни конвертация қилиш учун махсус ҳисоб рақамга йўналтирган.*

Thus, the analysis showed that the emergence and development of business letters are conditioned by certain historical, political and economic issues, as well as the national mentality of communication culture and, in the socio-historical terms, commercial letters are subjected to certain influences. Modern business letters represent official correspondence and are used to

solve numerous operational issues arising in managerial and commercial activities.

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