

FORMATION OF HUMANITARIAN RELATIONS BASED ON COMMUNICATION BETWEEN THE SENDER AND THE RECIPIENT

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Annotation

The purpose of this article is to describe the concept of a hidden strategy in general and its two main types: conative- and emotive-oriented, as well as a variant of the strategy "the formation by the author of the attitude of the recipient to the speech event by evaluating". Within the framework of hidden pragmalinguistics, a strategy is understood as a certain type of speech behavior of the author with the aim of influencing its recipient. From this definition it follows that the concept of "strategy" is closely related to such concepts as "speech influence", "speech behavior". Therefore, we will begin the description of strategies by considering related concepts, the first of which we will study "speech influence". Speech influence is one of the aspects of speech communication. Speech communication is a motivated living process of interaction between communication participants, aimed at the implementation of a specific target setting. In the theory of speech communication, a two-level model of speech communication is adopted, including sociological and communicative levels.

Keywords : speech impact, speech communication, speech act, speech impact, readable.

introduction Thus, communication is not limited to the transfer of information, but also involves a deeper verbal interaction, influence on the way of thinking of communicants, behavior and feelings of each other. The main purpose of communication is to control the behavior and activities of the interlocutor. This global goal is achieved through the consistent achievement of a number of tasks. Before starting a conversation with the interlocutor, it is necessary to attract his attention, establish contact with him, the social framework of the relationship (for example, with the help of an appeal), that is, carry out indicative activities before the direct transfer of information. After that, other tasks that precede the transmission of the message can be implemented, for example, creating an atmosphere of trust, interest in the message, etc. The whole set of actions of the addressee in the initial period of communication is aimed at bringing the interlocutor into a state favorable for the perception of the message and behavior change.

The term "speech impact" is closely related to the concept of "speech act" introduced by J. Austin. Speech influence is realized in a speech act, which is divided by J. Austin into three stages: locution - speaking, illocution - communicative speech action and perlocution - speech influence or speech effect produced by the speaker on the feelings, thoughts and actions of the interlocutor. Any speech act, which began, as we have already noted, with the orienting and research activities of its subjects, proceeds under conditions of control over the choice and implementation of means of communication. Means of communication are signals that are included in the process of communication between at least two people. These means must be perceived and unambiguously understood by the addressee in accordance with the intention of the speaker. From the point of view of intentionality, the means of communication are divided into communicative (perceived and understood by the addressee in relative accordance with the intention of the addressee) and informative ("readable" beyond the desire of the addressee). Communication means are designed for impact, pragmatic effect.

Main part: Such means include unambiguously understood speech signals, for example, evaluative statements such as "good-bad", etc. Informative means are primarily signals of intrapersonal communication when the addressee changes his behavior, taking into account unconsciously "read" information. These are signs-signs of an emotional state, evaluated by the recipient of information in terms of compliance with his own accepted norms, for example, when the speaker often uses the personal pronoun "I", this can serve, in addition to his desire, as a means of diagnosing the features of his speech behavior. Speech behavior is a form of human

social existence. In speech behavior, the whole set of his manners, the nature of the implementation of speech activity is manifested. The unit of speech behavior is a speech act that determines the nature of the impact on the partner. People unconsciously form one or another type of speech behavior according to the acquired habits of speech interaction in certain situations, their experience in analyzing speech actions. Therefore, speech behavior is stereotypical, habitual, it is expressed in stereotypical statements, individual speech clichés.

It manifests a linguistic personality belonging to a given time, a given country, a given region, a given social and professional group, a given family. There is much in common in the speech behavior of communicants, but there is also much that is special and individual. The individual speech behavior of the speaker is expressed in the intentional and automatic intuitive choice of speech signals that actualize the relationship of communicants within the speech act. This happens because any statement contains several semantic layers - a complex of explicit and implied meanings. According to the principle "What's on the mind, then on the tongue", subtle shades of meaning form a special kind of speech behavior and can be detected beyond the will of the speaker by analyzing the speech signals actualized by him in speech. Various types of speech behavior are hidden strategies for influencing the author on his recipient. G.G. Matveeva identified six such strategies [1]. Some of them are emotive-oriented, associated with the sender of the text, reflecting in the statement his subjective psychological attitude to what he is talking about.

Other strategies are conative-oriented, associated with the recipient of the text, that is, the speaker realizes his desire to influence the listener. Each of these strategies is present in a specific text in the form of options, speech plans, the quantitative calculation of which will reflect the speech preferences of the sender of the text, in other words, his speech portrait. The pragmatic speech portrait of the author is understood as a set of speech preferences of a particular text sender to influence a particular recipient of the text in a certain situation by realizing their own intentions and updating their hidden influencing strategies of speech behavior. The ultimate goal of our study is to compile fragments of speech portraits of Russian and English-speaking subjects by analyzing the actualization of the conative-oriented strategy: "forming the recipient's attitude to the speech event by evaluating", or rather, a variant of this strategy, which we called as "the strategy of forming the attitude of the recipient of the text to speech event by evaluating it from the position of accuracy / inaccuracy", its main components, along with the concept of "evaluation", is the concept of "category of quantity".

