

FORMATION OF SPEECH ETHICS AND CULTURE OF PEOPLE IN INTERRELATIONSHIPS

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Abstract: This article focuses on the issues of speaking in a literary language, eloquence, eloquence, and sincere communication, which are specific and appropriate for humans, based on the language rules of each language, and the work being done in this regard, in accordance with the historical and spiritual heritage of our people, and the issues of forming and educating young people.

Keywords: Eloquence, sweetness of speech and cordiality, language rules, personal behavior, rudeness, heartlessness, selfishness, self-centeredness, arrogance, gentleness and humility, thinking, understanding of thoughts, speech culture, human etiquette, origin,

«The pulpit and the gallows fall by the
power of words,
A snake comes out of a mouth with a
single word».

Abu Shukr Balxiy.

In the introductory part of the article, the virtue that adorns a person is morality. The science of morality discusses the complex problems between good and evil. Just as each person is a world, the morality of that person is also very complex, and we would not be wrong to call it a second world.

Abu Shukr Balkhi. Therefore, special attention is paid to the morals and public speaking culture of every person in society, and these issues are a pressing issue today. It is easy for good to become bad, but it is difficult for bad to become good. A person who follows the right path will certainly reach the destination of his dreams. The gift of "INTELLECT" bestowed upon man in this world is such a powerful force that with it a person can cultivate himself in any way he wants, overcome any suffering, hardship, any evil, even the most complex problems with the gift of "INTELLECT", and call upon knowledge. The perfection of intelligence is determined by reading, studying, analyzing, perceiving, believing, and acquiring life experience.

While considering the points of view of the article, we should not forget that just as a young sapling depends on its cultivation to grow into a mature tree, so too must a human child be nurtured from infancy in order to grow into a complete human being. A person cannot survive by eating, drinking, dressing well, and living a comfortable life alone; he needs spiritual and cultural nourishment. This should consist of science, intelligence, art and literature, profession, and virtue. Man is an intelligent creature, therefore he has many qualities and virtues. One of

his most beautiful and noteworthy qualities is the ability to interact beautifully with people and master the art of oratory, which is considered the main pressing problem.

Sweetness and eloquence are the jewels of the human heart.

The wisdom of the wise men, "Don't trust your face, trust your word", is the truth. If a person is pure, free from envy, kind and compassionate, even if his external charm cannot be noticed, people will see him as beautiful and lovely. Although the external structure is beautiful, the appearance is beautiful, and the person is unique in beauty, but if by nature he is poisonous, abusive, abusive, selfish, self-centered, arrogant, then it is natural that such a person looks ugly and unpleasant to the eyes.

Husayn Waiz Kashifi says: "The signs of good character are twelve things: the first sign is goodness; the second is being fair; the third is not finding fault with others; the fourth is to guide someone to a good path if they do something wrong; the fifth is to accept someone's apology when they admit their mistake; the sixth is to take on the burden of others; the seventh is not to seek only their own benefit; the eighth is to be open-minded and sweet-spoken; the ninth is to help those in need; the tenth is to be gentle and humble."¹

Usually, well-mannered, cultured people are considerate and sensitive to people. There is a wise saying among our people that says, "Speech begins with a greeting, action with discipline." Indeed, a conversation that begins with a greeting repels bad intentions, opens closed doors, and eliminates discord. A person with an open face, good manners, and politeness is a person of thought and insight. It is better to be in a conversation with a person who possesses such beautiful qualities than to be in a conversation with a bad-mannered, arrogant scholar.

The main goal of the article presented to your attention today is to help young people learn to speak beautifully, follow the rules of literary language, and avoid using colloquialisms and jargon, and to develop the art of oratory in their upbringing.

Following our ancient traditions, our ancestors' teachings on raising children included paying great attention to their behavior, speech, how they behaved in front of people, what they thought about, and how they explained their goals in words. They never allowed for such undesirable things as being rude, interfering in people's conversations, and trying to show themselves to be intelligent by praising them even when they were not asked. They considered these things to be the most important aspects of raising children.

