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THE IMPORTANCE OF THE COMMUNICATIVE SPEECH CULTURE IN INTERACTION

Egamberdiyeva Mohidil G'ulomjon qizi

Teacher, Uzbek State World Languages University,

Kichik Halqa yuli, Uchtepa, Tashkent

d.mohidil@email.com

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Abstract: This article is devoted to the description of speech communication and its culture from the perspective of linguistics and other related areas. Indeed, the culture of speech communication is of utmost importance to interact with others in both native and target languages. Hence, one must always try to follow the norms and standards of speech culture for the successful interaction. Once we learn L2 we are bound to be confronted by its culture which may arise some misunderstandings and difficulties and, thus, the culture of speech communication is a must to be perceived as a key factor of any language.

Key words: *speech communication, culture, cultural norms, linguistic study, interaction, pragmatic focus, ethic communication*

Indeed, the transition in linguistic study paradigms and ideologies in the second half of the twentieth century drew scientists' attention to procedural, activity-oriented linguistics with a strong pragmatic focus. It is evident that the function of the language, not its structure, was the focus of scientific research in linguistics. Linguistic pragmatists have concluded that language could only be studied by looking at how it is applied by a particular language user (listening, writing, reading) in specific contexts, and that the functions of language can only be determined if the meaning of the participant's presence in the communicative act, as well as the whole collection of situational variables, are taken into account. Therefore, not only the means of speech communication, but also the actual actors, the circumstances of communication, objectives, outcomes, implications of

communication, etc., falls into the realm of scientific research interests of linguists [1, 159].

It is worth noting that our speech isn't just a reflection of our level of language proficiency; it's also a representation of our society in general. Considering this, it is of importance to define culture in the first place.

It's particularly difficult to communicate effectively with people from other cultures. Cultures offer people new possibilities about the world, new ways of seeing, hearing, and understanding it. As a result, even though people use the "same" language, the same words will mean different things to them from various cultures.

In fact, the observance of some, essentially artificial, created and "allowed" by society traditions and norms is culture in the narrow sense. These traditions and conventions are aimed at making the assimilation of people as comfortable as possible. It is critical that an individual creates inconvenience to himself by following the rules of conduct and communication in order to make others' lives easier. Meanwhile, it is assumed that other members of society would behave similarly "by nature."

However, *speech culture* encompasses more than just etiquette. Our language and speech do not occur in isolation. This is a kind of projection on all societal structures. More specifically, this is a dialectical relationship: language represents the socio-political processes that occur in society while also shaping our worldview in certain ways [2, 8]. The attitude toward the national language determines speech culture of a society, and the degree and state of the national language, in turn, determines the nation's level of growth. It only takes a few well-known statistics to see how much weight is placed on speech culture issues in a variety of countries. For instance, the representatives of the postwar Germany that had been destroyed were concerned about the sharp decline in German language culture during the Hitler years, whereas many people refer to the French's dogmatic attitude toward their language as "linguistic chauvinism." To say it

mildly, English-language signs, advertising, and other materials are not welcomed in France. The French are battling the invasion of Americanisms in various ways, including by legislation. Besides, linguists in Portugal meet almost every year to address the standards of the Portuguese language. *The Complete Plain Words* can be found on the desk of every English official. The modern speech situation in Russia is characterized by a lack of interest (indifference) in the Russian language in general and speech culture in particular.

It is apparent that when a person conveys the native language, he/she progressively becomes more aware of the richness and variety of the world, from concrete objects to basic social norms to abstract principles and laws of the universe. Only by entering the community and participating in social activities and language development can shape him/her as a person. “Language is the place of being,” as stated by German philosopher Martin Heidegger. A person lives in the language's dwelling” [3, 192]. Language, which is one of the forms of human behavior and does not exist in theory outside of culture, turns out to be an essential part of culture (as a set of results of human activity in different spheres of life - industrial, social, spiritual). However, as a form of existence of thinking and as a means of communication, it is on a par with culture.

It is recommended that when teaching the culture of verbal communication, careful attention must be paid to the language norms that are needed for successful and "ethnic" communication:

- Orthoepic- a word that refers to a language's pronunciation system.
- Grammatical-the formation of word forms, phrase and sentence construction;
- Stylistic- the proper use of linguistic units for stylistic coloring;
- Syntactic-the adherence to sentence combinations and word order.

As one might be aware, the issue of speech culture encompasses three major aspects: normative, communicative, and ethical, the latter of which is no less significant than the first two. The key ethical concept of verbal communication is

to preserve balance, which demonstrates itself in greetings, addressing, choosing a full or abbreviated name, hello and goodbye styles, using counter remarks, maintaining a cultural communication environment, and so on.

Moreover, the concept of "communicative culture" or "culture of communication" of a linguistic personality is based on the culture of speech. As for Sokolova communicative culture is as a collection of information, skills, and relationships that allow for the free creation of a speech utterance for the optimal solution of communication problems [4, 192]. The culture of thought, which exists in the form of particular types of cognitive activity aimed at the interpretation and generation of texts that conform to the purpose and reliably represent truth; and emotional culture, or culture of feelings, which is an appropriate response to the surrounding reality. Galskova, on the other hand, claims that it represents the dynamic nature of the procedural and successful characteristics of the practice of teaching foreign languages, which also involves education, the development of the student's personality through the appropriate educational discipline [5, 287]. Foreign language education, which consists of a collection of fundamental knowledge, concepts, skills, competencies, and abilities, is therefore essential to the development of a foreign language community.

There are four fundamental skills of integrative mastery of a foreign language society, according to Passov and Kuzovleva [6, 11]:

- the ability to influence appropriated foreign culture in close proximity to natives (a cognitive aspect);
- the ability to apply different kinds of abilities in communication (an evolving aspect);
- applied capacity for the realization of moral potential (an educational aspect);
- the ability to communicate through the types of speech activity (the result of the educational aspect).

According to Koykova, there are a number of crucial cultural criteria of speech communication [7, 7]:

- *Don't be concerned about how others would respond if you speak your opinion.* Know that you own the right to convey whatever you want. You have the right to free expression, and no one can take that away from you.
- *Maintain your confidence.* It is essential not to let the emotions control completely. Remember that this is just a discussion, and speaking calmly and slowly can make people think more highly of you. Being confident makes you appear composed and in command, particularly when others are panicking around you.
- *Do not shout.* People cannot hear you any better if you shout. In reality, it will cause them to lose interest in you.
- *Speak clearly.* Only be loud enough for people to hear your speech and your point of view.

In sum, the culture of speech is a topic that any civilized person should be familiar with. We should pay attention to what we say as modern people. Our primary form of communication was and continues to be speech. In order to communicate successfully with others in different aspects of our lives, we must always consider that not only what we say, but also how we say is important and, thus, every modern person should have a clear understanding of speech culture.

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