



Genre Approach in Teaching Foreign Language Writing: Features Business Letter

G. A. Djumaeva

A senior teacher of Karshi engineering economics institute, Uzbekistan

Annotation: *Writing skills are considered as a creative communicative skill, understood as the ability to express one's thoughts in writing. To do this, it is necessary to possess spelling and calligraphic skills, the ability to compositionally construct and arrange in writing a speech work composed in internal speech, as well as the ability to choose adequate lexical and grammatical units. The purpose of the article is to analyze the stages of development of students' written speech and identify the connection with critical thinking.*

Keywords: *Writing skills, product-oriented approach, effective teaching methodology.*

With regard to writing, in the methodology of teaching foreign languages, there is an approach focused on the product (text creation), on the process, on the genre. In the product-oriented approach, the learning sequence is organized from the analysis of the sample text (features of vocabulary, grammar, syntax) to construct similar sentences (using imitation, substitution and transformation exercises) and short texts using a variety of supports. The ultimate goal of training in this approach is the formation of the ability to simulate a model-sample. Therefore, to develop an effective teaching methodology foreign-language written speech needs to consider in detail the styles and genres of written speech, as well as their linguistic content.

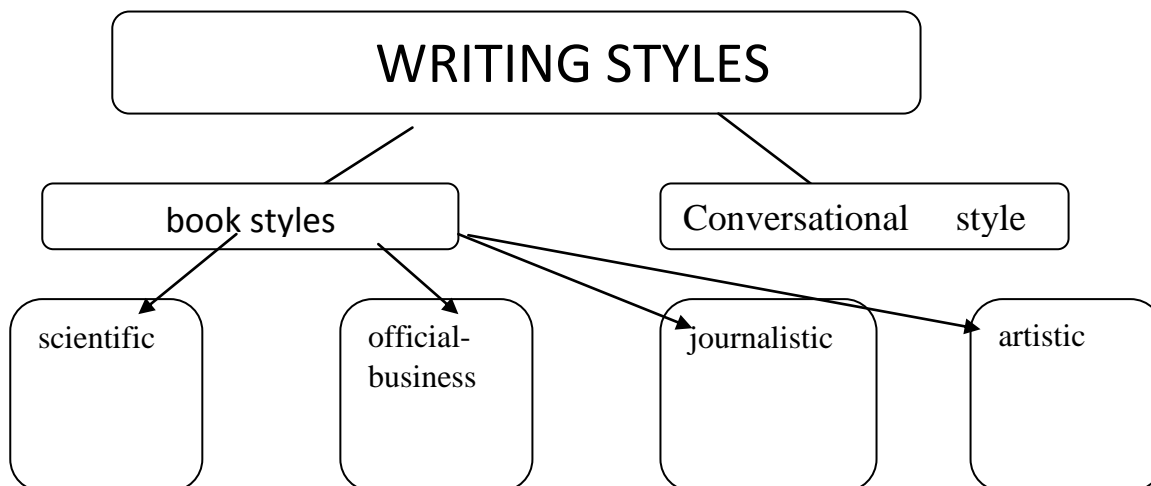
The style of speech is determined by a set of methods of using linguistic means to express certain ideas, thoughts in various conditions of speech practice. On the stylistic the coloration of speech is also influenced by the form of its material realization, in our case, it is written speech.

The classification of language styles is based on the following parameters:

- 1) the goal that it is put by the speaker (writing);
- 2) the situation, the condition in which communication takes place;
- 3) the individual characteristics of the speakers;
- 4) the topic;
- 5) The form of speech.



Schematically, this can be represented as follows:



Each style of speech is represented by certain genres, each of which has a special form of text organization. In this article, we will take a detailed look at a business letter.

The development of society in recent decades has significantly changed the form and content of business communication, including written communication, required the creation of new types of business correspondence, new speech models appropriate in modern communication situations. All this, however, does not imply abandoning the rich experience of written business speech accumulated previous generations.

Business style is a set of linguistic means whose function is to serve the sphere of official business relations, i.e. relations arising between state bodies, between organizations or within them, between organizations and individuals in the course of their industrial (professional), economic, legal activities. Therefore, the main form of implementation of this style is a written speech. The choice of the genre of the document determines the need for knowledge of the form (diagrams) of the relevant document. Any document can be considered as a series or sum of permanent content elements (they are called requisites). This may be the following data:

- 1) about the addressee (to whom the document is addressed);
- 2) About the addressee (who is the author of the document –the applicant, the petitioner, etc.);
- 3) the name of the genre of the document;
- 4) an inventory of documentary appendices (if any);
- 5) date;
- 6) Signature of the author of the document, etc.

Therefore, under the form of the document is understood as the sum of its details and the content-composition scheme – their relationship, sequence and location. The composition of the text in a business style is characterized by a digital system and numbering, according to which each component part, section, chapter, paragraph, paragraph, sub-paragraph has its own number. When the genre of the document is selected, and thus its form, the problem of the language content of the document arises.

So, the scheme of conditionality of choice in the implementation of the implementation of business speech is as follows:



The peculiarities of the language norms of text documents are primarily related to the specifics of written communication. The recipient should understand the text at the first reading. However, the writer has the opportunity to think about the composition of the text and select language tools in accordance with the purpose of the text, its relevance to a particular genre.

Extra linguistic factors are also reflected in the linguistic structure of business texts and are as follows: parts of the text are logically conditioned; topics have strictly consistent development; syntactic constructions are selected depending on the genre, the lexical composition of the written text is also subject to strict normalization in accordance with the functional affiliation. Any deviations from the language standards of creating a business text are in the nature of a stylistic error. Standardization of business speech covers all levels language – and vocabulary, and morphology, and syntax.

Business (official) documents have the following mandatory qualities:

- reliability and objectivity;
- accuracy, eliminating the ambiguity of understanding the text;
- maximum brevity, laconism of formulations;
- legal integrity;
- standard language in the presentation of typical situations of business communication;
- neutral tone of presentation;
- compliance with the norms of official etiquette, which is manifested in the choice of stable forms of address and words and phrases corresponding to the genre, in the construction of the phrase and the entire text.

The listed requirements for the business style fit organically into the written sphere of use, into the genres of documentation peculiar to it.

Business letters are short, they rarely take more than 8-10 lines, but also in they show a general pattern, namely, a detailed system of unions that accurately determines the relationship between sentences.

The form of a business letter is subject in modern English to rather strict compositional rules.

The design of a business letter (make-up of a business letter) is always associated with its specific structure, in which it is possible to distinguish:

- title (the letterhead)
- return address (the return address)
- date (the date)
- recipient's address (the recipient's name and address)
- greeting (the opening salutation)
- the text of the letter (the body of the letter)
- farewell (the closing salutation)
- signature (the signature)

The eight points given are the main components of any written business address and, in fact, a ready-made scheme of an English business letter.



Currently, there are quite a large number of types and varieties of official-business style documents:

- 1) By addressing factor:
 - internal business correspondence - is conducted between officials, divisions of the same organization, while the addressee and the addressee are in a business subordination relationship (official documentation);
 - External business correspondence - is conducted between different organizations and institutions, the addressee and the addressee are not in a business subordination relationship (official letters).
- 2) According to the content and purpose: administrative; reporting; reference; planned; etc. types of documents related to activities...
- 3) In the sphere of human activity: managerial; scientific; technical; production; financial; etc.
- 4) By accessibility factor: open access; restricted access; confidential nature;
- 5) By terms of execution: urgent; secondary; final;
- 6) According to the criterion of primacy: original; copy;
- 7) According to the form of dispatch: documents of postal shipments; fax shipments; electronic business correspondence

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