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THE SOCIAL PSYCHOLOGICAL FACTORS IN THE SUCCESSFUL COURSE OF THE COMMUNICATION

Abstract: The article describes the process of communication, in which the success of communication is positive due to socio-psychological factors. The main attention was paid to the emotional approach of people to an understanding of the world. The sociolinguistic and psycholinguistic points of view were forwarded in this article.

Key words: communication, dialogue, sociolinguistic factor, psycholinguistic factor, successful communication.

Language: English

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Introduction

In the process of communication, people also develop personal qualities as they interact with each other. It is important to understand and realize one another in this process. Socrates said that people become a real intellectual when they do not understand much enough themselves and their surrounding world. Understanding each other is a socio-psychological process. Important conditions for this process of communication are: understanding the language of the interlocutor, understanding the characteristics of the interlocutor, understanding the impact of the relationship on the person (1st person in the relationship on 2nd or vice versa), mutual agreement, following it according to established rules [1. 115] We can comprehend people and the surrounding world, firstly, with the help of the sense of emotional knowledge. In vain the term "stimulus-reaction" is not used in the dialogue process. The term is derived from the concept of "stimulus-reaction", which was introduced by the founders of the direction of behaviorism in psychology. This concept in the science is one that emphasizes the actions that occur as a result of human exposure, response, and, above all, the reflection of emotional organs. Behaviorists initially based their conclusions on the responses to exposure to sensory organs in animals. Later, the term entered various disciplines, including linguistics. The

study of aspects related to the mental states of numbers in the course of communication can also serve as a bridge between linguistics and psychology. From an early age, people create their own cognitive process based on the predominance of different senses in finding out the world. In renaming the world, they use not only linguistic knowledge, but also the impulses (personal emotional perceptions) that affect their perceptions. Scientists sort this process according to the emotional perception of the world. We want to quote them based on our own comments.

1. Understanding the world through the movement of sight - visual - "The deaf do not stop what they hear, the blind do not stop what they hear" ("Zarbulmasal"). "It is said that if it is far from the eyes, it is far from the heart" (J. Rumi).

2. Understanding the world through the movement of hearing - audial - "If you want to be respected, you must speak a little enough. (A. Navoi). "If you want people to have a good opinion of you, listen to them" (A. Shopengauer). When a young man, who talked a lot, asked Socrates to become his apprentice in rhetoric, Socrates said, "You should be taught two things, not one rhetoric: the art of speech and the art of listening."

3. Perception of the world with the help of not revealing each action - kinesthetic - "Emotion affects the inner soul more strongly and is stronger than the

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mind in moving it" (Ibn Sino). "Never reveal your feelings" (L, Tolstoy).

4. Understanding the world through the movement of messages and events, numbers - digital (from the English word "number"). – "The more a person knows the world, the more he understands himself" (I. Goethe).

One of the abovementioned four aspects is stronger in each person and these features are considerable at the time of communication. Taking into account them plays an important role for the participants of the dialogue to have success. The humans' personal qualities and understanding of the world can be known in the expression which they often use. There are expressions depending on visual aspect like "See as you imagine." in the speech of the people, related to the first type, when we can see sentences like "Be quiet, listen and pay attention what it sounds." in the speech of the people related to the second one. Interlocutors who have strong abilities of keeping their emotions use phrases such as "When I heard, I became hot or cold and frozen." On the other hand, people who feel the world in a set of events, news, and numbers, express their opinions by referring to such generalizing words as "interesting, wonderful, how much it will all be, I understand, I know."

According to the above, it is considered significant to pay attention which emotional perception speaker and listener have when starting to talk to people and to communicate in accordance with the selected treatment. Asking a question to the listener, knowing in what type of affiliation he or she is, can be said to be inserted factor in having success. Because it is a tried and tested fact that half of the answer is hidden in the questioner and that it is also a pledge for the answer. The wisdom like "The smarter question you ask the more intelligent answer you can have" can be said to mean four hidden types of sign. Depending on the situation of the interlocutor, speaking is a sign of both intellect and reason. Because the feeling of satisfaction from the answer is one of spiritual needs and it is also a process of goal setting and exchange of positive emotions when people understand and realize each other.

Not only linguistics but also psychology is one of the disciplines that study the process of communication. [5. 63]. According to the latter, communication is a process of interaction of at least two people, during which information is exchanged, relationships are established and developed, terminated or corrected [4. 4] . The process of perception of each other is an integral part of communication, which is the perceptual (Latin, perceptio- perception) side of communication. Man's perception by another one is called "social perception. "Initially, the term was used by J. Bruner in 1947, it meant the social determination of perceptual processes. Later, the term took on a different meaning,

and it began to mean the process of perceiving social objects, i.e., people, social groups, large social structures. It should also be noted that communication can only take place between people. The place of communication in human life cannot be compared to anything else. It is a well-known fact that the human child becomes a person in the process of communicating and interacting with others. Through communication, a person acquires both experience and culture. When a newborn is deprived of the opportunity to be in communication with others through speech, he can never become a person, that is, he remains at the level of a biological being in terms of his mental and intellectual development. A clear example of this is the experience of Akbarshah, one of the Baburiys, in his time in order to eliminate the conflict between languages [2. 6 - 7]. The experimental conclusion is clear that without conversation, the mute person does not achieve the status of human. After all, human development requires man, society.

