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**ON THE ISSUE OF HIGH-QUALITY LANGUAGE COMMUNICATION
IN MODERN REALITIES**

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Abstract. *Communicating with people is both a science and an art. Both natural abilities and education are important here. Business communication is a special type of communication that is realized in the joint professional and subject activities of people. The ability to behave properly when communicating with people is one of the most important, if not the most important, factor determining the chances of success in business, official or entrepreneurial activities. A business conversation is an oral contact between people related to the interests of the business. To achieve a positive result in solving the tasks set, you need to know some rules of conducting a business conversation. The main stages of a business conversation are the following aspects. First, the establishment of a contact (acquaintance). It involves understanding another person, presenting yourself to another person. Secondly, orientation in a communication situation, understanding what is happening, taking a pause. Thirdly, the discussion of the problem of interest. Fourth, the solution to the problem. Fifth, the end of contact (exit from it). The success of any conversation depends mainly on three conditions, namely, the ability to interest the interlocutor, the creation of mutual trust during the meeting, the use of methods of suggestion and persuasion. The relevance of this*

study lies in the urgent need to take into account high-quality communication in order to achieve a positive communication result. The subject of this study is various types of communication and their disadvantages, as well as ways to correct this situation. The scientific novelty of the work is certain recommendations for ensuring high-quality interpersonal communication at the present stage. The practical significance of the work lies in the use of the proposed developments in academic activities, as well as in direct communication to achieve an effect in business and everyday communication.

Keywords: *communication, effect, result, high-quality communication, business communication, goals, prospects of communication, development.*

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К ВОПРОСУ О КАЧЕСТВЕННОМ ЯЗЫКОВОМ ОБЩЕНИИ В СОВРЕМЕННЫХ РЕАЛИЯХ

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Аннотация. *Общение с людьми – это одновременно наука и искусство. Здесь важны как природные способности, так и образование. Деловое общение — это особый вид общения, который реализуется в совместной профессионально-предметной деятельности людей. Умение вести себя при общении с людьми надлежащим образом является одним из*

важнейших, если не важнейшим, фактором, определяющим шансы добиться успеха в бизнесе, служебной или предпринимательской деятельности. Деловая беседа представляет собой устный контакт между людьми, связанными интересами дела. Чтобы добиться положительного результата в решении поставленных задач, нужно знать некоторые правила ведения делового разговора. Основными этапами деловой беседы являются следующие аспекты. Во-первых, установка контакта (знакомство). Предполагает понимание другого человека, представление себя другому человеку. Во-вторых, ориентировка в ситуации общения, осмысление происходящего, выдержка паузы. В-третьих, обсуждение интересующей проблемы. В-четвертых, решение проблемы. В-пятых, завершение контакта (выход из него). Успех любой беседы зависит в основном от трех условий, а именно, умения заинтересовать собеседника, создания в процессе встречи взаимного доверия, использования методов внушения и убеждения. Актуальность данного исследования заключается в настоятельной необходимости учета качественного общения для достижения положительного результата коммуникации. Предметом данного исследования являются различные виды коммуникации и их недостатки, а также пути исправления данной ситуации. Научной новизной работы являются определенные рекомендации по обеспечению качественного межличностного общения на современном этапе. Практическая значимость работы заключается в использовании предложенных наработок в академической деятельности, а также в непосредственной коммуникации для достижения эффекта в деловом и повседневном общении.

Ключевые слова: *общение, эффект, результат, качественное общение, деловое общение, цели, перспективы общения, развитие.*

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The reasons for poor communication may be the following communication barriers: a barrier of misunderstanding may arise due to ignorance of individual words or expressions; a phonetic barrier arises due to slurred speech; a stylistic barrier appears due to a mismatch between the style of speech and the communication situation; a logical barrier arises due to incomprehensible or incorrect reasoning logic; barriers of socio-cultural differences (political or religious differences); relationship barriers related to dislike or distrust of the communicator.

The following problems may also be present in communication. Firstly, these are stereotypes, i.e. overly simplified views of people or situations that arise due to the unwillingness or inability to study them in depth. Secondly, it is a bias, which is a tendency to reject everything that contradicts one's own opinion, which is new, unusual. Thirdly, it can be a bad interpersonal relationship – when we don't like someone, we tend to reject everything they say, offer, etc. Fourth, it is the lack of attention and interest of the respondent, this aspect is one of the reasons why individual details of the message or the meaning of the message as a whole may be unclear. Fifth, disregard for facts is the habit of drawing conclusions when there is not enough evidence [1]. Also, a common cause of misunderstanding in business communication is an error in the construction of statements, as well as the wrong choice of communication strategy and tactics (for example, using a monologue where dialogue is appropriate).

