

SPEECH GENRES IN RUSSIAN AND UZBEK LINGUISTICS: THE ART OF COMMUNICATION THROUGH THE WORD

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Abstract

The article examines various speech genres and their importance in our daily lives. A person communicates using various forms and styles of speech. From simple everyday conversations to formal speeches, speech genres play an important role in communication. Speech genres are certain forms of speech that express the features of a communicative situation and the corresponding goals of communication.

Keywords: speech genres, communication, official and business genres, jargons, etiquette, rhetoric, authority, public speaking, Uzbek linguistics.

Introduction

We all communicate daily using different forms and styles of speech. From simple everyday conversations to formal speeches, speech genres play an important role in our communication. Speech genres are certain forms of speech that express the features of a communicative situation and the corresponding goals of communication.

Everyday conversational genres are the most common forms of speech that we use in informal situations. This can be a normal conversation with friends, family conversations, or informal conversations at work. They are characterized by a free style, the use of informal expressions, abbreviations and slang words. Everyday conversational genres help to establish intimacy and trust in relationships between people. Formal and business genres are used in formal situations such as business negotiations, presentations, official letters, and statements. They require a more rigorous and professional style of speech. In this case, it is important to follow the rules of etiquette and formality in order to express your thoughts clearly and convincingly. Official and business genres serve as a tool for establishing authority and professional reputation. Public speaking and rhetorical genres require special training and public speaking skills. These include political speeches, conference presentations, lectures, and speaking engagements. The purpose of such performances is to convince, inspire and inform the audience. Rhetorical genres include techniques such as using emotional appeal, logical arguments, and rhetorical figures to create maximum effect on the audience.

Genres of mass communication include letters to newspapers, reports, interviews, advertisements, and other forms of communication that are used to convey information and opinions to a wide audience. They have their own specific requirements and stylistics to attract the attention and arouse the interest of the masses. Genres of mass communication play an important role in shaping public opinion and disseminating information.

Speech genres are certain forms of speech expression that have their own peculiarities in the structure, goals, and methods of communication. They are studied by linguistics as an important



aspect of language and communication. Russian and foreign linguists have made significant contributions to the study of speech genres and have developed various approaches to their classification and analysis. The Russian linguistic school, for example, has developed a theory of functional styles, within which various speech genres are distinguished. The famous Russian linguist Mikhail Bakhtin has actively researched speech genres, especially in the context of literature and culture. He believed that speech genres are a way of organizing speech behavior and reflect the social and cultural aspects of society. Foreign linguists have also made important contributions to the study of speech genres. For example, the American linguist John Euler developed the theory of speech acts, where the emphasis is on the communicative goals and intentions associated with each speech genre. British linguist Norman Fairclough researched speech genres in the context of professional communication and developed the concept of genre families, where genres are grouped by common characteristics and functions. The general trend in the study of speech genres is that they are considered as socio-cultural phenomena that are associated with certain contexts and goals of communication. Linguists strive to study the structure, functions and evolution of speech genres, as well as their impact on communication and interaction between people.

Uzbek linguistics also studies speech genres as part of its research. She explores the various forms of speech expression that are characteristic of the Uzbek language and Uzbek culture. In Uzbek linguistics, various speech genres are distinguished, which have their own peculiarities in the structure, functionality and purposes of communication. Some of them include:

1. Mahal (local talk): It is a form of informal conversation characterized by the use of stable expressions, phraseological units, and abbreviations. Mahal is often used in everyday communication and has its own specific features in the Uzbek language.
2. Izhodiy (journalistic): It is a genre associated with public speaking, articles, reporting, and other forms of mass communication. Izhodiy is distinguished by its formality and use of literary language.
3. Nazaria (scientific): It is a genre associated with academic and scientific texts, studies, dissertations, etc. Nazaria requires precision, logical structure, and the use of specialized terminology.
4. Navoi (poetic): Uzbek linguistics also studies poetic genres related to Uzbek poetry.

Navoi includes various forms of poetry, such as ghazal, muhammad, masnalik and others. Speech genres in Uzbek linguistics are studied in terms of their structure, functions, socio-cultural context, and impact on communication. They help to understand the peculiarities of the Uzbek language and culture, as well as the ways of interaction and communication in Uzbek society. Uzbek linguistics studies various speech genres, including but not limited to the following:

Official Business genre: This is a genre related to official documents, business correspondence and communication in official and administrative spheres. This genre uses a formal and standardized language to convey information and make decisions.

