

**CULTURE OF CONVERSATION AND SPEECH ACTIVITY**

N. Mamasoliyeva,

Teacher of the Department of Uzbek Language and Literature,

Tashkent State Agrarian University

**Abstract**

This article highlights the role and importance of communication culture as an important component of personal spirituality. Author etiquette, speech activity, speaking, listening and understanding processes human personality in formation instead analysis does. Oriental treatment culture, in particular Uzbek people for typical was speech manners and polite treatment to do importance is emphasized. In the text human speech, his/her spirituality and enlightenment determinant main criterion It is polite. to speak and from youth learnable upbringing product that is statement the language is treatment tool as place illuminated, our ancestor's language and to the word respect with in a relationship to be about advice with is based on.

**Keywords:** Speech etiquette, oriental culture, oriental behavior, thinking, individual personality, literary language norms, etiquette, speech etiquette, language units, rules of behavior, customary rules, pronunciation culture of speech, lexical culture, clarity of speech, conciseness of speech, logic of speech, purity of speech, expressiveness of speech, attractiveness of speech, Speech culture, oratory, eloquence, expressiveness, rhetoric, ethics, psychology.

**Introduction**

An integral part of a person's spirituality is the culture of communication, the concepts of behavior, etiquette, and speech activity are at its core. It is natural that the customs, behavior, and lifestyle that have been characteristic of every nation for centuries and have become symbols of national and spiritual values and high culture are all reflected in a person's personality.

Human morality, culture, emotions and worldview are reflected in the great gift given to him - thinking, contemplation, speech. Accordingly, the three concepts do not choose time and space. These speaking, listening and Humans are created to



live by these three units in the process of interaction. This manifestation to be each of the people mentality suitable and characteristic . Mutual attitude , self catch and idea exchanges treatment culture in the concept harmonizes .

The culture of oriental communication is a virtue inherent in every Uzbek family. Conversational speech, speech etiquette, and conversational speech are all considered the main criteria for determining a person's spirituality and enlightenment. Thus, the etiquette of each individual is reflected in his speech. In our opinion, speech etiquette means conveying any message that needs to be said, while respecting the listener and in a way that suits his or her interests, based on the norms of the literary language. In addition, it is possible to convey even bad news to the listener without harming him or her. For this, the speaker must perfectly know the possibilities of his or her native language. Because gentle, pleasant, and polite speech does not arise by itself. This kind of communication is achieved from a young age by imitating and learning from exemplary people. When our ancestors raised their children, they attached great importance to their behavior, speech, how they behaved in front of people, what they thought about, and how they explained their goals. They never allowed their children to misbehave or interfere in adult conversations. The worldview and education of each person is revealed by their behavior. Communication is a means of communication between people. Language is the main tool in communication. That is why language is called a tool of communication. If a person's language is sweet and his manners are cultured, he will gain respect among the people in a short time. That is why our thinkers who lived in the past emphasized the need to treat language and speech with respect. Our great poet Alisher Navoi expressed such beautiful thoughts about the culture of communication, the importance of polite language, and sweetness of speech that these thoughts have not lost their significance even today: "Consider a wise word a legend, Consider a word a jewel in the world"; "Everyone expresses a sweet word to the people, Everything is heavy, it becomes light, Hard words hurt the hearts of the people, Soft hearts are entangled."

Our people have always paid attention to the importance of observing the laws and rules of speech culture in their communication with each other. Our wise people expressed their thoughts in short and meaningful proverbs. What do proverbs teach people? Familiarizing students with proverbs creates the basis for their spiritual development and development as well-rounded individuals. Because proverbs are a

tool that helps to understand the most subtle features of our native language and increase vocabulary. Proverbs teach students to think correctly, logically, to state the goal briefly, concisely and concisely. Each speech is valuable with its deep meaning. Meaningful speeches and conversations give a person joy, enrich them with new knowledge. For example, the proverb "There is a difference between a word and a phrase, there are thirty-two proverbs" expresses the fact that every word has subtle nuances, that they are not empty words, and that meaningful conversations are of great importance. The following sentences of the great literary scholar O. Sharafiddinov, who constantly spoke about the shortcomings of word use and the lack of trust in language, sound like an aphorism: "...Unfortunately, in practice, we often see a careless attitude towards our language. We do not control ourselves when we speak or write. We do not feel our own language, we do not listen to its inner tones, but, like a horse with a bridle thrown over it, we enter a meadow where there is more grass. "We are leaving."<sup>1</sup> Popular proverbs also warn about the importance of paying attention to such features as using words in inappropriate, inappropriate meanings, being careful not to mix content and meaning in the text, not forgetting the consistent development of thought, and not rushing to express an opinion without understanding or fully understanding, and that speech without content is of no use to a person: "Let words be meaningful, Listen, let it be useful" , " If you speak playfully, speak thoughtfully", "A lot of talk is a burden to a donkey", "A little talk is good, a little talk is a word", "Do not say a word that is not meant, A ghazal that is not meant", "Do not speak Watch your words, Think first, watch yourself", "The tongue is the sword of the treasure of the mind, and wisdom is its sheath", "Dry talk is not pleasing to the ear" , "The courage of speech is in the tongue, the courage of the people is in the waist", "The word is the core of a person, the decoration of a person with manners", "The word goes further than the feet", "The word is not a sparrow, Once it comes out of the mouth, it cannot be caught".