Frankly speaking, nowadays, the behavior, culture, and spirituality of children among young people are not as desirable everywhere. Because in these homes, there are those who consider Eastern upbringing and Eastern customs in general to be a forgotten or outdated creed. However, the fact that those forgotten Uzbek customs are superior to our modern creed and new concepts, and the European people's enthusiasm for Eastern manners, is clearly evidenced today. The beauty and value of a person is measured by their humanity, their eloquence, their ability to treat others as they are, and their respect and esteem. There is a saying among our people that goes, "Even if you don't have wheat bread, have wheat words." Yes, indeed, if a person's tongue is sweet, people, big or small, respect him and listen to what he has to say. A sweet tongue brings happiness and well-being, spiritual nourishment to a person's heart, soul, and mind. Therefore, sweet speech should be learned from a young age. Both sweet words and bad, tasteless words come from the same mouth. It is necessary to incline that mouth to sweet speech. Words are a powerful force. Their appropriate use leads to goodness, and their improper use leads to evil. The peace of a small family and the peace of the entire world depend on the power

¹ Hossein Vaiz Koshifi. Beautiful manners and eloquence.-T.: Navruz. 2011. (Reprint)

of words. If people are unkind, blessings will be removed from both the home and the country. Wars and quarrels will begin. A wise man asked his disciples:

- What can we do to live in peace and comfort? - they asked.

The wise man replied:

- Never say a word to anyone, be silent, - his disciples said:

- Well, can we always be silent, is that possible? Show me another way? - the wise man gave this advice:

- If you cannot remain silent, speak, but speak briefly and meaningfully, and do not let any unkind words come out of your mouth. Bad speech darkens the hearts of the listeners, so beware of this. Verse:

If you see kindness and loyalty in a good word, If you speak inappropriately, you will suffer greatly.

Through words, people's thoughts and ideas are understood, and through the culture of speech, a person's manners, origin, lineage, education and upbringing given by his parents and teachers are revealed. Just as water and air are necessary for a person to live, eloquence and eloquence are just as necessary and important for his spiritual development. Eloquence - Eloquence is the jewel of the human heart.

History testifies that with such qualities, Hazrat Alisher Navoi, Abdurahman Jomi, Abdukadir Bedil eliminated conflicts between peoples and united them. That is why people should learn from a young age to be gentle, to speak less and think more, and to understand that a single word has great power. It has been known since ancient times that there are those who achieve their goals with a single sweet word, and those who lose their minds with a bitter one. Our wise ancestors said this about those who are gentle and appropriate speakers:

"God will show mercy and compassion to the one who speaks at the right time, seizes the opportunity, avoids unnecessary words, and walks in peace," such as sweet speech, eloquence, and good words soften a person's feelings, bring peace to his heart, and give him honor, happiness, and pleasure. That is why the wise have said: "Sweet words are the food of the soul." A person who has the gift of eloquence expresses his words and phrases with courtesy, so that they do not hurt the hearts and souls of others. At the same time, it reflects its manners, upbringing and character. Language is a product of human thought. It is a means of revealing human culture, intellectual beauty, good, exemplary, and desirable qualities. Yes, there is a word in speech, of course. There are words that give wings to a person and lift him to the skies. There are words that turn him into black earth and bring him to his wrath. A wise educator, speaking about language etiquette, said: "He praised speaking truthfully and correctly, briefly and to the point, and strongly condemned flattery and flattery, especially unnecessary and false speech. . A person who is careless with his tongue can bring misfortune upon himself, he said. It is interesting that words have different effects on a person's body. In order for a person to always be young and healthy, he must not hurt other people, not destroy his heart, and he himself must be good-natured. A person does not know what old age is because of two things. One of them is good manners, the other is kind words. The legacy that a person leaves on earth is a good word. He himself passes away, but his sweet words remain forever. It is necessary to measure the speech by seven measures and say it once. Being tactful and reticent is also a virtue. When speaking, maintaining etiquette, looking at the content of the conversation and the nature of the interlocutors, finding meaningful, logical, useful words, and speaking in a thoughtful manner increases a person's reputation among the people, makes him honorable and respected. The great Turkmen poet Makhtumkuli said:

"Eat little, sleep little, and talk little. Too much talk will eventually be considered a disgrace among the people," he meant when he wrote.

