

ETIQUETTE VIOLATIONS IN COMMUNICATION AS A LINGUO-ECOLOGICAL ISSUE

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Abstract: *"Étiquette" is the French term for "label." This idea is regarded as being philosophical, moral, and linguistic-cultural. A significant communication issue is the disregard for proper speaking manners. Etiquette, which includes speech, is a collection of standards of conduct relating to the outward manifestation of attitudes toward people, as is widely known. The outward manifestation of a connection usually reveals its true nature, which should naturally be one of mutual respect and goodwill. However, the fact that manners have a national character and certain cultural qualities puts them outside the purview of science. Because it is at the nexus of linguistics, cultural theory and history, ethnography, nation studies, psychology, and other fields, the study of speech etiquette needs special consideration.*

Key words: *etiquette, language, culture, manifestation.*

INITIALIZATION

Without language, no culture can exist in the world since it is a special universe and a fertile ground. Language is well renowned for helping a person understand himself and form relationships with those around him. Throughout his life, a person is surrounded by the space of language. Language is a tool for more than just communication and information conveyance, though. It also symbolizes the setting in which a person is created and lives. Man is constantly immersed in language and is affected by it. Olga Fomina and Irina Shcherbakova assert that "the most essential function of language is to transmit culture to future generations." In this regard, language is crucial—perhaps even crucial—to the development of a nation's or a people's individuality and character. It is possible to think of the link between culture and language as one between the whole and its component parts. When it comes to literary or folk languages, language can be seen as either a part of culture or a tool of culture (which are not the same thing). However, language is also independent of culture as a whole and can be viewed as a comparable and equal reality either in isolation from culture (where it is constantly used) or in contrast to culture.

MAIN PART

It is important that language is closely and directly related to culture, because it develops in it and serves as its expression. On the basis of this rule, a new

scientific direction was born, which was called linguoculturology. This science has long been considered independent. But it is also a branch of linguistics. It is known that cultural studies examines the self-awareness of a person in relation to nature, society, history, art and other areas of his socio-cultural life. Linguistics studies the worldview reflected and recorded in language in the form of describing a linguistic picture of the world. Linguoculturology has language and culture in close interaction and communication as its subject. Linguoculturology analyzes the mental, cultural and spiritual characteristics of representatives of different ethnic groups. This makes it possible to determine the characteristics of their cultural values, the specific characteristics of the concepts of the material and inner world of a person. For example, in the Uzbek national film "Mahallada duv-duv gap", the mother of the groom, who had to choose a bride on the wedding day, said, "Okay, okay, I'm saying!" In his answer, we can feel how the unity of language specific to the culture of this nation is expressed and through it the experiences of the speaker in his inner world.

Recently, most linguistic and cultural problems are considered through the prism of the intersection of disciplines. We analyze them from the point of view of language ecology. Many researchers traditionally include the concept of speech deficit etiquette in the linguoecological space. The basis of the conversation (the nature and reason of the appeal or communication). Speech etiquette consists of many ready-made formulas that facilitate learning. If we take into account the generally accepted interpretation of the rules of etiquette as a prescribed order of behavior, it is clear that speech etiquette is actually a strict type of communicative rules of behavior. In our work, we used various methods, including theoretical (study and analysis of special literature on the problem, classification according to survey results, generalization); empirical (observation, questioning). to make it simple and clear which phrase is needed in which situation.

The importance of speech culture is so important that it is observed at all levels of communication, from the speech of children and adults to business communication and even street conversation. Naturally, these will be different formulas.

The main function of speech etiquette is communicative. Help establish communication between interlocutors, show respect during the conversation, set the appropriate tone, emotional color using speech tools. But do not ignore other, unusual functions, such as communication, appeal, volitional, emotional, etc.

SUMMARY

It should be understood that the norms of speech etiquette also include certain rules for all participants of the speech act. The rules for the speaker include being friendly to the interlocutor, appropriate politeness in this communication situation, modesty in self-assessment, choosing language tools in accordance with the selected methodological tone of the text, etc. In the rules for the listener, we include

attentive listening, kindness to the speaker, respect and patience, focus on the speaker and his interests, timely action and verbal response.

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