We have entered the 21st century, the century of new technologies and inventions. At a time when human thought is expanding so much, one cannot help but think about the nature of human relationships between people, their behavior. Why do people behave differently in different social environments and circumstances? Why are they so different in terms of decency and manners? In short, in our time of heightened nervousness, each of us is required to be patient, tolerant, and to follow

<sup>1</sup> Sharafiddinov O. Thoughts on the Pass. -T.: Manaviyat, 2004. p. 269.

the culture of communication and its laws and rules (etiquette) in order to be polite with people. Speech etiquette begins with greetings. There are also special speech tools for greetings, saying goodbye, expressing gratitude, admitting one's guilt, apologizing, and encouraging. Such tools are taught in the subject as part of the concept of "etiquette."

Etiquette is the observance of certain rules in public places. The most important of these is speech etiquette. Speech etiquette includes, on the one hand, language units, and, on the other, rules of behavior. Etiquette units include the following:

- Formulas such as greetings, farewells, expressions of gratitude, and condolences.
- Use the pronouns you or you, full and incomplete names and surnames.
- Standard communicative situations (in transport, in a store) consist of three parts: the beginning of the interaction, the main part, and the end of the interaction.
- Getting to know each other (to form relationships between people).
- Apologizing (to resolve the conversation positively).
- Expressing gratitude (to express friendship).
- Congratulations (to improve relationships, ensure intimacy).
- Propose (to organize a friendly exchange of ideas).
- To express sympathy, condolences (to express condolences).
- To give advice, to make a request (to express disrespect for the listener).
- Rejection, consent (to show the right path and express closeness).

Eastern scholars also expressed their thoughts on this matter in this way:

“Speech is of four kinds: one, unknown and unspoken; the second, spoken and known; the third, known and unknowable, but can be said; the fourth, known and unspoken. But the unspoken and unknown is a word... the good of the world depends on it. It brings much benefit to both the speaker and the listener. But the known but unspoken is a word, The fault of a great man will be known to you. But if you think of it from the depths of reason, it is shameless to say it. Because if you say it, you will incur the wrath of that great man or the pain of that friend, or you will create great trouble and confusion for yourself. In this way, this word is a word that is known but not said. The best of these words is the word that is both known and said.”<sup>2</sup>

<sup>2</sup>Kaykovus. Nightmare. -Tashkent: Meros, 1992.

According to our ancestors, the quality of a person's speech depends on their attitude towards their own language, as well as on their manners and ethics. They emphasize the connection between language and a person's speech, the need to observe it before speaking, the need to consider the appropriate speech situation, the need to speak meaningful and useful words, the need to convey a beautiful and effective thought, as well as being concise and short, and the need to avoid harsh and coarse words. Speech etiquette and speech culture are considered to be the norms of human speech etiquette, learned from the advice of ancestors and life experiences. Thus, people's desire to speak correctly, beautifully, fluently and effectively, as well as the customary rules related to it, have a very deep and ancient history. Therefore, we must not forget that it is necessary to instill in the minds of young people that it is the duty of every person to possess speech etiquette and speech culture.

## REFERENCES

1. Mirziyoyev Sh.M. Buyuk our future brave and noble our people with together we will build . -T.: “ O' Uzbekistan ”, 2017.
2. Mirziyoyev Sh.M. Erkin and prosperous , democratic Uzbekistan state together build we will . Uzbekistan Republic President to the position to enter solemn to the ceremony dedicated Chambers of the Oliy Majlis joint in the assembly speech . T.: 2016.
3. Kaykovus. Nightmare. -Tashkent: Meros, 1992.
3. Na z o k a t Zhiyan o v a , Oydin Mominova . The intention of speech culture . Reading manual . T – 2019. p. 17.
4. Kholmirzayeva S. , Uzbek language in the field application ( methodical) manual). TDAU publication editorial office , Tashkent, 2023.
5. I.Azimova , “Mother tongue in education linguistic qualification development psycholinguistic basis .