



**“Confirmed”**

.....*dean of the faculty*

\_\_\_\_\_

\_\_\_\_\_2025

**SYLLABUS**

<b>General Information</b>	<b>The title of the subject,code</b>	Academic and Business Communication in the Azerbaijani Language
	<b>Credits</b>	4
	<b>Number of hours per subject</b>	45
	<b>Faculty</b>	Philology and Translation
	<b>Department</b>	Azerbaijani Language and Literature
	<b>Speciality, code</b>	Philology (Azerbaijani Language and Literature ), 050205
	<b>Group number /Academic year/Semester</b>	3/334 F1
	<b>Academic level</b>	Bachelor
	<b>Academic term</b>	spring
	<b>Academic year</b>	2024-2025
	<b>Form of education</b>	Full time
	<b>Scientific degree, scientific title, honorary title, surname, name, patronymic</b>	Jala Ganiyeva
	<b>Email address of the teacher</b>	
	<b>Contact number of the teacher</b>	-----
	<b>Counseling hours</b>	Monday 15:10
	<b>Prerequisite subject/code</b>	İF-B14
<b>Educational language</b>	Azerbaijani	
<b>Subject objective</b>	"Within this subject, special attention should be given to developing students' skills in delivering presentations in Azerbaijani, public speaking, academic, and business writing."	

<b>Subject description</b>	The subject 'Business and Academic Communication in Azerbaijani' has emerged based on certain needs and demands. In the context of globalization, it is essential to use the Azerbaijani language correctly and fluently in accordance with the demands of the time, as well as to prepare fluent speech in this language regardless of specialization, and to deliver ideas flawlessly. For this, it is necessary to deeply understand and apply the phonetic, lexical, and grammatical rules and norms of the language correctly in both written and spoken communication. The subject is taught in the form of practical sessions."
<b>Learning outcomes of the subject</b>	Acquire knowledge about the Azerbaijani language in the context of globalization and the state's attention to it. Learn to prepare presentations on the topic "National Leader Heydar Aliyev and the Azerbaijani Language" and be familiar with decrees and directives related to the state language. Understand the goals and objectives of the subject "Business and Academic Communication in Azerbaijani." Gain knowledge of the forms and functions of communication, as well as the levels of communication. Master the role of auxiliary parts of speech in academic communication. Study the requirements for speech: correctness, accuracy, clarity, fluency, purity, conciseness, simplicity, richness, coherence, and other important elements at the level of modern communication demands. Understand what communication rhetoric entails, the styles of literary language, and the active and passive lexicon of the Azerbaijani literary language. Study the connection between literary language and communicativity, types of communicativity, communication strategies, and creative technologies. Learn about listening culture and the essence of listening as a communication type. Comprehend the importance of listening and attention, various forms of listening, and the importance of improving listening skills. Understand communication culture, speech ethics, and address etiquette. Understand the uniqueness of organized speech (lecture, report, speech, spontaneous speech). Be capable of creating verbal business communication. Learn about the business style of modern Azerbaijani language, including rules and standards. Enrich knowledge about the role of letters, electronic and online communication in business communication. Be able to create written business communication. Study the language of official business documents. Learn about types and forms of business communication, as well as the language and style used in them. Understand the importance of maintaining the purity of the Azerbaijani language, following orthographic rules, and sentence structure in business communication. Gain theoretical and practical knowledge of business rhetoric. Be capable of preparing written and oral presentations in Azerbaijani based on the field of specialization.
<b>Requirements for the Subject</b>  <b>Academic Integrity</b>  <b>Ethical Behavior</b>	"Reflecting accurate assessment and objectivity in learning and teaching."