Mistakes in the construction of statements are also a common cause of misunderstandings in business communication, as well as the wrong choice of communication strategy and tactics (for example, using a monologue where dialogue is appropriate).

When establishing contacts with prospective partners, it is recommended to pay attention to individual details of their behavior, fixing both positive and negative ones, such as affectation, insincerity, evasive answers to questions, excessive familiarity, the desire to impersonate someone other than who he really is.

In business communication, people solve important tasks and satisfy social needs related to professional activities, which primarily determine the functions of business communication, which may be as follows.

Firstly, it is an information function, which assumes that in the process of communication, people exchange information necessary to carry out certain types of activities [2].

Secondly, it is an integration function, which means that communication contributes to the formation of groups and increases cohesion.

Thirdly, it is an interactive function that provides for the exchange of activities and cooperation of people in the process of communication.

Fourth, it is an instrumental function in which communication acts as a mechanism for managing joint activities, which increases efficiency, strengthens the business positions of communication participants and improves relationships with colleagues, clients, business partners, supports positional roles in the organization.

Fifth, it is a social and educational function that forms professional and communicative skills, skills and qualities of people, as well as a culture of relations with other people and society.

Sixth, it is a regulatory function in which social and professional values and norms are formed, consolidated and transmitted in the process of communication.

Seventh, it is a self-affirmation function, which means that in the process of communication, people conduct self-assessment based on the assessments and attitudes of others towards themselves and ensure compliance with their status [3].

Eighth, it is an innovative and dynamic function in which, through communication, innovative techniques, tools, technologies are exchanged, motivations and behavior of people themselves change, which can contribute to changing the structure of the organization and its functions.

Ninth, it is an emotionally expressive function, according to which communication promotes the establishment of relationships (likes and dislikes), the exchange of emotions and affects the formation of a spiritual and psychological climate in the organization.

Many business problems can be solved only with an open and transparent exchange of opinions. The ability to competently and fruitfully discuss important issues, prove and convince, argue one's opinion and refute the opinion of an opponent should become an obligatory quality of every entrepreneur [4]. The art of speech communication, the ability to establish relationships with people are the basis of life and professional success, therefore it is necessary to raise the level of speech culture, improve communication skills.

One of the tasks of the development of modern society can be considered to increase the level and general speech culture. Currently, people intensively fill the language with borrowings, periodically show stylistic disregard in the media and demonstrate vernacular. However, society has realized that speech culture is in a sad state. Therefore, it is important to form a stable high level of speech culture based on a conscious attitude to language among all students.

To improve the culture of oral and written speech, daily preparation is required, as well as practice is necessary to ensure that speech is correct, clear, accurate, understandable, imaginative, emotional and expressive. The culture of speech develops skills in the selection and use of linguistic means in the process of speech communication, helps to form a conscious attitude to their use in speech practice in accordance with communicative tasks [5].

The choice of language tools necessary for this purpose is the basis of the communicative aspect of speech culture. After all, one of the indicators of the professional level of all people in

whose activities the word is the main tool is the mastery of cultural speech. Namely, in the activities of teachers, lawyers, social workers, psychologists, public relations specialists, managers.

In modern linguistics, there are two levels of human speech culture: the lowest and the highest. For the initial stage of mastering, it is enough to observe the norms of the literary language. There are lexical, orthoepic, grammatical, morphological and syntactic norms. Lexical norms can be found in explanatory dictionaries, where the meanings of words and their possible compatibility with other words are recorded. The rest of the norms can be studied in textbooks on the grammar of the literary language and in special reference books.

An integral feature of a cultured person is a high level of speech culture, so the task of each of us is to improve our speech. In order not to make mistakes in the use of words, in pronunciation, in the construction of sentences, it is necessary to constantly monitor your speech and enrich your vocabulary, learn to feel your interlocutor and be able to select the appropriate words and constructions for each individual case. It can be noted that the use of a large vocabulary and various morphological forms are characterized by the richness of speech. The use of complex syntactic constructions also indicates the diversity of speech. One should not forget about the expressiveness of speech, it is achieved by searching and selecting language tools that correspond to the goals and conditions [6]. It is necessary to strive to master these qualities, since a high level of speech culture distinguishes a cultured person.

Language takes part in the organization of labor, in the management of social production, in the activities of the institution, in the implementation of the process of education and upbringing of members of society, in the development of literature and science.

Let's consider the following existing ways to improve speech culture.

The acquisition of new knowledge. Namely, the accumulation of information from various fields of science and technology, obtaining information from periodicals, radio and television broadcasts, reading scientific, journalistic, and fiction literature [7].

