

## THE MEANS FOR EFFECTIVE COMMUNICATION

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### RESUME

The article discusses that person should compose their speech taking into account the condition and people's situation. It analyzes the psychological and social features of the words.

**Keywords and Phrases:** speech, lexeme, sema, psyche, norm, rhetoric, communication, ethos, logos, methodology, evaluation, communication, thinking, perception.

### INTRODUCTION

The concept of "literary language norms" is a set of linguistic phenomena which are subject to certain rules, stable, but at the same time constantly evolving, changing, variable, allowed by the language system which is defined as a linguistic phenomenon that is reinforced in the speech of language users, as well as being universal for literary language speakers. A number of rules and regulations, such as speaking truthfully and boldly, condemning lies and slander, are also argued to be the very concept of speech culture. According to N. Formanovskaya, speech etiquette refers to the national characteristics that govern the rules of speech, the formulas adopted by society to communicate with the interlocutor, to continue or end the conversation in the chosen tone.

Speech culture is the reflection and expression of a particular people's culture in this vernacular. Although there are different views and interpretations of this concept, first and foremost, speech culture is interpreted as grammatically correct speech, error-free speech, and clear and fluent thinking. Speech culture is a set of knowledge and achievements of each person in the field of language, speech, which is a factor that reflects the level of knowledge, education and spiritual maturity of the speaker. It is also a means to raise the general culture of the nation, to educate people in the skills of the correct and effective use of a particular language and its potential.

Rhetoric includes terms such as ethos, pathos and logos, which are the foundations of rhetoric. Of these, ethos refers to the conditions under which the speaker speaks. That is to say, the speech situation, the place, the time allotted for the speech. Pathos refers to the purpose of the speaker's communication. Every conversation has its purpose. Logos are words, phrases and sentences that a speaker uses in his or her speech.

Thus, ethos is a speech situation, pathos is the purpose and meaning of speech, logos is an expression of lexical units. These terms are closely related, and each complements the other. If these three concepts are expressed in a balanced way in the communication process, the interaction between the speaker and the listener will be successful. Yu. Rozhdestvensky gives examples in his work to explain the above terms more clearly. For example, Gulliver, who landed in the land of strange creatures, could not communicate with the owners of the country because she did not know the language and she could not convey his thoughts to them.

The importance of the logo in this situation is noted by the author. One of the protagonists of the fairy tale, Tentakvoy, cites the case of the above-mentioned scholar as an example of the fact that he was punished for giving a speech which were not corresponded to the absolute situation at the mourning ceremony. It is understood from the example that the speech is not appropriate for the situation. As for the third term, Yu. Christmas cites Francis Asizki's preaching to the birds. Although the subject of Francis's sermon is not difficult, the birds are not inclined to listen to his sermon. As a result, there is no need to accomplish the purpose of the speech. This is cited by the author as a clear example of pathos. From the above examples, it is clear that communication is effective only when there is a balance between the concepts of "ethos", "pathos" and "logos".

The relationship between speech culture and psychology is reflected in the determination of whether speech is appropriate or inappropriate. The speaker is in different situations with different people. So, he has to write his speech taking into account these situations and the situation of the people. There is also something called the mood of the audience. Even if the speaker feels bored, no matter how accurate the speech may be, if the speaker does not feel that boredom and prolongs the speech, the effect of the speech will be lost.

Metonymy and metaphor which are considered to be the visual means of language which are used to make speech effective. In relation to the culture of speech and psychology, more and more speakers take into account people's moods in expressing this or that opinion. Everyone, depending on the mood of the listener in general, is required to speak. Sincere communication with the audience should always be the main task of the speaker. You need to think about saying the best sentence without seeing or feeling the facial expressions of the audience. Such necessary statements should be made when everyone's attention is drawn.

In order not to be embarrassed in front of the audience at all times, not to use inappropriate words, the speaker should take a deep look at the psyche of people, try to find things that interest them, not to move on to other topics and other events. Every speaker should know how the language is structured, what visual aids the language uses, in what situations, in what part of the speech it affects the mood of the audience, it changes their mood. That's the way to become successful in real life. Speech culture is inextricably linked with such disciplines as aesthetics, fiction, literary criticism. Because a good speech should give aesthetic pleasure to the listener, it should excite him. Artistic speech, on the other hand, is effective speech, and it affects people's minds. Such a speaker makes extensive use of artistic imagery.

From time immemorial, the culture of oral and written speech has been based on literary language. Accurate and error-free speech and writing are the result of a perfect knowledge of literary language. The regulation of language according to different norms, of course, is the basis for the formation of literary language. The attitude of artistic speech to the norms of literary language is also different. There may be deviations from certain literary norms.

However, this has a specific purpose. In order to express an idea in the native language independently, fluently, beautifully and succinctly, a person must have a sufficient level of speech culture, the sum of the skills, competencies and knowledge that enable it to be used in a purposeful manner.

There are many qualities that ensure the culture of speech, such as accuracy, precision, logic, expressiveness, richness, purity. Speech that combines all of these communicative qualities is

cultural speech. Our great compatriot Abu Nasr al-Farabi says about the importance of lexicology, grammar and logic in speaking correctly, drawing correct logical conclusions, composing meaningful and complete speech: "How to teach and when it comes to learning, how to express an idea, how to express, how to ask, and how to answer (question), the first knowledge about it is the science of language, which names objects (substances) and accidents (events) that I approve".

The second science is grammar; It teaches how to arrange the names given to objects and the location of substance (accident) or accident (event) and how to compose wise words and speech that express the consequences. The third science is logic; It teaches us how to place sentences according to logical figures to draw certain conclusions, with the help of which we learn what we do not know and judge what is right and what is wrong. From the above, it is clear that the importance of grammar and logic in speech formation has been highly understood and valued by scholars. Alisher Navoi in his book "Muhokamatul lug'atayn" said that each language, regardless of size, has its own advantages, which cannot be found in any other language. In spite of this, he states that he does not have some of the possibilities of the Turkic language, and as evidence, he cites 99 verbs that were used in the Uzbek language at that time, indicating that they do not exist in the Persian language. So, since the history of speech culture is ancient, its richness is also inexhaustible. Use these resources wisely to create a compelling speech. This is a great example of our speech, which consists of a collection of words selected from the richness of literary language. In the process of speech, clear patterns are developed and improved. In the existing linguistic literature, we come across concepts and terms such as orator, oratory, preacher, preaching art. Among the people there are such expressions as: eloquent, eloquent, eloquent, eloquent, eloquent, eloquent, eloquent, eloquent and eloquent. All the words and phrases quoted express the level of human speech, the level of maturity of human speech, the patterns of speech that differ from the general speech.

From the first years of independence, our country has been paying more attention to the upbringing of a harmoniously developed generation that is able to think independently and deeply in different languages and express themselves clearly and concisely. To date, effective results have been achieved in finding a solution to train a new generation of highly educated, cultured and spiritual personnel. A number of tasks related to the further formation of such qualities in our youth as high level of speech culture, eloquence, ability to speak in public which indicates the need to analyze aspects of speech culture.

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