

**THE IMPORTANCE OF ENGLISH IN THE FIELD OF APICULTURE
IN UZBEKISTAN**

Abstract: Language teaching is one of the most important phenomenon in educational system of Uzbekistan. As English is becoming a global language the necessity to teach and to learn this language has been increased dramatically. English is needed not only for teachers and students who want to study in abroad but for every job in order to enter the world market or to gain a reputation in the global job market.

Every country needs a language planning in order to start teaching a new language and it requires some changes among the population of that country (Kaplan.2011). The Government of Uzbekistan also did some language planning after independence focusing on some factors of Uzbek population and culture says Hasanova (2007).

In 2012 the president of Uzbekistan signed a Decree 1875 “Upgrading teaching language learning system and techniques” starting from 2013/2014 school year. From 2013 English began to be taught deeply in every field of education. According to this decree technical and international specialties should be taught English including business and economy.

The goal of this proposal is to help the beekeepers to export their honey to all parts of the world by teaching English and business to them. That’s why this proposal focuses on teaching English and business to beekeepers and to help them to export their product to the foreign countries. Three successful beekeepers are sent abroad to exchange experience. They will share what they learnt when they return to Uzbekistan. From February 2020 till 2021, 10201 people started beekeeping business. Every year the number of beekeepers is increasing to 15 percent and in 2019 in Uzbekistan 19000 tons of honey was produced. This

number will increase if beekeepers can get more profit by exporting their product moreover they can bring more profit to the economy of Uzbekistan,

Uzbekistan nature is different throughout the country. In Bukhara people can get different types of honey like desert honey, spring honey, village honey, mountain honey. The taste and cure of such types of honey are different. Average price of honey in Uzbekistan starts from 30.000 sums according to glotr.uz. 100% natural honey is appreciated in the world market and beekeepers can get better profit if they manage to start their business with foreign countries.

In order to teach English to beekeepers ESP teachers and to teach business teachers are needed. Before starting the course textbooks must be made according to the needs of analyses. For planning their syllabus an interview has been taken from some beekeepers in Bukhara. They want to learn English and want to sell their 100 % natural honey to the world.

While conducting a business in abroad foreign language skills are very crucial to access the target market says Swift (1991). Knowing a global language gives an opportunity for producers to provide the world with their goods. (Ammon,1995) Some Uzbek brands have been recognized in the world market but we don't see any natural honey of Uzbekistan. Usually beekeepers don't need to study at the university or institute for gaining this job and as a result they don't have a chance of learning a foreign language. This course is going to give them this chance and offer them business lessons.

Labeling the product or advertising also should be in English for attracting customers from all over the world. Customers must be aware of the quality and ingredients of the product they are buying. In Singapore it is compulsory that all food labels must be written in English as customers need to find easily what they want about the food. (AVA, 2009) During this course beekeepers can learn how to label their product, how to advertize it and how to find customers online and export their product.

One part of this proposal is to send three beekeepers to exchange experience and to learn. That's why they are expected to speak English as they visit America.

They need this experience and they need this knowledge so their needs make them to learn the language. We can say that at this situation language serves as a lingua franca and people who need experience of America have to learn and speak in their language.

The beekeepers who will go to America to for exchanging experience have to come and share what they learnt with others. They have to prepare three day lessons for others and should present their experience with photos. This three day lesson will be the responsibility of this course. As this is online lesson whole Uzbek beekeepers may join and learn something new. This will help to increase their interest in English and of course in world business.

Bibliography

For writing this proposal I am using the article by Dilbarkhan Hasanova “Teaching and learning in Uzbekistan” This article gives information about the importance of teaching English for the future of our country and the history of teaching English. For explaining the importance of English to the sphere of apiculture I used the article of Andy Kirckpatrick and David Deterding’s article “World Englishes” The importance of English to enter the world market is explained in this proposal and supported by the article “Global Languages” by Catherine Chua Siew Kheng and Richard B, Baldauf J.. DJ Kaiser’s “Growing Your Own Onion” is used in order to plan this proposal correctively and to get directions.

References:

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