



## MODERN SPEECH COMMUNICATION AND ITS MEDIA MANIFESTATIONS

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### ABSTRACT

This research analyzes not only modern speech communication and its media manifestations but also explains the specific features of virtual speech communication. In the article, a scientific study was carried out mainly in light of the problem of mobile communication, internet linguistics, modern media language and culture, which opened the door to new opportunities for communication. The essential aspect of the paper is that the culture and terminology of telephone communication are scientifically covered from the lexicographic and linguistic point of view, and they can be used in the training process of oral speech practice.

### KEYWORDS

Speech communication, media, information, speech activity, verbal, non-verbal, language, messages, interlocutor, users.

### INTRODUCTION

It is impossible to imagine communication without the interaction of society members and their influence on each other without exchanging ideas (giving and receiving information). Therefore, the concept of "Speech communication" seems redundant. Speech, exchange of ideas, and giving

information are included in the structure of communication. But speech communication (Russian: «речевое общение», English: «discourse») is one of the most common terms in pragmatics. The process of expressing an opinion



is, undoubtedly, to the realization of linguistic units [11,53-55].

### LITERATURE REVIEW

Accordingly, types of communication, that are not materialized utilizing language, are considered as non-verbal communication. In our tradition, even in Sharia rules, there is an ethical-aesthetic principle "Silence is a sign of consent", which should be evaluated as a form of non-verbal communication. If we pay attention to the story "Sharoit"(Conditions) by the writer Tilavoldi Juraev: ... there was silence in the car. This was not the silence of grievances, grudges, lunges, reprimands, blame. This silence was the silence of consent... (Juraev T. Kishloklıklar).

Another example: in the multi-part film "Seventeen Moments of Spring" by Yu. Solnseva, the conversation and meeting of the intelligence officer Shtirlis with his wife who came to see him in the "Elephant" cafe in Berlin - as people sitting together by chance - can be an example of this. This communication was an important meeting for both Shtirlis and his wife. This meeting gives information that both parties are healthy and miss each other. In fact, this information was given and accepted communication without words - without linguistic means. In most cases, communication is related to giving information verbally, that is, through words, linguistic means, and through non-verbal, means (gesture, various signs, symbols). They are classified as verbal or non-verbal communication according to their effect on each other [10,67-74].

### RESEARCH METHODOLOGY

Speech communication means the (joint) use of linguistic verbal and non-verbal tools in the process of communication. This is the first characteristic of speech communication. For example, a person who verbally uses the phrase "Assalamu alaykum va rahmatullahu va barakotuhu" must have a spiritual and cultural level corresponding to this verbal formula - age, lineage, clothing, social status, etc. , can use this phrase in conjunction with special gestures (movements) and only to special listeners. For example:

The sheikh came out and seated the guests next to each other and signaled for them to start. The heralds ran and came to the elder of the Akhiyas: one of them had a cup of water in his hand, and another of them had a leather salt shaker in his hand. The elder put salt in the water and raised the cup high:

- Peace be upon you and may God bless you!  
- Hello! - answered the sheikh. (Rady Fish. Jalaluddin Rumi)

As can be seen from this, speech activity is inextricably linked with a complex of linguistic, ethical, aesthetic, national, spiritual-cultural, social, causal (cause, consequence, purpose) and other factors. But the basis that requires a special pragmatic term of speech communication is not only this, but speech communication also stands out as a specific type of use of semiotic systems. What is this feature? Although language is a semiotic system by construction [8,95], it differs significantly from other semiotic systems [9,95]. Among these differences, scientists unanimously single out three features. These are the following:



1. Language can be the basis for all other socio-semiotic systems. Therefore, language can be called a general, primary social semiotic system, the main, basic system, which easily replaces them.

2. Unlike all other semiotic systems in language, the connection between the signifier and the signified is asymmetrically dualistic in nature. One form/expression can be associated with several content/expressions, and the same content/expression can be associated with different forms/expressions [3,85].

3. Language signs have the characteristic of self-development.

These properties, which are ontologically (inherently) specific to language symbols, are not specific to speech activity. Some researchers exclude the process of communication, including speech communication, from the semiotic system, saying that "there is no sign in communication" [7,12-18]. Indeed, in speech communication, the sociality in linguistic signs is to a certain extent extinguished. Communicators may be conditioned to understand social symbols. This feature is mainly evident in slang terms [5,57-59].

For example, when the door of the cell was knocked, Makhsum stopped speaking.

- Well! - said Hayit by looking at the door. It was a saying, "Please come in" according to Bukhara madrasas. But the knocker probably did not understand the meaning of this word, he knocked again without opening the door.

- Please, come in! - said the owner of the room. (Ainy S. Dokhunda.)

The work also uses the antonyms of such units as good, please, come in:

After eating, there was a knock on the cell door.

- No permission, diet! - said the Wolf.

"I am a sufi of the madrasa," said the person who knocked, "one day I came to the gate of the madrasa and asked for Isomiddin Makhsum, and I brought him."

- Well, leave the dokhunda. Go back yourself! No permission, diet! Hayit said again. (Ainy S. Dokhunda.)

According to the custom of the madrasa, if the person who knocked on the door of the cell was not accepted, he would be answered with the word diet (the original meaning of the word diet is "diet" - "not eating certain types of food"). If that person is accepted, a good voice will be heard, but knocking on the door again is due to not understanding the meaning of this madrasa slang word.