<b>List of main literature</b>	<ol style="list-style-type: none"> <li>1. <b>Khalilov Buludkhan.</b> <i>Business and Academic Communication in Azerbaijani.</i> Baku, 2021.</li> <li>2. <b>Shiriyev Fikrat.</b> <i>Speech Culture and Communication in the Azerbaijani Language.</i> Baku, 2021.</li> </ol>
<b>List of additional literature</b>	<ol style="list-style-type: none"> <li>3. <b>Babayev, Adil.</b> <i>Azerbaijani Language and Speech Culture.</i> Baku, 2011</li> <li>4. <b>Mammadli, N.</b> <i>Business and Academic Communication in the Azerbaijani Language.</i> Baku, 2021</li> <li>5. <b>Abdullayev, Nadir.</b> <i>Fundamentals of Speech Culture.</i> Baku, 2013</li> <li>6. <b>Fətəliyeva, V.</b> <i>Communication in the Mother Tongue.</i> Baku, 2021</li> <li>7. <b>Bayramov, R.</b> <i>Trust in Your Word.</i> Baku, 2016</li> <li>8. <b>Navarro, Joe; Karlins, Marvin.</b> <i>Body Language.</i> Baku, 2015</li> <li>9. <b>Qurbanov, A.M.</b> <i>Modern Azerbaijani Literary Language.</i> Baku, 2003</li> <li>10. <b>Demirchizade, A.</b> <i>Modern Azerbaijani Language, Part I: Phonetics, Orthoepy, Orthography.</i> Baku, 2007</li> <li>11. <b>Jafarov, S.</b> <i>Modern Azerbaijani Language, Part II: Lexicon.</i> Baku, 2007</li> <li>12. <b>Huseynzada, M.</b> <i>Modern Azerbaijani Language, Part III: Morphology.</i> Baku, 2007</li> <li>13. <b>Abdullayev, A., Seyidov, Y., Hasanov, A.</b> <i>Modern Azerbaijani Language, Part IV: Syntax.</i> Baku, 2007</li> <li>14. <b>Mustafayeva, Q.</b> <i>Stylistics of the Azerbaijani Language.</i> Baku, 2010</li> <li>15. <b>Huseynov, Suleyman; Qarachayeva, Elvira.</b> <i>Azerbaijani Language and Speech Culture (Textbook).</i> Baku, 2016</li> <li>16. <b>Abdulhasanli, T.A.; Zulfugarli (Huseynova), S.R.; Rzai, A.R.</b> <i>Azerbaijani Language and Speech Culture.</i> Baku, 2014</li> <li>17. <b>Dale Carnegie.</b> <i>How to Win Friends and Influence People.</i> Baku, 2007</li> <li>18. <b>Balakishiyev, Sh.; Namazov, I.</b> <i>Samples of Practical Writing.</i> Baku, 2006</li> </ol>
<b>Internet resources</b>	1. <a href="http://ek.anl.az/lib/item?id=chamo:773291&amp;theme=e-kataloq">http://ek.anl.az/lib/item?id=chamo:773291&amp;theme=e-kataloq</a>
<b>Assessment: 100-point system</b>	The final grade is the sum of the points awarded for current assessment — seminars and colloquia (0–30 points), independent work (0–10 points), attendance (0–10 points) — and interim assessment — end-of-semester examinations (0–50 points).

	If the subject also includes practical and applied classes, an additional 0–10 points are allocated for the assessment of these classes.  <b>Final Grade = Current Assessment + Interim Assessment</b>	
<b>Seminar and colloquium</b>	Colloquia are held three times each semester in accordance with the academic calendar. Each colloquium is assessed on a scale of 0 to 10 points. Participation in colloquia is mandatory. A student who does not attend a colloquium receives 0 points.	<b>0-30</b>
<b>Individual works</b>		<b>0-10</b>
<b>Attendance</b>	For each 10% of the total course hours missed during the semester, 1 point is deducted. A student who misses more than 25% of the classes for a subject is not allowed to take the exam.	<b>0-10</b>
<b>Exam</b>		<b>0-50</b>

### **Writing Guidelines for Independent Work**

**Font and Size:** Arial 12 pt

**Line Spacing:** 1.5

Topics for Independent Work:  
Communication Culture

2. The Historical Development of the Azerbaijani Language and Alphabet
3. Heydar Aliyev and the Azerbaijani Language
4. Phonetic Phenomena and Rules in the Communication Process
5. Types of Business Communication
6. Academic Communication
7. The Role of Grammatical Norms in the Communication Process
8. Non-verbal Communication
9. Rules for Drafting Official and Business Documents
10. Business Conversations and Negotiations
11. Press Conferences

12. The Role of Functional Styles in Communication
13. Speech Etiquette
14. Business Meetings and Conferences
15. The Communicative Function of Language
16. About the National Heroes and Martyrs of Azerbaijan
17. The Second Karabakh War
18. Azerbaijan's Blood Memory (January 20, Khojaly, Ganja, Barda Tragedies)
19. First Achievements in Azerbaijan
20. Official and Electronic Correspondence
21. Social Networks as a Means of Communication
22. Social Networks and Freedom of Expression
23. Heydar Aliyev's Speeches
24. Prominent Orators of Azerbaijan
25. Violation of Literary Language Norms
26. Main Requirements for Speech

**Subject: The knowledge of students based on the total score accumulated during the semester in the subject is evaluated as follows::**

**Division of scores:**

SCORE	Assessment with letters	Indicator
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Below 51	F	“insufficient”

N	Topics of the subject	Lecture	Seminar	Textbook, exercises
1	<b>Topic No. 1:</b> Information about the Subject. Objectives and Tasks of the Subject. Language and Speech. Information about Language. The Azerbaijani Language. Decrees, Orders, and Laws on the Azerbaijani State Language.		2	1. Abdullayev, Nadir. <i>Fundamentals of Speech Culture</i> . Baku, 2013, pp. 99–102. 2. Shiriyev, Fikrat. <i>Speech Culture and Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 35–56.
2	<b>Topic No. 2:</b> Speech Culture and the Art of Oratory. The Relationship of the Art of Oratory with Other Sciences.		2	Abdullayev, Nadir. <i>Fundamentals of Speech Culture</i> . Baku, 2013, pp. 6–31.