When people perceive each other in the process of communication, the process of attraction (visual attraction) can take place, that is, there can be a "feeling of pleasure" in relation to the perceived moment. Attraction is formed as a positive emotional response of the speaker to the perceptual object. One of the easiest ways to engage an interviewee is to address him or her by emphasizing his or her name. For a pleasant word for every person his name to be kept in mind that one of the provisions of a good friend. Another simple rule of engagement is appearance, dress code, and positivity in the image. The unique expression like "one must be on good or bad terms according to people's clothes" is not spoken among the Uzbek people. Pleasure is one of the contagious and positive qualities that arouses in people and follows a person who possesses this quality. According to the nature of the people, the negative mood conditions that leave things led to a positive impression retain longer and more in memory than the conditions which cause of negative mood. It is not in vain that our wise people say, "Do not show your mother to your father without putting on cosmetics."

According to the theory of attraction, a person's inner beauty moves only when it is combined with his outer beauty [8. 22]. So external beauty, inner spiritual order - is the manifestation of discipline, taste and sophistication on the surface. It is also clear from the considerations that the perception of a speaker by the listener and the listening of his words are closely related to psychological and extralinguistic factors. In the process of communication, people transmit 7% of information through words, 38% through tone of voice, 55% through facial and body gestures, so that the role of words is 1/3 of the total conversation, and nonverbal means 2/3. 10:]. A person's voice can give more information about him than he says, whether his

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voice is low or high, strong or weak, what his mood is, his age and social status, and where he comes from. So it is very important that we manage not only what we say in communication, but also how we say it.

Let's also pay attention to how far the interlocutors speak from a distance in the process of communication and what they provide information about. According to psychologists, each person has a personal "zone", which is in the range of 0-0.5 meters. Only the mother can allow her child and married people to enter the area. That is why this area is called the intimate area. The area of 0.5-1.2 meters is considered to be private (also called the area of friendly conversations), the area of 1.2-3.7 meters is considered to be a social area (work process, negotiation area), and the public area is 3.7 meters. People feel (intuitively) feel the boundaries of these areas without knowing it, and follow it. Only in older and younger people can these areas intersect in order to be closer to the interviewee. Scientists have observed that in people in the south, the distance decreases during a conversation due to temperament, while in the West, by contrast, the distance can be lengthened. According to gender differences, how important communication is for women, the purpose of communication is important for men, so it is common for men to listen to women's speech for only 2-3 minutes and ignore the rest, while women, on the contrary, tend to search for meaning in any word. Depending on the language and culture of each nation, it is natural that there are different laws and rules in the etiquette of conversation. For the British, silence is never a sign of consent, while for the French, calling a new interlocutor by name is a sign of obscenity, and it is customary not to address him by name until he offers it. For the Japanese, a message delivered by telephone or mail is never considered as important as live communication. It is common for the French to

interrupt an interlocutor in a conversation, and if they take it as a sign of vitality, it is a sign of extreme obscenity or insanity for the Uzbek and Japanese peoples. German, English, American people are beginning to talk the main purpose of talking about the ad, and their friend also expects the rapid reaction capacity. In many eastern nations, the opposite is true: "not speaking about the main purpose at once" or "throwing the rope for a long time." This is the case for both Uzbek and Turkish peoples.

Among the Uzbek people, the main initiators of the conversation are usually adults, then men, and people with higher social status. Of course, gender differences can be not only negative but also positive for oriental culture. In the Uzbek people, women are less likely to speak than men. Women's initiative in conversation can be observed in the family, at work, but their weight is much lower than that of men, and this is considered acceptable in social norms. Certain social norms are different in other nations. Through the study of communication, we enter not only the spiritual world of man, but also his national - cultural world, the millennial laws of the nation. There are many aspects that need to be explored in the communication process, which are undoubtedly and relevant to serve as the most basic resource in the study of the human world.

In short, communication is about the participants understanding each other, that they can find common ground, and that they can end the conversation in a kind way, reaching a common goal. We need to keep in mind that ending a conversation when perception of people each other is not only a process of achieving a goal, but also a process of exchanging positive emotions. The study of communication and all its manifestations requires the study not only within the science of linguistics, but also in connection with other social sciences.

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