Nowadays, the culture of speech plays a very important role in the upbringing of young people. Speaking well is also a great art. Just as everything has its limits, all aspects of human activity, including the art of oratory, have their own sphere of etiquette and upbringing. To speak well, sweetly, and politely, you should pay attention to the following:

1. The logic, beauty and richness of the word is important for a person to find his place in society and to gain the respect of people. They listen attentively to people whose words are meaningful and polite. They want to listen again and again.
2. It is also a blessing to have the art of eloquence and beautiful speech - people with sweet speech will have many friends and brothers. A sweet and wise word is a strong key to life and friendship.
3. A person's speech is sweet - eloquence prolongs his life.
4. It is also necessary to know the norms of speech. Talking a lot is not polite. Silence is good manners, and expressing words briefly and clearly is a great art. Words are gems. And gems are few.

Husain Voiz Kashifi says: "A person who has good character and observes the etiquette of conversation attracts everyone's love, and wherever he goes, he is honored and respected."

²Language is a powerful thing, and speech is its foundation. With this, the writer seeks to reveal the reasons that have led to the poverty of our speech. Although these words were said a long time ago, they have not lost their value. Indeed, today the decline of speech culture is especially noticeable among young people - the future generation. The introduction of foreign words into their speech through television or radio, as a result of which it is sometimes impossible to understand what language they are speaking. Because in their speech you can easily see a mixture of English, Russian, and Uzbek, and at the same time, our speech is changing in a negative direction, which may lead to the decline of our Uzbek language, which has been developing for centuries.

Language is the mirror of the nation. Preserving the language is the human duty of every person. Thank God, our native language - the Uzbek language - was given the status of the state language in our republic. This event occurred on October 21, 1989. This led to the recognition of our identity, paving the way for the further development of the Uzbek language in the future. Every person should study and know their own language perfectly, because attention to the language means attention to the people. Today, the Uzbek language is increasing its position in the world and at the UN. However, changes in speech will lead to changes in our language. The more speech develops, the more beautiful the language becomes. Unfortunately, in our time, the inattention of some young people to language leads to a decline in their speech. It cannot be denied that the development of information technologies, radio and telecommunications are also achieving certain achievements and their importance among the people is great. However, some speakers and presenters on radio and television, due to their insufficient level of education, indifference to their own language and speech, influence millions of people through their inappropriate words and actions. Wise people say: "Hey, child... "There are four kinds of words: the first, words that do not need to be known or said; the second, words that need to be known and said; the third, words that do not need to be known but can be said; the fourth, words that can be known but do not need to be said." However, the word spoken is such that the good of

² 1Hossein Vaiz Koshifi. Beautiful manners and eloquence.-T.: Navruz. 2011. (Reprint)

the world depends on it. Such a word has many benefits for both the speaker and the listener. Words that can be known and cannot be spoken are such that the fault of a friend becomes known to you. It is shameless to say it when you think about it from the point of view of reason. “O son, always speak the right word. Avoid haste. Listen to every word, do not be hasty. Do not speak without thinking, think about every word, so that you do not regret what you have said. Do not speak cold words. Cold words are a seed, from which enmity grows”³ - said Kaikavus Since our state has set itself the goal of training qualified specialists, we must first of all pay more attention to their language and oratory skills. In this regard, each person should pay attention to his speech. We must enrich our speech with good words.

In conclusion, it should be said that the ability to convey every word, every phrase in a way that makes it resonate with a person is also an art. This quality - towards a noble goal - greatly helps in educating the future generation in a universal spirit. The culture of oratory increases the prestige, education and authority of every specialist among the people.

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³Kaykavus. Kobusnrma.-T.: Teacher. 2011.