



Pragmatic Importance of Speech Influence in Formal Communication

Xurshida Narxodjayeva¹

¹ Associate Professor, doctor of philosophy in philology of Karshi State University, of the Department of Uzbek Linguistics

Abstract: The article reflects the role of speech communication as a type of communicative relations and the pragmatic importance of speech influence in official communication. At the same time, indicators directly and indirectly related to the level of formality, universal rules and conditions of speech communication that serve the common interests were clarified in the article.

Keywords: communication, communication, speech communication, communicative relations, rules of communication.

The classifications of speeches and their orientations which proposed by scientists representing different fields of knowledge are very diverse nowadays. This is explained by the versatility of the "discourse" phenomenon and the possibility of studying it.

The level of formality is determined by factors such as directly and indirectly related indicators, traditionalism and rituals, cooperation and conflict, socio-psychological harmony, unity of relations. This is based on the typology of language individuals for the classification of speech, which is determined by their use of certain methods of speech activity.

According to some linguists, the type of speech depends on the components whether it is formal or informal. The components of oral communication depend on the scope and scenario of communication, the social roles of communicators, the types and areas of communication, and the nature of the relationship between communicators. The nature of the relationship between communicators predetermines the specific features of communication: an official is determined by the performance of certain social functions by communicators (superior-subordinate; investigator-accused; teacher-student, etc.). It can be meetings, presentations, business discussions, prosecution speeches in court, interviews, negotiations, briefings. Public communication in any form has an official status.

One of the types of communication is linguistic communication which is based on language tools and considered the object of study of linguistics.

Linguistic communication as an ancient form of communication can be said to have emerged after the formation of the human ability to create speech. By that time people communicated through non-verbal means: body, hand, head movements, gestures, various symbols. When a human rose to the level of a person who creates and perceives speech, his interaction with the people around him took the form of verbal expression. It is known that there are different types of speech communication based on verbal and non-verbal means in society.

Verbal communication is significantly different from non-verbal communication. Linguistic communication is the manifestation of interpersonal relations using language tools. However, both verbal and non-verbal communication, i.e., communication carried out through hand, head, foot,

body movements, facial expressions, and various symbols, requires mutual verbal cooperation of people.

Non-verbal means are often used together with verbal means in the process of communication. Their cooperation and coordination in the process of communication makes it easier for the participants to exchange ideas. Surely, it can be seen different cases in this process. In particular, the speakers are representatives of different languages and try to use non-verbal means if they do not fully understand each other. Or, when communication participants are ill, have a toothache, a sore throat, or are dumb, can't hear, and similar situations that hinder verbal communication, they can use non-verbal means. Also, when communication participants are located at a long distance and they cannot hear each other's words well, or in order to hide their thoughts from others, they use head, hand, foot, body movements, facial expressions, and symbols selectively according to the content of the speech.

There are such stagnant sentences that obey the rules of national speech etiquette and are used by everyone in the same way that it is impossible not to move the body, head or hands during their pronunciation in the Uzbek communication culture. For example, Uzbeks do not limit themselves to just saying "Assalomu alaykum" in greeting each other. They are often seen bowing their heads slightly and putting their hands on their chests while saying this sentence. Or, when older Uzbek women greet people of the same age as their children, it is common for them to "pat slowly" their shoulders. There are many such examples in Uzbek speech habits. N. Narziev states that in the Uzbek way of life, in such situations as showing respect to older people, guests, parents, women, such behavior is performed without words in traditional communication is called "proxemic behavior" in scientific literature [1].

According to his opinion, issues of proxemic behavior are preserved more in collective relations, rituals and traditions in the Uzbek traditional culture of communication. The study of the criteria of proxemic behavior allows to closely study the issues of ethnic image and stereotypes of the people, systematized norms of etiquette [2].

In general, the accompanying of non-verbal means to verbal means in the process of communication is often related to speech etiquettes formed in the society and differs from one another in different nations. H. Turdieva writes the following about it: "... Etiquettes in speech acts, together with verbal units, provide information about people's lifestyle, values, mentality, and geographical location through non-verbal (paralinguistic) means that cannot be described in words.

For example, in Russian and other European nations shaking hands causes misunderstanding and disrespect in Japan, while in some Arab countries men kissing seems unusual type of greeting for representatives of other nationalities. In New Zealand when people greet each other they touch nose to nose, some eastern peoples bow, and Tibetans greet sticking out their tongues to each other and these are examples of the diversity of etiquette rules. The study of the social life, history, and culture of a particular nation or people using non-verbal and verbal means can provide important scientific conclusions not only for linguistics, but also for other fields" [3].

