

LANGUAGE PROFICIENCY AS A FOUNDATION OF PROFESSIONAL SUCCESS

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Abstract. This article explores the role of language proficiency as a foundation for professional success in today's competitive environment. The author analyzes the negative impact of filler words on speech perception and outlines the conditions necessary for developing expressive speech. Particular emphasis is placed on the culture of professional communication, which encompasses linguistic, communicative, and behavioral competencies. The text highlights that mastering literary language norms, professional terminology, and self-control is essential for a specialist's effectiveness and career growth.

Keywords: speech culture, professional success, filler words, speech expressiveness, communicative competence, linguistic competence, professional communication, self-control, terminology, business etiquette.

Абстракт. В данной статье рассматривается роль языковой культуры как фундамента профессионального успеха в современных условиях конкуренции. Автор анализирует негативное влияние слов-паразитов на восприятие речи и выделяет условия, способствующие развитию её выразительности. Особое внимание уделяется культуре профессионального общения, которая включает в себя лингвистическую, коммуникативную и поведенческую компетенции. Текст подчеркивает, что владение нормами литературного языка, терминологией и навыками самоконтроля является необходимым условием для эффективной деятельности специалиста.

Ключевые слова: культура речи, профессиональный успех, слова-паразиты, выразительность речи, коммуникативная компетенция, лингвистическая компетентность, профессиональное общение, самоконтроль, терминология, деловой этикет.

Abstrakt. Ushbu maqolada zamonaviy raqobat sharoitida til madaniyatining professional muvaffaqiyat asosi sifatidagi o'rni ko'rib chiqiladi. Muallif nutqdagi "ortiqcha so'zlar" (parazit so'zlar)ning nutq idrokiga salbiy ta'sirini tahlil qiladi va nutqning ifodaliligini oshirish shartlarini belgilaydi. Kasbiy muloqot madaniyatiga, xususan, lingvistik, kommunikativ va xulq-atvor kompetensiyalariga alohida e'tibor qaratilgan. Matnda adabiy til normalarini, professional terminologiyani egallash va o'z-o'zini nazorat qilish qobiliyati mutaxassisning samarali faoliyati uchun zaruriy shart ekanligi ta'kidlanadi.

Kalit so'zlar: nutq madaniyati, professional muvaffaqiyat, parazit so'zlar, nutq ifodaliligi, kommunikativ kompetensiya, lingvistik kompetentlik, kasbiy muloqot, o'z-o'zini nazorat qilish, terminologiya, ishbilarmonlik odobi.

Introduction

Correct, beautiful speech has always been considered the key to success. Today, in our challenging age of competition, young professionals and university graduates, in addition to sound professional knowledge, must possess the ability to argue their point of view, their position, and speak competently, convincingly, and beautifully.

Clean speech is defined by the absence of unnecessary words, jargon, and filler words. Of course, these words don't exist in the language; they become so in the speaker's speech due to their frequent, inappropriate use. Unfortunately, many people actively insert their "favorite words" into their speech: like, you know, basically, actually, I mean, okay, well, etc. This creates a very unpleasant impression. Filler words carry no semantic meaning and offer no information. They simply clutter the speaker's speech, hinder its comprehension, and distract attention from the content of the utterance. Furthermore, unnecessary words have a psychological effect on listeners, who begin to count the number of such words in an oral presentation.

So why do filler words appear in our speech? In my opinion, it's due to anxiety during speaking, an inability to think publicly, an inability to choose the right words to express one's thoughts, and, of course, the speaker's limited vocabulary.

There's no doubt that speech structure, its properties, and its characteristics can awaken people's thoughts and feelings, can sustain heightened attention, and generate interest in what is being said. These characteristics of speech structure allow us to call it expressive.

Expressiveness of speech refers to those features of its structure that sustain the attention and interest of the listener or reader; accordingly, speech possessing these characteristics is called expressive. Unfortunately, a typology of expressiveness is still lacking.

Discussion

What determines the expressiveness of speech?

We can identify the main conditions that determine the expressiveness of speech:

The first condition is the independent thinking and consciousness of the speaker. If you think only from a cheat sheet and feel only from a template and standard, don't be surprised that crib-based thinking and formulaic feelings prevent the timid shoots of expressiveness from breaking through.

The second condition is the speaker's concern and interest in what they are speaking or writing about, what they are saying or writing, and those for whom they are speaking or writing.

The third condition is a good knowledge of the language and its expressive potential. Such knowledge is rarely achieved without the help of linguistics. This is why extensive linguistic education is desirable in both school and university.