Any person, describing the descriptive properties of objects, phenomena of reality, inevitably gives them an evaluative characteristic. The concept of evaluation is always inextricably linked with the concept of the norm, since evaluation by quantitative characteristics always involves comparison with the norm. The norm is a linguistic and social category, which consists in the selection, fixation and evaluation of linguistic phenomena. Evaluation involves orientation to evaluative stereotypes. A stereotype is a functionally integrated unit of constant-variable composition that is most relevant in given extralinguistic conditions and is created through selection. In terms of quantification, this is the social idea of what is the normal weight, volume, length or area for a particular object.

Evaluation of events can be direct or indirect. It is updated not only in statements like "good - bad". A special place among evaluative statements is occupied by messages that do not contain explicit evaluative elements either in the form of words (good / bad), or in the form of semes in separate words (verbs containing the evaluative seme "like / dislike"), and, nevertheless, can take on a tint value based on stereotypes. These can be judgments containing quantitative evaluation, for example, "I can not repeat the same thing three times" and "He repeated the same sentence three times for us to write down." In the first example, a negative assessment is transmitted, in the second example, a positive one.

There is a classification of modal-evaluative judgments, according to which 16 main types of relations are distinguished on the material of scientific texts. These are the relations of "confidence / doubt", "necessity / possibility", "correctness / incorrectness", "interesting / uninteresting", "importance / insignificance", "simplicity / complexity", "strictness / laxity", "accuracy / inaccuracy", "famous / novelty", "attention / inattention", "expediency / inappropriateness", "generalization / detail", "magnitude", "similarity / differences". Here, statements of an evaluative type act as actualizers, which, in addition to the evaluative component, contain a socially conditioned, corresponding to the stereotypes of behavior of members of a

social group at a given time in a given place, which, by association, causes the recipient of the text to relate to the fact.

All these 16 types of relations are considered in the strategy of formation by the author of the attitude of the recipient to the speech event by evaluating. But in the list of modal-evaluative judgments we limit ourselves to only one of the types of relations - "accuracies / inaccuracies". This category finds its expression in the latent conative-oriented strategy "formation of the attitude of the recipient of the text to the speech event by evaluating it from the position of accuracy / inaccuracy", which is a variant of the strategy "formation by the author of the attitude of the recipient to the speech event by evaluating".

This strategy is based on the category of quantity, which is the result of the speaker's comprehension (evaluation) of the quantitative features of things in the objective world. The main result of such comprehension can be an idea of the singularity or plurality of things, which it reflects the cognitive property of a person to see any thing separately or in combination with other things, as an element of a set that becomes part of the whole. The subject of this process is a person with his characteristic individuality of perception and interpretation of the category of quantity. This category, like other categories of thinking, owes its origin to the development of human thinking abilities.

To prove the evaluative nature of this strategy, let us consider the stages of the emergence and formation of the category of quantity from the standpoint of epistemology. The history of the category of quantity originates in the distant past, in times before our era, when people did without the main means of expressing the category of quantity - numerals. Primitive man memorized aggregates of beings and objects and subsequently used them as frozen images; he could not think of quantity abstractly from objects of a certain type. It was a period of only qualitative study of the phenomena of reality. At this stage, quantity was identified with quality.

Therefore, people, faced with a quantity greater than they could express with the help of the numerals that existed in their language, were only able to establish the equivalence of this quantity with another. In this period of his development, a person psychologically expresses all the quantity that is inaccessible to his understanding as "a lot / a little", "enough / not enough", that is, he interprets it subjectively, evaluates it from different positions. Consequently, an indefinite quantity appeared first, because with the advent of man and language, the category of quantity was expressed indefinitely, from the standpoint of evaluation, for example, using value judgments such as "sufficient quantity", "small quantity".

In the process of practical activity, people came to a generalization of phenomena, this created the possibility for their calculation. The emergence of the first account leads to the appearance of a certain quantity, which was expressed with the help of numerals, and brought the cognitive abilities of people to a qualitatively new level of development. This circumstance served as a prerequisite for the transition to the second stage in the development of the category of quantity, called the allocation of a set of equivalents (standard). At this time, the whole series of numerals begins to form. This is the clearest and simplest way of expressing plurality and singularity. But at this stage, when the concept of certain quantities already existed, numerical designations were still deprived of their abstractness, tied to individual objects.

