

# CHARACTERISTICS OF FORMING COMMUNICATIVE CULTURE IN YOUTH

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## Abstract:

This article examines the problem of formation and implementation of communicative culture among young people. For successful communication and correct and appropriate behavior in interactions, a person must develop communicative competence, the implementation of which allows revealing the following: firstly, communicative potential, and secondly, acquired knowledge, skills, abilities and thirdly, there are recommendations for their active use in the speech environment.

## Keywords:

attitude, communicative culture, communicative competence, politeness, social environment.

## Introduction

During the years of independence, the foundation was laid for the fundamental reform of the quality of education in the educational process of our republic, the improvement of the mechanisms for the formation of a quality educational environment through the use of modern pedagogical and information and communication technologies. Wide use of the achievements of world civilization and information resources, the way to expand opportunities for the development of interactive education has been opened. For this, the formation of communicative culture among young people is important.

The social environment plays a decisive role in the development of communicative culture. Communication is the main aspect of human life, and it is through communication that people interact with each other, exchange ideas and establish relationships. The social environment provides the context in which communication occurs and shapes the way people interact with each other.

One of the main ways in which the social environment affects communicative culture is social norms. Social norms are unwritten rules that govern behavior in a particular society or group. These norms define how people communicate with each other, what topics are appropriate or subordinate, and how formal or informal communication should be. For example, sometimes speaking loudly or interrupting others during a conversation can be considered impolite and uncivilized.

Communicative culture is a set of knowledge about the rules of interpersonal communication, skills and abilities to use one's tools in various life and work conditions, and personal communicative qualities. Communicative culture is a part of the basic culture of a person, which ensures his readiness to self-determination in life, to establish harmonious relations with the surrounding reality and within himself.

It is a means of creating the inner world of a person, its wealth of content, and a means of solving emerging problems. Communicative culture includes: emotional culture (culture of feelings), thinking culture and speech culture. Communicative culture is formed from preschool

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age. The school has special subjects for this - speech culture, public speaking, communication culture, etc.

Currently, the concept of communicative culture is applied in such disciplines as philosophy, sociology, information theory, social psychology, pedagogy, etc., and occupies one of the main places in the general cultural and professional formation of a person. Dialog includes skills and knowledge that help to effectively share information in a community in small and large groups. It plays an important role in various areas of every person's life: family, educational, production, informal, free time, etc.

We will consider the main approaches to defining the concept of communicative culture. A.G. Samokhvalova believes that communicative culture is manifested as a set of the following cultural components [2, p. 126]):

- emotional culture;
- speech culture;
- cognitive culture.

Emotional culture is a system of knowledge about the reasonable attitude of a person to the external situation and to the interlocutor. Speech culture includes knowledge of how to express one's thoughts clearly and understandably and correctly perceive the information of communication partners. Cognitive culture - allows the creation of speech statements that can figuratively and clearly express thoughts that reflect reality [p. 2,104]. Communicative culture helps control the rationality of behavior in the process of thinking, determines the effectiveness of dialogue and the success of a person's self-support. Communicative culture serves as a basis for self-esteem. It encourages self-development and self-improvement in the communicative sphere.

According to a number of foreign and Uzbek scientists, politeness, correctness, politeness, modesty, prudence (that is, ethical requirements for communication) form the basis of communicative culture.

Politeness-politeness, politeness. This skill means that people treat each other with respect and courtesy during communication. Often, this demand is manifested in greetings, the intonation of a person's voice, his facial expressions and gestures.

A requirement such as correctness is determined by the ability to behave within the framework of morality in various situations (including conflict situations). Correcting your behavior plays an important role in cases where a conflict arises, interesting constructive ideas appear, or beliefs are based, and positions are stated on a certain issue.

Courtesy - the ability to behave in accordance with accepted rules of etiquette and moral standards. Politeness is also one of the most important requirements for communicative culture. A person with this quality knows the limits of communication, exceeding them can put the interlocutor in an uncomfortable situation. Under no circumstances should you comment on the interviewer's appearance or behavior.

