

Factors For the Formation of Communicative Culture in The Social Environment

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ANNOTATION

This article describes issues such as the importance of communicative culture in today's globalized world, the formation of communicative culture in young people in the social environment, the components of communicative culture, methods of its development, the ability to adapt to various social situations and its specific factors. culture

Keywords- communicativity, culture, social environment, social skills, clear communication, activism, mutual respect communication, effective communication, mutual respect, upbringing.

INTRODUCTION

In the process of globalization today, communicative culture in the world is of urgent importance. Communicative culture refers to general forms of communication within a particular group or society. There are various methods of communicative culture that have been identified and studied by scientists about communicative culture. Communicative culture is a complex and multifaceted concept that encompasses a variety of components, including language skills, social skills, and cultural awareness. These components are necessary for effective communication in any society.

As in any theory, communication theory has its own specific concepts (categories), such as "Information", "Communication", "Information Exchange", "communicative space". M.Weber, G.Gadamer, G.In the communication model put forward by Scheppler, the main result of communication is the human understanding by another human being, called mutual understanding [4]. Representatives of the theory of the information society (D.Bell, A.Toffler, G.McLuen) take a futurological approach to communication. In this theory, communication tools are interpreted as a single stimulus and a source of Social Development. Information is manifested in this case as a component of culture and all cultural values. Communication is a kind of information exchange, as a result of which there is a process of transmitting intellectual and emotional information from the sender to the recipient. There are different models of the communicative process. For example, Aristotle distinguished three (speaker – speech – audience) components of the communication process, while in the modern variant it has the appearance of a "communicator – message – communicant". Due to the fact that information exchange is a central feature of both communication and communication, in terms of explaining, interpreting these categories, naturally, diversity has arisen, and a number of approaches have appeared.

The first approach consists in meaningfully mirroring the two concepts. Leading psychologists and philosophers L.C.Vigotsky, V.N.Kurbatov, A.A.The leontevs contributed greatly. In a number of comprehensive and explanatory dictionaries, the term "communication" has been interpreted as "message path, communication".

Ukrainian researcher, well-known specialist in the field of communication theory Yu.D.Prilyuk comes to the conclusion that on the basis of historical-linguistic research, the initial and current meanings of these terms are close to each other etymologically and semantically, therefore, as concepts denoting "information exchange in society", they are equal. Similar opinions were expressed by T.Parsons & amp; K.L. Leading foreign scholars such as cherry have also expressed. The second approach is related to the differentiation of the concepts of "communication" and "communication". Famous philosopher M.S.Kagan believes that communication and communication differ in at least two ways. First, "communication is an exchange of practical, material and spiritual information, and it has a practical-spiritual character, and communication is ... a pure information process associated with the

transmission of one or another message." Secondly, they are distinguished from each other by the communication properties of the systems entering into the relationship.

The most basic component of the formation of communicative culture in the social environment is language. The ability to communicate effectively in different languages is also an important component of communicative culture, in particular multicultural societies. Language is a decisive tool for communication, and people express their thoughts, feelings and ideas through language. However, language is not universal and different societies have different languages that reflect their unique cultural values and beliefs. In addition, even within a single language, there may be differences in dialects and dialects that reflect regional or social differences.

Social skills are another important component of communicative culture. Effective communication involves not only language; it also requires an understanding of social norms and conventions. Social skills include the ability to read nonverbal cues such as facial expressions and body language, as well as the ability to adapt to various social situations. Social skills are especially important in interpersonal communication, where the ability to build relationships is very important.

Cultural awareness is the third component of communicative culture. Cultural awareness involves understanding the values, beliefs, customs and traditions of different cultures. Effective communication requires an appreciation of cultural diversity and the ability to sensitively manage cultural differences. Cultural awareness is especially important in multicultural societies where representatives of different cultures interact regularly.

The social environment plays a decisive role in the development of communicative culture. Communication is a fundamental aspect of human life, and it is through communication that individuals interact, exchange ideas and build relationships with each other. The social environment provides the context in which communication takes place and forms the way people communicate 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 determine how people communicate with each other, which topics are appropriate or taboo, and what formal or informal communication should be. For example, in some cultures speaking out loud or interfering with others during a conversation can be considered indecent.

