

PROBLEMS OF THEORETICAL RESEARCH IN COMMUNICATION

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Annotation: This article discusses communication and its distinctive features, communication culture, means of communication, and communication techniques. Theoretical issues of communication research are examined based on scholarly sources. The article also emphasizes the importance of effectively using language tools to ensure successful communication.

Keywords: language, speech, communication, communication culture, communication techniques, means of communication.

It is well known that communication arises as a result of a person's daily need, as a highly conscious being, in connection with society. Although communication is characteristic of all living beings, in humans it appears in its most developed forms, as it is realized through speech. Just as there are norms in every activity, the process of communication also has its own specific standards. The normative nature of communication is manifested through adherence to the rules and principles of speech culture. Normativity in speech activity requires the appropriate use of literary language and speech tools based on established linguistic rules.

Since the world is built upon the laws of beauty, a person's behavior and speech, appearance and clothing, manners and communication should also be beautiful. Indeed, our wise people have not created proverbs such as "People judge you by your appearance, but follow you by your words" ("O'zingga qarab kutarlar, so'zingga qarab kuzatarlar"), "The ear never tires of pleasant speech" ("Mazali so'zga quloq charchamas"), "The richness of speech reflects the beauty of a person" ("So'zning boyligi — odamning chiroyligi"), "The taste of food is in itself, the taste of a person is in their words" ("Taom lazzati o'zida, odam lazzati — so'zida"), "A man's wealth is on the road, but the wealth of speech is on the tongue" ("Er boyligi — yo'lda, so'z boyligi — tilda"), "Better than offering good food is offering good words" ("Yaxshi osh berguncha, yaxshi so'z ber"), "Cold words come from cold people" ("O'zi sovuqning — so'zi sovuq") and "Don't look at the person, listen to their words" ("O'ziga boqma, so'ziga boq") without reason. These sayings reflect the deep value placed on eloquence and communication in our culture.

The process of communication is considered the most fundamental of all interactions between people. While it is rare for communication to be carried out flawlessly, it is crucial to answer five essential questions: What?, When?, Where?, To whom?, and How? That is, only when a person knows *what* to say, *when* to say it, *where* to say it, *to whom* to say it, and *how* to say it, can communication achieve its intended purpose. All future relations with the interlocutor—whether social interactions or professional cooperation—are more likely to develop positively as a result.

At this point, it is worth mentioning the wise words of the famous Persian-Tajik poet Saadi Shirazi: "We do not know whether you are wise or not, great or small—until you speak" ("*Aqling bormi yoki yo'q, buyukmisan yo kichik, biz bilmaymiz, sen bir so'z aytmaguningcha*")

[2] Indeed, as the great thinker emphasized, a person's true nature and character are revealed through their speech.

The quality of communication between interlocutors also depends on the communication techniques they use. Communication techniques refer to the various methods and tools employed to establish psychological contact and organize interaction between the subject and the object. It is of great importance that individuals know how to influence their communication partner, as well as how to choose the appropriate forms of communication.

A situation familiar to all of us is that as soon as a child is born, family members immediately strive to communicate with the newborn. However, the newborn is not yet ready for communication. Their initial primary activities consist of crying, feeding, and sleeping only. Gradually, communication begins to develop through the mother's affection. To achieve positive results, adults need to speak to the child with more smiles. In response, the child returns their sweet smile to the adults' smiles. If parents do not engage in sufficient conversation with their child, the child's speech development may lag behind.

Russian psychologist R.S. Nemov, in a number of his studies [5], examines the development of human communication and its main stages. According to the scholar, a child begins to develop the capacity for emotional communication with others around the age of three months. By the time the child reaches one year, their ability to perceive emotions becomes so enriched that they can quickly acquire verbal language and start using spoken speech.

At this point, it should be noted that the period before a child reaches one year of age is considered the stage of nonverbal communication. All changes during this period begin to manifest as a result of emotional interactions with the mother or close caregivers.

According to the research of L.S. Vygotsky, A.N. Leontiev, A.R. Luria, and D.B. Elkonin, one of a child's primary social needs is the need for communication. Studies by A.V. Zaporozhets and M.I. Lisina emphasize that children's need to engage in communication with adults develops until the age of seven [4].

The famous Czechoslovakian pedagogical scholar and founder of the modern teaching process, J.A. Comenius, proposed another idea related to communication — the requirement of teaching the mother tongue [1]. According to the scholar, teaching the mother tongue to preschool children primarily involves developing the child's speech from the first year of life: clearly pronouncing syllables and words, constructing sentences syntactically correctly, accurately naming objects, and expressing appropriate thoughts. In this regard, Comenius advised parents to communicate with children by correctly pronouncing names of objects and words without distortion, to practice saying words that are difficult to pronounce or relatively long, and to use play-based methods for this purpose. Among educators, he was one of the first to emphasize the important role of poetry, fairy tales, proverbs, riddles, and tongue twisters in developing a child's speech and mastering the mother tongue in all its beauty and national-cultural characteristics.

In preparing children for communication, the Italian educator and the first female pediatrician, Maria Montessori, in her work *The Scientific Pedagogy Method* ("Il Metodo della Pedagogia Scientifica applicato all'educazione infantile nelle Case dei Bambini," 1909) [3], outlines various methods for conducting speech development exercises. Her motto is: "Help me do it myself, and I will do it."

Thus, a person's speech primarily develops in the family where they are born and raised, and later continues to fully form during the preschool years and the early stages of schooling.

The Russian linguist and skilled educator D.G. Savov, in his dissertation titled "*The Paralinguistic Aspect of the Professional Speech of Teachers*," describes the unique

characteristics of teacher speech and the role of paralinguistic tools in speech activity [6]. The work emphasizes that speech is the primary means of a teacher's activity. Through teacher speech, students are informed and persuaded. In this regard, the set of paralinguistic tools plays an important role by enhancing the expressiveness of teacher speech. Furthermore, the scholar also examined students' ability to use paralinguistic tools.

Mutual exchange of ideas is also of great importance in the communication process. For one interlocutor to transmit information to another, a "thought" must first arise within them. Then, this thought is transformed into an internal speech system based on a specific set of symbols and conveyed to the other person through external speech. The second interlocutor, in turn, converts the expressed external speech back into a "thought" through their internal speech. In this process, variations such as stressing certain words differently, pausing longer or shorter, using an accent, speech intonation, timbre, and tempo appropriately play a crucial role.

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