A. Meyerabyan, Professor of the University of California, USA, an anthropologist and psychologist who conducted research on the issue of verbal and non-verbal communication, noted that 7% of communication is verbal (according to the meaning of words); 38% vocal (intonation and tone of voice); 55% is done visually (through facial expressions and body language) [4].

Another anthropologist R. Birdwhistell found that there are 250,000 types of facial expressions in humans. He also showed that people use 35% of verbal means and more than 65% of non-verbal means in the process of communication [5].

It is understood that special actions, facial expressions and other non-verbal means performed with the help of head, hands, feet called "body language" play an important role in the realization of speech communication between people. Body language is a manifestation of a person's external emotional state. Each gesture or behavior can be an important key to the emotions that a person is experiencing at the moment of speech [6].

Surely, although such non-verbal tools have a history of 500 thousand years, its study has always been actual in linguistics. Non-verbal means are actively used in speech communication, especially in its oral form. Each form of verbal communication is manifested in a combination of verbal and non-verbal means.

It can be said that there are no universal rules and conditions of speech communication that serve the common interests. Because every nation has its own rules of speech communication, based on national principles, related to the standards of speech etiquette and they differ from one another in different nations. Nevertheless, some scientists try to define the general rules of speech communication. In particular, the American scientist S. Erwin-Tripp showed the following rules of speech communication:

1. The rule for choosing language means: a) that is common to all social strata; b) the rule of choosing language tools characteristic of different social strata and groups. 2. The rule of compliance, that is, compliance with the sequence of speech actions in communication: greeting, thanking, saying goodbye, etc. 3. The rule of joint use: this refers to the rule of combining one or another lexical, phonetic, intonation, syntactic, etc. units in one context [6].

It seems that these rules of speech communication include human attitude to language (1), the rule of speech etiquette (2) and objective regularities observed in the use of language units in speech (3). Therefore, in the formation of the rules of speech communication, not only linguistic means, but also the norms of speech etiquette play an important role.

In the field of formal communication, institutional speech which is communication within a given framework of status-role relations is distinguished from other communication speech. Formal communication provides an indicative list of types of institutional speech defined on the basis of two features: goals and communication participants determined by them.

It can be said that the indicated linguistic and non-linguistic units of speech communication, as well as language units that form speech acts, even gestures, facial expressions, symbols are not just conditional signs and conditional behaviors in the speech process, but the attitude of the speakers to the language and its units. is an expression. When the speaker uses language units in the process of communication, he adapts them to specific speech conditions and situations and thereby shows his attitude towards the language.

In conclusion, no matter speech communication is used in what field of formal communication, first of all, it is determined by the correct use of Uzbek language norms, and the correct use of terms in today's field [8]. Speech communication is a type of communication that reflects interpersonal relationships, a way of realizing the communicative goal of people, a set of speech acts made with the participation of directly and indirectly participating verbal and non-verbal components.

REFEENCES:

1. Narziev N. The issue of proxemics in communicative culture (ethnological analysis) // Looking back / Vzgl'yad v proshloe / Look to the past #SI-2 (2021) – P. 87-95. <http://dx.doi.org/10.26739/2181-9599-2021-SI-2>
2. Narziev N. Indicated source. - P. 92.
3. Turdieva H. Linguopragmatic study of speech etiquette units (based on Persian and Uzbek materials): Philol. science. Doctor of Philosophy (PhD)... diss. - Tashkent, 2020. - P. 37.
4. Birdwhistell R. L. Introduction to Kinesics. University of Louisville Press, 1952. – P. 75.
5. Nazarenko T. Yu. Formation of non-verbal communication skills in teaching intercultural communication of students of a transport university // Scientific and methodological electronic journal "Concept". - M., 2021. - No. 11. - P. 71–84. URL: <http://e-koncept.ru/2021/211073.htm>.
6. Nazarenko T. Yu. Formation of non-verbal communication skills in teaching intercultural communication of students of a transport university // Scientific and methodological electronic journal "Concept". - M., 2021. - No. 11. - P. 71–84. URL: <http://e-koncept.ru/2021/211073.htm>.

7. Ervin-Tripp S. Sociolinguistics // Advances in the Sociology of Language / Ed. by J. Fishman. Vol. 1. The Hague. - Paris, 1971.
8. Narkhodjaeva Kh. "Issues of Uzbek terminology". - Against: "Intellect" publishing house, 2022.