				Shiriyev, Fikrat. <i>Speech Culture and Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 9–34.
3	<b>Topic No. 3:</b> Forms of Speech. Written Speech and Oral Speech. Differences Between Written and Oral Speech. Characteristics of Oral Speech. Improving Oral Speech Skills.		2	Abdullayev, Nadir. <i>Fundamentals of Speech Culture</i> . Baku, 2013, pp. 102–118.  Shiriyev, Fikrat. <i>Speech Culture and Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 57–61.
4	<b>Topic No. 4:</b> Communication. Culture of Business Communication.		2	Khalilov Buludkhan. <i>Business and Academic Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 6–13.  Shiriyev Fikrat. <i>Speech Culture and Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 79–92.
5	<b>Topic No. 5:</b> Culture of Discussion and Listening. Ethical Issues in Speech. Speech Etiquette.		2	Abdullayev, Nadir. <i>Fundamentals of Speech Culture</i> . Baku, 2013, pp. 207–245.  Khalilov, Buludkhan. <i>Business and Academic Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 57–75.  Shiriyev, Fikrat. <i>Speech Culture and Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 68–78.
6	<b>Topic No. 6:</b> Expressive Actions Complementing Oral Speech. Body Language. Facial Expressions and Gestures.		2	Khalilov Buludkhan. <i>Business and Academic Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 14–34, 88–100.  Shiriyev Fikrat. <i>Speech Culture and Communication in the Azerbaijani Language</i> . Baku, 2021, pp. 217–250.
7	<b>Topic № 7:</b> Literary Language. Norms of Literary Language. Phonetic Norm. Observance of Orthographic Norms in Academic and Business Communication.		2	Abdullayev, Nadir. <i>Fundamentals of Speech Culture</i> . Baku, 2013, pages 119-120, 122-127, 135-142

	Abbreviations. Punctuation Marks.			
<b>8</b>	<b>Topic № 8:</b> Observance of Orthoepic Norms in Academic and Business Communication. Expressiveness of Speech. Stress and Intonation.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 143-148
<b>9</b>	Lexical Norm. Observance of Lexical Norms in Academic and Business Communication. Use of Terms, Synonyms, and Phraseological Units, etc.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 168-173
<b>10</b>	Grammatical Norm. Observance of Grammatical Norms in Academic and Business Communication. Inversion. Use of Descriptive and Expressive Language Means in Academic Speech (ellipsis, rhetorical questions, exclamation, etc.).		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 173-178
<b>11</b>	Auxiliary Parts of Speech and Their Stylistic Functions in Speech.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 181-184
<b>12</b>	Types of Speech: Dialogic Speech, Monologic Speech, Polylogic Speech.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 102-112 Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 78-87 Shiriyev, Fikrat. Speech Culture and Communication of the Azerbaijani Language. Baku, 2021, pages 111-168
<b>13</b>	Basic requirements for cultural speech.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 32-59
<b>14</b>	Style and Stylistics. Functional Styles of the Azerbaijani Language.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 189-195 Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 14-18
<b>15</b>	Scientific Style. Written and Oral Presentation Rules for Lectures, Scientific Papers, Essays, Scientific Reports, Summaries, etc.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 195-196
<b>16</b>	Publicistic Style. Preparation of Academic and Business Articles in the Publicistic Style.		<b>2</b>	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, page 196

17	Official-Business Style: Business Correspondence, Rules for Writing Business Documents		2	Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 19-35 Shiriyev, Fikrat. Speech Culture and Communication of the Azerbaijani Language. Baku, 2021, pages 308-354
18	Preparation of Business Advertisements and Notice Boards.		2	Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 227-237, 339-342
19	Epistolary Style: Rules for Official and Electronic Correspondence. Business Correspondence.		2	Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 202-226
20	Fields of the Art of Oratory.		2	Abdullayev, Nadir. Fundamentals of Speech Culture. Baku, 2013, pages 111-118 Shiriyev, Fikrat. Speech Culture and Communication of the Azerbaijani Language. Baku, 2021, pages 22-34
21	Academic Oratory. Business Rhetoric. Proper Structuring of Business and Academic Speech.		2	Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 57-77 Shiriyev, Fikrat. Speech Culture and Communication of the Azerbaijani Language. Baku, 2021, pages 308-346
22	Rules and Content for Writing CVs. Questionnaires and Surveys. Guidelines for Preparing Project Questionnaires.		2	Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 178-189, 357-358
23	Job Interviews. Organization of Business Meetings. Participation in Business Meetings.		1	Khalilov, Buludkhan. Business and Academic Communication in the Azerbaijani Language. Baku, 2021, pages 57-77

**Teacher:**

**Jala Ganiyeva**

**Head of the department:**

**PhD in Philology, Associate  
Professor A.Asadova**