In the future, various forms of the collective set arise, which are part of the general category of uncertainty. This is already a qualitatively new level of development of human quantitative thinking. The category of the collective set appears due to the fact that the category of quantity has not yet separated from the qualitative features of the object. Some collective nouns at this stage function as synonyms for already formed numerals, for example, the numeral "forty" owes its appearance to the fact that the collective noun "forty", denoting a set of forty sable skins for sewing a fur coat, replaced the numeral " forty ".

Thus, at the second stage, we can only talk about the beginning of the formation of independent numerals to denote a certain amount. At the third stage of the formation of an abstract quantity, this process gets its development and completion. During this period, a special part of speech arises - numerals, which can be used in an abstract account, their grammatical properties are formed, a person comprehends the quantity. At this stage, the birth and formation of mathematics take place, and, consequently, the category of quantity is increasingly abstracted from the qualitative specifics of the phenomena of reality. Human thought is gradually improving: the number system is expanding more and more, and the finite series of numbers is expanding to infinity.

For primitive man, everything that went beyond the possibilities of his account was a set, that is, "many". Gradually, a person expanded the boundaries of the knowledge of quantity, but still there were things that went beyond the scope of knowledge, and again a person characterizes these phenomena as a multitude, but of a different type. If for a primitive man "one" and "many" mutually exclude each other, then for a modern man who has an idea of a collective set, the knowledge that one phenomenon contains many components is commonplace. In the process of developing counting and measuring, a person has developed a more or less clear system of standards, with the help of which he knows the quantity (inch, centimeter, kilogram, etc.).

All this helped a person to achieve an increasing certainty of a quantitative characteristic. But gradually the degree of accuracy of this quantity became insufficient, and he comes to the conclusion that it is impossible to count some sets of objects with a certain accuracy, since quantity is such an objective certainty that includes an element of approximation [6, p. 74]. For example, it is impossible to calculate how many people live on earth, because every minute someone dies or is born. Consequently, a certain amount is a relative phenomenon, and sometimes an approximate amount that appeared at the final stage of the formation of a quantity can acquire features of greater certainty.

The concept of approximate quantity from the standpoint of epistemology is quite controversial. It arises in the same way as the concept of an indefinite quantity, at the epistemological level, but based on objective reality, since it is usually expressed using numerals, which means that an approximate quantity combines in its semantics the features of both an indefinite and a definite quantity. A sign of a certain quantity is the presence of certain reference points. The sign of an indefinite quantity lies in the fact that it is impossible to establish a certain number of items to be counted.

We believe that in this case the approximate quantity gravitates towards the category of certainty, since it can represent the quantity in a clearly defined form, that is, using numbers. Therefore, we can conclude that the approximate quantity, as well as the definite one, carries an element of objectivism, and these two categories can be combined and contrasted with an indefinite quantity. As a result, we come to the fact that we have an opposition from neutral and evaluative-colored statements that can be combined in the form of plans-variants of a hidden speech conative-oriented strategy "forming the recipient's attitude to the speech event by evaluating it from the position of accuracy / inaccuracy". We refer to neutral statements in which there is no quantitative assessment of reality, and to evaluative-colored statements are statements containing evaluativeness from the standpoint of accuracy / inaccuracy.

This strategy is implemented in the text in one of three plans: specific, non-specific and neutral attitude of the sender of the text. The plan of a specific relationship is updated in the text when the speech signals of the category of a certain and approximate quantity are selected, which convey the digital expression of the quantity and the subjective assessment of the objective reality by the sender of the text from the position of accuracy.

The plan of a non-specific relationship is updated when the sender of the text chooses speech signals of an indefinite number. This category cannot represent the quantity in a clearly defined form and bears the features of the subjectivity of perception and evaluation of the surrounding reality from the position of inaccuracy. The neutral attitude plan assumes the complete absence of a quantitative assessment of reality by the sender of the text from the position of "accuracy / inaccuracy".

Categorization helps to "simplify" reality, make it more understandable and accessible, which makes it possible to cope with a huge flow of information about people, phenomena, and events. In addition, with the help of categorization, it becomes possible to make assumptions and predictions, structure and establish a connection between our knowledge about people and the world around us, describing typical patterns of behavior and individual actions of people, giving them a description. If a person divides any area of the surrounding world into categories, then he thereby groups all the objects of this category (things, people) based on their common features, not taking into account differences.

Once created and used in practice, the category subsequently has a permanent impact on how a person later perceives his social environment, other people. Categorization is a necessary element of the process of perception of the surrounding world. Things acquire clarity only if they are clearly distinguished from other things. If the categories are already formed, then we take them for granted, and the boundaries between them

are perceived as "normal". At the same time, strictly defined, rigid categories make it difficult to adequately perceive the world and create problems, especially in interpersonal communication.

