



AS A MODERN VIEW OF COMMUNICATION CULTURE

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Abstract

The current article discusses special features of culture of communication and other priorities of interaction among people and gender. The article covers not only types of interaction but also effectiveness of politeness in the speech etiquette. The modern form of communication culture is etiquette. Etiquette, a person's external culture, reflects the rules of behavior in dealing with people. Etiquette is a broad concept that, in a sense, encompasses universally accepted rules of conduct.

Keywords: etiquette, society, conversation, behavior, conversational.

Introduction

Etiquette is a practical form of ethics that is able to directly carry the "burden" of ethical norms, principles, and criteria as the core of the word "ethics." There are rules of etiquette in every field of society, and failure to follow them will amaze and ridicule those around you. Therefore, etiquette can be called a habit, a strict etiquette. In general, etiquette is important in that it teaches a person a certain routine, a person to be calm, gentle and patient, regardless of his inner state of mind. There are several types of etiquette in the process of conversational culture, which are deeply ingrained in people's lives today.

Dating and Introductory Etiquette

Dating is the first stage of human interaction. Usually the introduction starts by the younger ones. Young people also introduce themselves to adults in public places. However, this process is different between the sexes, and women, regardless of age and status, are not the first to introduce themselves to men. With one exception, a girl's teacher may be the first to introduce herself when she is a boy. Also, don't forget to smile when you're introducing someone or vice versa when you're introducing yourself to someone. A smile should be sincere, not a smile. Because an acquaintance





that begins with a friendly smile leaves a positive impression on a person's memory. Men, women, young and old alike must stand up during the presentation. This is a sign of respect for the person you are dating. Before introducing, make sure you know the name of the person you are dating and pronounce his or her name nicely when introducing. Adding suffixes after each name, such as "jon", "bek", "khan", "ali", "boy", is a pleasant acquaintance. However, calling Gavhar "Govhar" and Shavkat "Shovkat" contradicts the original meaning of the name. After all, in Persian "Gov" means cattle, "Har" – donkey [1].

Women's speech etiquette. The charm and elegance of a woman lies in the fact that she has a unique and appropriate body. This quality is reflected in a woman's dress, demeanor, behavior, speech, mannerisms, and eating habits. Appearance is not enough for attractiveness, it is associated with modernity and sensibility. These features make a woman more attractive and charming shows "Modern dress" does not mean wearing expensive, shiny, eye-catching clothes. The color, shape, style, style and cleanliness of the clothes are among the clothes that will not surprise and amaze those around you. Modern dress is more important than fashion in this respect. The modern woman is not afraid to lag behind or surpass modernity in expanding her options. While looking for opportunities, she can choose one of the opportunities that will allow her to express her femininity vividly and hide her shortcomings. A woman does not lose her charm when she nurtures her nature every day; -if he is not lazy for his body and body; - if he develops his taste and sharpens his mind; - if he is not prone to quarrels; -if he doesn't complain about life [4].

Men's Speech Etiquete

Men's priorities and dignity should be reflected in their appearance. Men's well-dressed and well-groomed behavior is not an innate quality, but an educational trait that is formed as a result of experience and careful observation of others. After all, smart men are always in the habit of dressing, even if they are capricious in their dress. The naturalness of the actions performed with dignity adorns everyone. This is especially important for men who want to look their best. The only way to be dignified and upright is to exercise regularly. - Temperance is the strength of a man. Therefore, men should be heavier when speaking, walking, and even gesturing, and whoever they are talking to should focus on his face and eyes. -Always keep your body and neck straight. You have to be careful when you walk and try to walk with dignity. Haste hastens this process. "Any modern and expensive dress does not make you look good." First of all, the fabric, color and shape of the clothes should be unique to men. Of



course, when wearing clothes, they should be able to move freely, keep their body upright, and not interfere [2].

Both women and men should keep in mind that their appearance, behavior, worldview, and culture of communication are key factors in interacting with people.

Conversation and Behavior Etiquette

Communication is the most basic means of communication. And there are generally accepted rules. Listening without interlocutor is not only a sign of respect, but also a sign of respect. When listening to the interviewer, try not to be distracted as much as possible, shake your head to confirm what you are saying, and use words such as “really,” “very accurate,” and “I agree” to make the conversation meaningful. 'he says. Staring back at the person you are talking to, reading something while you are talking, talking to another person at the same time, looking at the clock, yawning, digging in your pocket, or other similar actions can negatively affect the conversation. Unintentional words and phrases can make a conversation meaningless and unpleasant. During the conversation, it is important to pay attention to the purity of speech, free from elements of non-literary language. Whenever possible you should avoid using words such as vulgar, barbaric, conciliatory, professional, academic, vulgar, vulgar (insulting), anaka, haligi, anovi [1].

In dealing with others, be gentle and kind. This situation makes a bad impression on those around you. "When you speak, if you create a visual image in front of the listener, if you think figuratively, if you can convince yourself, if you are interested, says the speaker R. Jumaniyazov, your speech will be fluent and the level of influence will increase. will continue" [4].

It's important to note that most of us can't influence others because we're always thinking and thinking about ourselves. It's important to remember that it doesn't matter if you're interested in the conversation or not, it's important that your interlocutors are interested in that conversation [5].

Conclusion

So, whenever you talk to someone, talk to them and let them talk about themselves. That way, you'll be the best person to talk to ways to encourage them to feel important are also very important. Recognition by others is a quality that makes everyone feel good. This situation encourages people to be interested in life, to strive for good, to make discoveries, to work productively, to be enterprising. Everyone sincerely wants to be a perfect, mature person. The attitude of others towards you and your attitude



towards yourself is equally important. Effective use of this method is a key criterion for successful interpersonal relationships.

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