The social environment influences communicative culture through technology. Technology has revolutionized communication allowing people to connect with each other over great distances and to exchange information instantaneously. However, technology also shapes the way people communicate by providing new channels for communication (e.g. social media) and changing the nature of communication.

Importance of communicative culture

Communicative culture refers to the way people communicate with each other in a particular group or community. This is necessary for effective communication and cooperation in any organization. Communicative culture develops healthy relationships, encourages open communication, and builds trust among team members. In today's globalized world, communicative culture has become more important, since organizations work with different communities in different places.

Components of communicative culture.

The following are the components of communicative culture:

- 1. Clear communication:** clear communication is the foundation of communicative culture. This involves expressing ideas and thoughts in a concise and understandable way to avoid misunderstandings.
- 2. Active listener:** active listening is an integral part of communicative culture. This involves paying attention to what others say and understanding their prospects.
- 3. Mutual respect dialogue:** interaction involves treating others with respect and self-esteem, even if there are disagreements or conflicts.

4. Collaboration: cooperation involves working together to achieve common goals. This requires effective communication and mutual respect between team members.

5. Transparency: transparency involves being open and honest about decisions, actions, and outcomes. This will help build trust between team members.

Methods for the development of communicative culture

Below are some ways to develop communicative culture:

1. Training: training helps team members develop the necessary skills for effective communication, such as active listening and clear expression.

2. Contact: providing regular feedback helps team members understand how their communication style affects others and make the necessary adjustments.

3. Encourage open communication: encouraging open communication can help team members feel comfortable sharing their thoughts and ideas.

4. Example: leaders can be role models for effective communication by modeling the behaviors they want to see in their team members.

5. Regular checks: regular checks will help you identify communication problems early and solve them before they become important problems.

In the formation of communicative culture in young people, it is necessary to carry out work taking into account its age, gender, profession, worldview. For example, we do not use words that we apply to younger children in relation to adults. Specific words are used for those who enter each age period. In this case, the power of influence of the word is taken into account. Of great importance is the use of communication methods depending on the temperament (client) characteristics of the individual. The role of communication in the formation of skills, knowledge, qualifications in a person is incomparable. Simple skills ("sit straight, put your hand, go to your place, say hello") are also instilled through communication.

An important place in the formation of communicative culture is occupied by the degree of its upbringing. For example, even if you use words that have a strong influence on the person, he may not accept, he may not follow the instructions you give. Because from an early age he must master the culture of treatment. In the formation of communication, the goal should be set correctly. Communication develops in the educational process, in different situations. For example, in a family, in a neighborhood, in a community, in a group. If adults are rude to each other in the family, the child can also go to conflicts with those around him, imitating them.

To educate a comprehensively developed, mature, perfect person (individual), it is necessary to bring up young people as free-thinkers. Therefore, communication is formed in close connection with thinking.

As you know, in each pronounced sentence, the mental and mental world of the pronoun is reflected. That is, in how and in what way he can use the word, the inner world to which he belongs to the interlocutor, conveys it, as well as the content of the message about the law and order. First of all, in the speaker's mind there will be a message, a fact about the universe.

Colloquial culture is the art of applying each language unit based on the norms adopted over the years, depending on the circumstances. Take, for example, the culture of asking, greeting. Begging is an important tool in the treatment culture of all peoples, and it has a unique appearance, based on the national characteristics of each people. It is important to note that greeting by asking is not exactly one concept. Greeting is based on the rules of greeting etiquette in all nations, which does not consist only in giving hands. Begging is a process that is also done through words, gestures, facial expressions, and behavior, covering all aspects of human culture.

In conclusion, communicative culture contains several components necessary for effective communication in any society. As a key factor in the development of communicative culture, we can see that the emphasis on the social environment is very important to share and understand among themselves in different societies and groups. By understanding how social norms, language and technology shape communicative culture, we can better know the diversity of communication and have access to information in building cultural contacts.

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