However, if an event cannot be categorized, then anxiety or even fear arises about this, since a situation of uncertainty and ambiguity is created. | Tslya in order to more easily "cope" with the surrounding reality, flexible categories are needed. Each person has his own ideas and judgments about other people, about the world around him, about himself. It is they who in the process of communication form the first impression of partners and interlocutors. In different situations of communication, different ideas about a partner are required - those that would help build behavior and communication with him. In specific situations, it is necessary to imagine how the partner will behave, what should be expected of him in this context.

Communication is built on the principle of "here and now", and the idea of a partner should follow this principle. For the communication process, the first impression factor is of great importance, since the image of a partner, which begins to form from the moment they meet, becomes the regulator of all subsequent behavior. The first impression allows you to correctly and effectively start communication in a particular situation. The fact is that communication processes are carried out in a certain context, the framework of which determines the rules of behavior and the possible interpretation of what is happening. The factors that form the context of communication are most often the place and time of the meeting, the intentions and goals of the participants, the presence or absence of outsiders, group norms, etc. The "technique" of communication depends on the combination of these factors and the characteristics of the partners. The choice of communication technique is dictated by the socio-cultural and personal characteristics of the partner, which allow him to be attributed to some category, group.

A person's appearance has a great influence on the first impression of a person. A person's clothing can say a lot. In every culture there are clothing models that can communicate a person's social status (expensive suit or work overalls), sometimes they learn about events in a person's life (wedding, funeral) from it. The uniform indicates the profession of its owner. So, a person in the form of a policeman, by his very presence, can call for order. Clothing can make a person stand out, focusing attention on him, or help to get lost in the crowd. Therefore, knowing the "secrets" of clothing, a person can create a certain image of his communication partner, increase his prestige, prove his importance.

In principle, this phenomenon is no different from the desire of the Papuan to adorn himself with bright and long feathers: their owner enjoys the greatest respect among his fellow tribesmen. However, before dressing, the individual must decide why, for whom or for what he does it. Suppose he has an official meeting with a foreign business partner. In this case, with the help of properly selected clothes, he can create a favorable impression, inspire confidence in himself, and prove himself a reliable partner.

The completeness and nature of the first impression depend on such qualities of the perceiving subject as the degree of his self-confidence and his inherent attitude towards other people. If one of the participants in the communication is sure that his judgments about the other exactly correspond to reality, then he will not be interested in feedback. In this case, the role of the first impression will be decisive. Most people have repeatedly experienced situations when a communication partner does not react in any way to your behavior - he has already made his conclusion about you, which cannot be changed.

In the action of the factor of the first impression, the question of its correctness or incorrectness is important. Research shows that almost every adult with a sufficient and varied communication experience is quite capable of accurately identifying almost all the characteristics of a partner - his psychological traits, socio-demographic affiliation, etc. But this accuracy is high only in neutral circumstances, i.e. in situations from which all possible external influences, dependences between people are artificially eliminated, and the only goal is an accurate and complete perception of another person.

Conclusion. In real situations, there is always a certain percentage of errors. The more neutral the relationship between communication partners, the more people are interested in each other, the greater the likelihood of errors in the first impression.

At present, when such strict prescriptions and restrictions have disappeared in almost all cultures, the role of clothing in coding the social position of a person still remains significant. One can probably talk about the existence of an unofficial symbolic system of clothing and external attributes of a person, the elements of

which are at the same time signs that determine the formation of the first impression of status. Three indicators are the most important here: price (the higher it is, the higher the status); silhouette (the clothes of people of high social status are distinguished by a "strict", "official" silhouette); color (in different countries, specific colors may have different meanings).

All these features are unconsciously fixed by consciousness and affect the assessment of the status, and consequently, the type of relationship in the form of superiority or equality of communication partners. Relations of superiority or equality are also determined by the behavior of communicants, in which there are elements that make it possible to judge the status. Each person, by the manner of behavior, can determine his equality or inequality in communication with others. The fact is that in the process of communication, interest in a partner, reactions to information and actions, mood, state, etc. are manifested to one degree or another. Outwardly, these signs look, for example, as arrogance, arrogance, self-confidence, etc. This behavior can be perceived in different ways, but it almost always indicates a certain superiority.

This is also indicated by a number of small details of communication: a relaxed posture (meaning superiority in the situation); the partner looks out the window or inspects his nails (clear demonstration of superiority). If the partner speaks incomprehensibly to the interlocutor, he uses a lot of special terms, foreign words, i.e. does not strive to be understood, then this is perceived as intellectual superiority.

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