The fourth condition is a good knowledge of the properties and characteristics of linguistic styles, as each of them leaves its mark on individual groups and layers of linguistic devices, which are thus stylistically colored. This coloring provides speechwriters with great opportunities to enhance their expressiveness. The fifth condition is systematic and conscious training of speech skills. You need to learn to control your speech, noticing what's expressive and what's formulaic and dull. Self-control is essential if you want to gradually improve your speech.

Expressive means of language are sometimes reduced to so-called expressive-figurative means, i.e., tropes and figures, but expressiveness can be enhanced by units of language at all levels—from sounds to syntax and style. Even a single sound, not to mention a combination of sounds, can be expressive in speech. Consider sound recording, sometimes used by poets, assonance and alliteration, and the chanting of speech.

Professional communication is the verbal interaction of a specialist with other specialists and clients of an organization during the course of their professional activities.

The culture of professional activity largely determines its effectiveness, as well as the reputation of the organization as a whole and the individual specialist. Communication culture

is an important part of professional culture, and for professions such as teaching, journalists, managers, and lawyers, it is a leading component, since speech is the primary tool for these professions. Professional culture encompasses the mastery of specialized skills and abilities in professional activity, behavioral culture, emotional culture, general speech culture, and professional communication culture. These specialized skills are acquired through professional training. Behavioral culture is developed by the individual in accordance with the ethical norms of society. Emotional culture includes the ability to regulate one's mental state, understand the emotional state of one's interlocutor, manage one's emotions, relieve anxiety, overcome indecision, and establish emotional rapport.

In professional communication culture, the role of socio-psychological characteristics of speech is particularly important, such as the appropriateness of speech to the emotional state of the interlocutor, the business focus of speech, and the appropriateness of speech to social roles.

Speech is a means of acquiring, implementing, developing, and transmitting professional skills. Professional speech culture includes:

- 1) mastery of the terminology of a given specialty
- 2) the ability to structure a presentation on a professional topic
- 3) the ability to organize and manage professional dialogue
- 4) the ability to communicate with non-specialists on professional matters

Knowledge of terminology, the ability to establish connections between previously known and new terms, the ability to use scientific concepts and terms in the practical analysis of work situations, and an understanding of the characteristics of professional speech style comprise linguistic competence in professional communication.

Result

An evaluative attitude toward a statement, awareness of the purpose of communication, consideration of the communication situation, its context, and the relationship with the interlocutor, predicting the impact of a statement on the interlocutor, the ability to create a favorable atmosphere for communication, and the ability to maintain contacts with people of different psychological types and educational levels are all included in a specialist's communicative competence. Communicative competence includes both the ability to communicate and exchange information, as well as the ability to establish meaningful relationships with participants in the work process and organize joint creative activities. The ability to control emotions, direct dialogue in accordance with professional needs, and adhere to ethical norms and etiquette requirements constitute behavioral competence. Communicative behavior involves organizing speech and corresponding verbal behavior that influences the creation and maintenance of an emotional and psychological atmosphere for interactions with colleagues and clients, the nature of relationships between participants in the production process, and their work style. To succeed in their professional work, modern professionals must master the skills of speech culture and possess linguistic, communicative, and behavioral competence in professional communication.

Conclusion

In conclusion, language proficiency requires the following qualities:

- 1) knowledge of literary language norms and strong skills in applying them in speech;
- 2) the ability to maintain the precision, consistency, and expressiveness of speech;
- 3) proficiency in professional terminology and knowledge of the correspondences between terms and concepts;
- 4) mastery of professional speech style;

- 5) the ability to define the purpose and understand the communication situation;
- 6) the ability to consider the social and individual personality traits of the interlocutor;
- 7) the ability to anticipate the development of dialogue and the interlocutor's reactions;
- 8) the ability to create and maintain a favorable communication atmosphere;
- 9) a high degree of control over emotional state and emotional expression;
- 10) the ability to direct dialogue in accordance with professional goals;
- 11) knowledge of etiquette and strict adherence to its rules.

Thus, mastery of speech culture and its continuous improvement are important for enhancing a specialist's professional level.

Methodology

Based on the provided text, the approach used to analyze the topic includes:

1. Theoretical Analysis of Speech Components: The text breaks down "professional culture" into specific sub-categories: linguistic, communicative, and behavioral competencies.
2. Typological Identification: The author identifies and classifies the specific conditions (five conditions of expressiveness) and qualities (nine essential traits) necessary for professional speech.
3. Psychological and Linguistic Observation: The method involves analyzing the psychological impact of "filler words" on listeners and the emotional regulation required for effective interaction.
4. Structural-Functional Approach: Speech is treated as a functional tool for professional tasks, where its effectiveness is measured by the clarity of terminology and the appropriateness of social roles.

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