

STYLE IS AN IMPORTANT TOOL OF COMMUNICATION

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Annotation: This article talks about speech styles, their specific features, communicative and motivational signs, the necessary and great function of style for the text.

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It is impossible to imagine human life without means of communication and exchange. The following factors should be taken into account in the process of communication: age, gender, education, profession, social origin, nationality and the concepts considered by him as values. In some cases, such manifestations of communication appear naturally, and in some cases, we have to study them specially. It is here that the concept of style is clearly manifested and begins to serve as a leading factor. Every person who works in the field of linguistics knows that speech varies depending on the situation of the communication process. In simple terms, the way of speaking is considered an automatic communication tool.

In colloquial speech, sentences are simple, based on the needs of the speaker and the listener. The style of communication is manifested only in oral form.

Although the artistic style is mainly in written form, it acquires a verbal expression only when it is shown in plays, films and other forms. The unique roof of the artistic style is that it can encompass many styles, it can be used by all social strata. can include psychological, ideological, cultural and other aspects of specific groups. Artistic speech takes the lead in terms of motivational impact on a person due to its emotional expressiveness. Every person can fully see the image of various processes taking place in him only in artistic speech. We receive all the information coming from the outside world with certain internal experiences, and the repetition of events strengthens the connection between them, connects the experiences to each other. Thus, there is a correlation between inner experiences and information carrying a certain meaning in the human mind, and inner experiences become the source or carrier of information. And the artist analyzes his inner experiences through his worldview in order to know and explain the world around him during creation. A work of art is a part of existence chosen by an artist, a creator, and this part is observed by a writer. For stylistics, that is, style of artistic speech, it is important to express the originality, individuality of the language tools and textures used by the author, and in what way they are manifested.

The journalistic style is important from the point of view of its focus on the public, the change in the socio-political, economic and other aspects of the period and the delivery and coverage of news. This style is manifested in oral and written form. In its oral form, it appears in the form of various rallies, public speeches of state and political figures, it is used in written form in newspapers, magazines, announcements, pamphlets, and now in social networks. Main articles, feuilletons and pamphlets, appeals, appeals, declarations on socio-political issues belong to the written form of journalistic style. Speeches of political commentators and speakers appearing on radio and television are a verbal form of journalistic style. The unique feature of the journalistic style is that it has signs of active attitude to certain social issues, responsiveness, and effectiveness. Due to the mobility of this style of speech to social issues, words expressing socio-political concepts are more often used in it. For example, rebellion, racism, subversives, political tension, agreement, etc. The style of speech used in the mass media (newspaper-magazine, radio, television), Oliy Majlis gatherings, and various conferences is considered a journalistic style. It is a speech style that serves social and legal relations in society, state and interstate official, political-economic-cultural relations.

This method is characterized by documentary character. Accordingly, this type of written speech related to service is the style of state laws, decrees, statements, contracts, office documents, announcements and other official correspondence.

The main feature of the formal style language is accuracy and conciseness, in which certain speech stamps, professional words, terms, and ready-made syntactic devices are widely used, ensuring a clear and clear expression of speech. Prepared Speech Formulations (based on this, accordingly, we declare that, in consideration of ..., according to ..., ... we, the undersigned, based on ... (according to), for ..., on the basis of ..., on the condition of ..., let ... be given, ... be awarded) that the text of the document is informative, that the words are used in the same sense, it requires the absence of artistic and descriptive means, the wide use of passive and imperative forms of the verb, types of compound sentences. The language material is selected depending on the type and nature of the document.

A method based on scientific conclusions made on the basis of evidentiary data, based on the specific terms of each field of science, and expressing an opinion in a clear and logically consistent form is considered a scientific method. Determine which style of speech it belongs to and its unique methodological tools. The scientific method is used to provide clear, grounded, consistent information about all things and events in nature and social life. In it, it is important to describe the nature of the event, analyze it, determine the cause, prove it with evidence, and state the reasonable results. Special terms make up the lexicon of this style, in which passive verbs and sentences with complex constructions are widely used, with strict adherence to the literary norm. The

scientific method varies according to different fields of knowledge, as well as to whom it is intended. For example, fields of science are distinguished by certain conventional signs, formulas, and descriptive material. Books in a scientific style can be aimed only at specialists with information related to science, or such scientific information can be aimed at the general public. A style that is understandable to the general public and has emotionality and imagery in the description of the image is considered a popular scientific style. Lectures, brochures and textbooks intended for the masses are manifestations of this style. Special terms are rarely used in the scientific-popular style (and when they are used, they are explained), ideas are explained in an interesting language, artistic representation methods that provide imagery are used in the description. The scientific method differs from other methods in that it has scientific conclusions (definitions and rules) based on evidentiary references and the wide use of terms. The scientific method is also divided into two groups: 1) pure scientific method; 2) popular scientific method.

The pure scientific method is applied only to people in a certain field of science. Therefore, in this style, terms related to a certain field of science are widely used.

In the scientific-popular style, it is aimed to convey the achievements of science to the general public. Therefore, this style is closer to the publicistic style. Even if terms related to a certain field of science are used, these terms are explained so that they are understandable to the public. The pure scientific method itself also differs from one another according to branches of science. For example, the style of mathematics and the style of history or literature are not the same. If the style of history and literary studies is closer to the publicistic style, the highest level of abstraction, various formulas, and formal expressions are used to express scientific conclusions in the style of mathematics.

Based on the above, it can be said that although the signs of official and journalistic style are more reflected in discourse speech, it can also be used in other speech styles from the motivational side.

List of used literature:

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