Artistic and literary genre: Uzbek linguistics also studies artistic genres such as novels, short stories, poetry, and drama. The researchers analyze the structure, style and features of the language used in works of art.



Religious genre: Uzbek linguistics also considers speech genres related to religious communication, such as khutba (sermon), tafsir (commentary on the Quran), dua (prayer) and others.

Public genre: This genre is associated with public speaking, speeches, presentations, and other forms of public communication. This genre explores the peculiarities of rhetoric, the use of linguistic means of persuasion and influence on the audience.

Media genre: Uzbek linguistics also studies speech genres related to media communications, such as news articles, interviews, commentaries, reports, and other forms of journalism. It is important to note that these speech genres can interact and intertwine with each other based on the context and goals of communication.

The study of these genres in Uzbek linguistics helps to understand the diversity and specifics of the Uzbek language and culture, as well as their impact on communication in various spheres of society. The public genre of Uzbek linguistics studies various aspects of rhetoric that relate to public speaking, speeches, and presentations. Some of the features of rhetoric that can be studied in Uzbek linguistics include the structure of speech: researchers can analyze the structure of public speeches and speeches, such as the introduction, main body and conclusion. They pay attention to using logical organization and consistency of ideas to create a clear and convincing flow of information. The use of rhetorical techniques: Rhetorical techniques such as repetition, anaphora (repetition of words or phrases at the beginning of sentences), epiphora (repetition of words or phrases at the end of sentences), antithesis (opposition of ideas), etc., can be studied in the context of the Uzbek public genre. The researchers analyze how these techniques are used to enhance the emotional and rhetorical impact on the audience. Uzbek linguistics studies how linguistic means are used to convince the audience and express the authority and confidence of the speaker. This may include the use of persuasive arguments, emotional coloring, rhetorical questions, metaphors, and other means.

Adapting to the audience: Rhetorical strategies for adapting to the audience can also be studied in Uzbek linguistics. The researchers analyze how the speaker adapts his speech, style and language choice depending on the characteristics and expectations of the audience. **Paralinguistic and non-verbal elements:** Rhetoric in public speaking also includes the study of paralinguistic and non-verbal elements such as intonation, vocal expression, gestures, facial expressions, and body movements. Researchers can analyze how these elements affect the perception and effectiveness of public speaking. Studying these features of rhetoric in the public genre of Uzbek linguistics helps to understand how Uzbek speakers and speakers achieve their communication goals, convince the audience and create an effective impact on listeners. Research on paralinguistic and non-verbal elements in Uzbek linguistics can cover various aspects of communication, including.

1. **Intonation and voice expression:** Researchers can study intonation and voice expression in the Uzbek language, including various intonation contours, accents, timbre and pitch of the voice. They can explore how these aspects affect the perception of meanings, emotional coloring, and communicative effectiveness of an utterance.

2. **Gestures and facial expressions:** Research can be devoted to gestures and facial expressions in the Uzbek language, including the study of various sign symbols, sign genres and facial expressions. An analysis can be made of how gestures and facial expressions are used to reinforce the illustration of speech, express emotions and enhance the communicative effect.



3. Spatial communication: Research may include an analysis of spatial communication in Uzbek, such as the use of spatial relationships, gestures, or body orientation to express relationships between interlocutors, specific concepts, or speech acts.

4. Cultural aspects of non-verbal communication: Studies of paralinguistic and non-verbal elements can also pay attention to cultural aspects of Uzbek communication. Researchers can analyze how cultural norms and values influence the use of gestures, facial expressions, and other nonverbal elements in the Uzbek language.

5. Multimodal communication: Research may also focus on multimodal communication, which combines paralinguistic and non-verbal elements with verbal communication.

Researchers can study how different communication modalities interact and influence the perception and understanding of a message. Research on paralinguistic and non-verbal elements in Uzbek linguistics can help to better understand the communicative principles and features of the Uzbek language and culture, as well as their impact on interaction and perception within Uzbek society. Conclusion. Speech genres represent a rich and diverse field of communication that helps us express our thoughts, feelings, and ideas using various styles and forms. Each speech genre has its own characteristics and requirements, which depend on the context and purpose of communication. Understanding and being able to use different speech genres is an important skill that helps us communicate and interact effectively with people around us. Regardless of which speech genre we use, it is important to remember clarity, sympathy, and respect for listeners or readers. Through speech genres, we create connection and build trust, making communication more effective and meaningful.

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