The expansion of linguistic horizons, knowledge of the language. Linguistic outlook implies knowledge about language as a social phenomenon and a sign system, about the structure of language and its functioning [8]. It is the result of students' comprehension of speech experience, includes knowledge of the basics of the science of language, and assumes the assimilation of a set of linguistic concepts.

Vocabulary enrichment. One of the most important conditions for the formation of speech culture is the enrichment of vocabulary. To successfully learn new concepts for you, follow the methodological tips.

The development of speech hearing. You should listen to how they speak, how they pronounce words, how they use words. The education of speech hearing is aimed at developing the ability to perceive various subtleties of its sound in speech: the correctness of pronunciation of sounds, clarity, clarity of pronouncing words, raising and lowering, voices, increasing or decreasing volume, rhythmicity, smoothness, acceleration and deceleration of speech [9].

The practice of speaking, namely conducting conversations, negotiations, speaking to a mass audience, participating in discussions.

Mastering the technique of speech. The main elements of speech technique are breathing phonation, voice and diction. A well-modulated voice, proper breathing during conversation, clear diction, impeccable pronunciation allow the speaker to attract the attention of the audience, convey the content of the audience's speech in the best way, influence its consciousness, imagination and will. Mastering the technique of presentation helps to better convey the semantic connections between the parts of the statement [10].

Text analysis. You can pretend to be an editor, you can find weaknesses in texts, read slowly, analyze how you can interpret different words and phrases and vaguely prepared ideas.

The study of the norms of the literary language is one of the most important requirements for the development of linguistic culture.

One of the most effective ways to develop a language culture is to work with dictionaries [11]. The above-mentioned methods and techniques for improving language culture are a kind of aid in the work of students on speech development.

The Russian language has a large vocabulary, and the word is the most important unit of the language. The purposeful and smooth use of language for communication purposes ensures good speech quality.

Thus, the following signs of good speech can be distinguished.

Firstly, it is linguistic accuracy, i.e. compliance with literary and linguistic rules adopted in a certain era: pronunciation, intonation, education and use of grammatical forms, word usage [12].

Secondly, it is the accuracy of the quality of speech, expressed in the use of words in their full meaning. The accuracy of the use of words depends on how well the speaker knows the topic, whether he knows logic and reasoning, whether he knows the rules of the Russian language, its rules. Violation of the logical order, logical inferiority of statements leads to inaccuracy of speech. The use of homonyms in the language, that is, words with different meanings, but similar in spelling and sound, can also lead to semantic errors and ambiguity in the language [13].

Thirdly, it is clarity – the quality of speech that ensures sufficient understanding of what is said. Compliance with these requirements is important, as the effectiveness of the spoken word depends on it. According to the researchers, the general understanding of language is primarily determined by the choice of speech means, namely the need to limit the use of words outside the vocabulary [14].

Fourth, it is the relevance of speech, i.e. the correspondence of words and expressions to the goals and conditions of communication.

Fifth, it is the logic of speech, i.e. its subordination to reasonable rules. The carelessness of language is caused by confusion [15].

Sixth, it is the simplicity of speech, i.e. unpretentious, natural, unpretentious, "beautiful" syllables.

Seventh, it is the purity of speech, for example, the removal of non-literary, dialect, offensive, vulgar, obscene words. Of course, there are no nouns in speech, they become the speaker's speech due to frequent and inappropriate use. In addition, additional words have a psychological effect on listeners, who begin to count the number of such words in the oral presentation.

Eighth, it is the revival of speech, i.e. the absence of patterns; expressiveness, imagery, emotionality. The expression of speech refers to its structural features that support the attention and interest of the listener or reader, therefore speech with these features is called expressive.

Ninth, it is the euphony of speech. Compliance with phonetic rules, the choice of words taking into account their phonetic side. It is important to regularly take care of expanding this stock in order to maximize the richness of the native language. The richness of a language is also determined by the richness of the meaning of a word. Polysemy can be used as a means of enriching language. One of the polysemous meanings of the word is used in speech [16].

It is worth noting that a person's culture is most clearly manifested just in his speech, in a specific sense it is a business card. As a rule, the first idea and characteristic of a person consists of impressions based on the speech manner of the interlocutor [17].

An educated and erudite person has a rich vocabulary, and his speech becomes more interesting and freer.

From this we can conclude that people should constantly improve their language: read classical works containing the best examples of linguistic culture; listen carefully and practice the speech turns of the smartest people, expand their vocabulary, improve diction, imagery, clarity,

brightness and expressiveness. By paying attention to these requirements, everyone will be able to better master the language culture. A basic understanding of each person's linguistic culture is necessary, because communicating culturally, people make the right choice in the direction of achieving communicative tasks.

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