As noted by Prof.Sh.K. Shakhbitdinova [12,38], these differences in characteristics of oral speech began to apply in its written form as well. The same four categories (1) literary speech; 2) mixed speech; 3) common speech or street language 4) dialectal speech) we can also observe features in the correspondence of Internet users. In particular, the norms of the literary language are not followed in ordinary written speech, phonetic, lexical, and grammatical inconsistencies are considered the norm, and vocabulary units such as dialectism, vulgarism, and barbarism related to the non-literary layer are used. In particular, the majority of users of social networks (except for texts on official and public information sites) use



language units in virtual communication in the same way as they use them in ordinary conversation. In the process of daily communication and interaction, people express their emotions when interacting with each other. These feelings are expressed by changing facial expressions, shouting, laughing, crying, various gestures, and phonetic, grammatical, and lexical means. Depending on the variety of feelings (joy, caress, anger, regret, fear) and their level, the intonation also varies [13,40]. Symbolicity of a symbol in spoken communication is also quite conditional. It may have lost its readiness, obligation and generality for a certain society to a certain extent, as in the example discussed above, or it may have acquired a different meaning.

### **ANALYSIS AND RESULTS**

Speech communication, first of all, is very different in terms of content, essence, purpose, form and conditions. It takes the form of casual, unplanned (e.g., meet-and-greet on the street and conversation between casual communicants in a coffee shop) and purposeful, carefully planned (e.g., a lecture in an auditorium, ad-hoc talks on television/radio) occurs. There is another form of communication that can be called "virtual speech communication". With the development of information technologies, various global communication opportunities have appeared. With the advent of the Internet, media relations have increased significantly, and various methods of data transmission have appeared.

We can say that mass media is not only mass communication but also mass media; it is a

platform of cultural and informational monopolies, which is difficult for modern society to do. Based on the above-mentioned points, we found it appropriate to define this phenomenon as follows: "Media culture is a set of information and communication tools developed by mankind in the course of cultural and historical development, contributing to the social consciousness and socialization of a person." At the same time as accumulating the experience of communication with the media reality, the consumer of the mass media also, according to M. Heidegger, creates the information media space, which allows him to spread "the growing needlessness in his understanding" strengthens self-confidence in the complexity and completeness of understanding [1,264]. In addition to the words of M. Heidegger, it can be said that in recent years, the increase in the flow of information several times, as well as the increase of negative information along with positive information, created the basis for the concept of media literacy. So what is media literacy? How important is it today? There are different opinions about the concept of media literacy, and according to the American International Encyclopedia of Society, it is noted that "media literacy" means being active and literate while feeling the responsibility as a citizen in society, being able to receive and create media texts, it means to be able to analyze and evaluate, to be able to understand the socio-cultural and political context of modern media.

For example, emails, social networks, blogs, chats, etc. [6,108-113]. Virtual speech communication takes people communication to a



new level. This makes it possible to store and transfer large amounts of data, communicate online, and use audio-visual communication channels. Virtual speech communication, unlike other types of communication, has a wide scale. The specific features of virtual speech communication are as follows: virtuality - the ability to communicate with an unknown interlocutor; the ability to exchange information "at a distance"; equal rights of communicators; hypertext style; express emotions using special symbols (emoticons); repeated use of exclamation marks and question marks, repeated use of the same letter, use of asterisks instead of profanity, frequent use of abbreviations in the text.

Virtual conversation can be characterized as follows: 1) public character of communication; 2) direction of communication: many to many; 3) synchronous communication; 4) average speed of notification to the receiver; 5) lack of strict requirements for the form and content of the message. Today, a new electronic communication environment has been formed, in which such communication service is implemented in two ways: direct (PC, chat) and indirect communication (e-mail, forum, teleconference) [2,276-280]. One of the direct communication service methods is chat. It is a software that provides communication and is a tool for fast exchange of messages over the Internet in a real-time system. Communication and exchange of messages in the chat system, compared to the forum, takes place in a real-time system. The word chat is derived from the English language and

means "friendly conversation, hangout" - electronic conversations, real-time computer communication. Chat is communication between several users over the Internet at the same time [4].

In this, users talk over the Internet, that is, they exchange news, discuss a topic or talk to each other through texting. In such a virtual communicative space, all users communicate by exchanging messages in the form of mutual writing. Speech discourse in the virtual communicative space is defined as two or more users simultaneously communicating and exchanging ideas with each other via the Internet. In the virtual communication space, the location of the users, that is, where the users are, is not important. Only one of the following special programs is required: Skype, Mail Agent, Google Talk, ICQ, etc. In the virtual communication process, by connecting a microphone and a hearing device to a computer and with the help of programs, users can communicate by talking. Chat, like normal spoken communication, consists of three components: starting a conversation, maintaining a conversation, and ending a conversation. The user communicates based on the language and pragmatic rules that express his existence in the virtual communication space of the Uzbek language chat. Video communication over the Internet means that users see each other on the computer screen (online), that is, moving images of users are transmitted to each other. This video communication device is called a web camera. All users participating in the process of



video communication over the Internet not only hear each other's words but also see each other.

## CONCLUSION

To sum up, the issues of oral and written communication between people are repeatedly considered by philosophers, sociologists and linguists, leading to the emergence and further development of the theory of speech communication. As the global computer network opens the door to new opportunities for communication between representatives of different ethnic and cultural communities, mobile communication, Internet linguistics, and modern media, in general, require the need to deepen scientific research on the issue of language and culture.

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