



FUNCTIONING OF SPEECH ETHICS IN MEDIA

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ABSTRACT

The profession of a journalist obliges him to preserve and disseminate correct, good speech. And if he is a person of high speech culture, who has mastered the main principles of speech communication and communicative norms, then he successfully copes with his tasks, is professionally competent and can solve the problems of protecting the literary language, its norms. Speech etiquette is understood by us more broadly than just specialized methods of establishing, maintaining and opening contacts of communicants. Speech etiquette is the rules and norms of verbal behavior developed by society that help to avoid conflicts in communication, contribute to the harmonization of verbal interaction of communicants in order to achieve efficiency in communication.

KEYWORDS: *ethics, speech, media, society, speech etiquette, radio, communication, communication*

The discourse of mass communication is today the leading type of discourse, it penetrates into all types of institutional and everyday communication, which is due to its thematic unlimitedness, genre originality and the desire to capture everything, even the most insignificant manifestations, in a rapidly changing world; it is the most «globalized» and relevant, i.e. reflecting the latest trends and phenomena of social reality [1, 37]. The main factor determining the relevance of the study is the need to study the problems of the success of verbal communication in new communicative-verbal situations caused by the globalization of the world information environment and the expansion of international contacts [2, 7].

As you know, the signs of speech etiquette are traditional, have their own etymology, are associated with other etiquette signs (verbal and non-verbal), have a certain convention, which allows you to transfer the same content in different ways.

The study of speech etiquette has a long linguistic tradition. Special cliché phrases that convey etiquette content and are used in everyday communication situations have received different terminological characteristics in the scientific literature: «sound gestures», «cliché sentences», «etiquette clichés», «pragmatic clichés», «speech rituals». The term «speech etiquette» was proposed by V.G. Kostomarov [3, 28], who called the stereotypical speech units used in etiquette situations. A comprehensive theoretical study of the issue is presented in the works of N.I. Formanovskaya, where speech etiquette is

understood as «a system of stable communication formulas prescribed by society to establish verbal contact between interlocutors, maintain communication in a chosen tone according to their social roles and role positions relative to each other, mutual relations in an official and unofficial setting» [4, 74].

Speech etiquette, being an integral part of the general system of etiquette behavior of a person, is peculiarly refracted in conditions of radio production. In conditions of mass communication, as well as in interpersonal communication, etiquette information should be manifested throughout the entire course of communication, however, it is of particular importance at the very beginning of communication, when, in the absence of a visual series, the establishment of psychological contact of the communicator (announcer, presenter, reporter, commentator, observer) with the interlocutor / interlocutors in the radio studio and / or a large audience of listeners.

The position of the radio is determined by the corresponding circle. Radio speech, which takes place in the environment of public speaking, has conditions that allow the use of literary language and colloquial speech, encoded on the radio. Radio speech also embodies the linguistic features of this system and is one of them.

Radiotext has the characteristics of any text. This: 1) refers to a non-linguistic being; 2) the content is complete; 3) a certain tone; 4) communication oriented; 5) intended for the public;



6) has a linguistic, structural and compositional structure and is specific to the genre.

Radio broadcasts are mainly organized and conducted in two directions: analytical information (news and journalism); entertainment programs (talk shows, music and youth programs).

Their focus on a mass audience in many respects requires the use of neutral means of a universal language. This often tires the delivery of information [5, 63].

As already noted, in Russian linguistics, the principles of mass communication, including radio broadcasting, are studied in the context of interdependent disciplines such as sociology, psychology, cultural studies and psycholinguistics, and cultural linguistics. However, the language of radio is not fully understood. There are very few monographs and other studies on radio speech in Russian, and they have not yet been created in Uzbek linguistics. Radio speech still does not have its own interpretation as a specific communicative phenomenon and an object of linguistic research.

Within the framework of the study, the characteristics of the radio language, genre, type of radio-oral oral literary open speech were determined.

According to the researchers, in general, radio communicators have the ability to communicate on two different scales: one - open, transparent; in the second - secret, secret communication [6, 68]. Transparent communication takes place in front of a public audience. In the second case, communication occurs on a verbal scale with only one communicator - the communicator.

Radio language, as a kind of OKW, uses the same Uzbek literary language as other mass media, and has its own linguistic characteristics.

When referring to general scientific sources devoted to the study of radio language, it turned out that they can be divided into three main categories:

1) articles and brochures devoted to the normative and stylistic analysis of language practice in radio broadcasting;

2) publications describing the features of radio speech, different from other types of speech;

3) Essays written in the public language, containing the linguistic aspects of radio programs, valuable information of radio journalists, revealed in the course of their daily work [7, 22].

Necessary conditions for the implementation of radio communication: 1) the presence of a radio channel; 2) communicate with the addressee only by technical means; 3) work on behalf of the editorial board; 4) there must be media receivers, that is, radio listeners.

Features of radio communication also determine the characteristics of radio voice communication. Radio speech is, first of all, radiotext. He is usually distinguished by speed, the

ability to reach everywhere, understandability and a constant willingness to meet anyone who needs him. It has several important qualities: the radio has standard acoustic properties.

To increase the impact on the listener, the radio host treats the conversation as if he or she is personally conducting it on his or her behalf. In such dialogues, the principles of dialogue and intimacy are widely used.

In the natural inference of radio communication, it is appropriate to use a wide range of question-answer constructions, syntactic figures (concrete tone, inversion, rhetorical interrogative sentences), introductory words and sentences, stylistically colored colloquial vocabulary. Intonation, which determines the speed of speech - tone, tone of voice in speech, tone, logical accents and accents in words are perceived by the listener as an expression of the speaker's inner state, his mood and sincerity (or insincerity). The phonetic features of radio speech should be able to evoke the response that the author expects from the radio audience.

Among the etiquette requirements for speaking, tone plays an important role. The owner of the tongue can determine from the softest tone to the harshest. However, it is difficult to determine which tone corresponds to which speech etiquette, which culture of speech goes beyond the boundaries, regardless of the specific speech situation. Pronouncing a sentence in a different tone (i.e., using different tonal constructions) leads to different assessments in terms of meaning, thematic division, stylistic tone, including the speaker's response to the listener [8, 135].

The rules of communication are also determined by the joy or sadness of the event that has become the subject of communication. It also determines the tone of the spoken sentence. The tone of the sentence is important in speaking. It is impossible to determine whether the tone falls within the framework of speech etiquette, without taking into account the speech situation.

The influence of the media on the speech culture of society is, of course, largely positive, since their work is based on the use of the literary language in newspapers, radio and television, and often on the Internet. A person hears the oral form of literary speech and involuntarily masters its norms. Formulas of speech etiquette form a special group of stable communication formulas, which are reproduced as units stored in our linguistic consciousness in the form of a kind of collection of ready-made typed expressions. Note that speech etiquette from the standpoint of speech culture is considered more broadly.



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