Humility is the ability to maintain self-control and calmness. This requirement is manifested in limiting one's judgments, as well as in respecting other people's tastes.

Prudence is the ability to predict the desires and intentions of others, and it is the desire to show kindness first, saving the other person from unnecessary inconvenience.

A person's behavior is influenced not only by external conditions, but also by internal conditions: he must always anticipate the consequences of his actions through self-evaluation.

G. M. Andreeva and A. A. Bodalev believe that people with a high level of communicative culture have the following qualities:

- empathy - the ability to see and perceive the world through other people's eyes;
- benevolence - willingness to support, respect, sympathize with other people;
- authenticity - the ability to know yourself through communication with other people;
- accuracy (concreteness) - the ability to communicate about one's actions, experiences, thoughts, readiness to answer questions clearly;
- initiative - "moving forward", establishing contacts, solving complex problems in situations that require active intervention, not waiting for other people to initiate any action;
- promptness - the ability to speak openly, act naturally, directly;
- openness - willingness to sincerely open up one's inner world to others and a firm belief that this will help to establish strong and healthy relationships with others;
- sensitivity - the ability to express one's feelings and sensitively perceive the "emotional seismograms" of others, to empathize;
- curiosity - a research attitude to one's own behavior and life, readiness to receive various informational messages from people, including related to the perception of the individual, but also self-esteem [ 3.4; b. 211].

It can be said that communicative culture is the basis of a person's general culture. As the main component of culture, it provides an opportunity for self-determination and self-knowledge of this person. Communication culture, as a means of understanding the inner world of a person, becomes one of the most important conditions for achieving harmony between a person and the outside world. Communicative culture and the general culture of a person are interrelated, because their cultural components are the same: the culture of thinking, the culture of feelings (emotions), the culture of speech.

The formation of communicative culture is aimed at a number of functions, including: informational, motivational, social, regulatory, developmental, educational and cultural.

Now let's pay attention to how communicative culture is formed. This culture is mainly formed independently. The formation process takes place during education, socialization and communication of people. The communicative culture of a person is formed from the following sources:

- experience gained by a person through the assimilation of folk culture;
  - interpersonal experience;
  - teaching the communication languages used in the culture during the acquired experience.
- The leading component of the cognitive part of communicative culture is socio-motive experience. In the process of communication, a person is able to learn the norms of communicative behavior, which is an individual mixture of communication norms. Often, this process can cause discomfort to a person, because here his personal ideas, tastes and values

meet a certain disagreement with the system of external norms accepted by society. It is this conflict that can affect a person's inability to use the acquired knowledge in real communication situations.

The formation of a person's communicative culture is significantly influenced by his peers, in other words, the appropriate youth group. Note that this effect is spontaneous, slightly controlled, and not always well tolerated in a society oriented toward certain social norms. Although, if we look at it from the other side, then the targeted pedagogical effect is reflected in the mind of a person like a child, through the prism of his peers. It is not surprising that the role of various state institutions and, first of all, schools and institutes has increased, because they are able to positively influence the formation of a person's communicative culture from a young age.

It should be noted that communicative culture plays an important role in the life of young people, because this group is distinguished from others by a high level of education, active assimilation of cultural values, and sufficient knowledge motivation.

In a communicative environment, young people can adjust their behavior, improve qualities and skills that contribute to comfortable communication and harmonious functioning as members of society, because they receive feedback from communication participants. Thus, it is necessary and important to increase the level of communicative culture of young people, which is formed under the influence of various factors (learning, meaningful free time).

If communicative competence is a person's ability to solve specific communicative problems in various fields and communication situations with language tools, then communicative potential puts this competence at the beginning of its formation, because it is impossible to develop competence without having a reserve, and therefore it is necessary to solve communication problems.

In conclusion, paying attention to the social environment as the main factor in the development of communicative culture is very important for understanding how to deal with different societies and groups. By understanding how social norms, language, and technology shape communicative culture, we can better appreciate the diversity of human communication. Communicative culture is the basis of the general culture of a person. With its help, life determines its own destiny, creates a feeling of harmony with itself and the world around it.

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