

## COMMUNICATION CULTURE AND LANGUAGE PURITY

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**Abstract:** This article comprehensively covers the issues of communication culture and language purity. Language is the spiritual wealth of a nation, and communication is the main means of social communication between people. The article discusses the importance of correct and civilized communication in the literary language from a young age, the educational role of school and family in this regard, the attention paid to the correct pronunciation of words and phrases in Islamic teachings, as well as important ideas about the disappearance of languages in the world.

**Keywords:** communication culture, language purity, literary language, education for youth, Islamic views, language culture, native language, social communication, national identity, language preservation.

One of the most important features of human society is communication. The development of any society is closely related to the quality of communication and its culture. Communication is not only an exchange of words, but also a means of transmitting culture, morality, knowledge and experience. Especially in today's information age, the ability to communicate correctly, purely and meaningfully between people is more important than ever. Language is the main means of communication, an invaluable asset that reflects the identity, thinking, culture and spirituality of the people. Preserving the purity of the language means not only adhering to literary standards, but also preserving national values, history and culture.

**The need to form a culture of communication from a young age.** A culture of communication should be formed from childhood. From the moment a child first begins to learn words, the environment around him and his communication with people determine what kind of speaker he will be. The role of parents, educators and teachers is invaluable here. If a child is taught to speak politely, speak politely, and follow the culture of language, in the future he will grow up not only as a spiritual person, but also as a civilized citizen. And this process is further improved during school. Students take lessons in special subjects on literary language, speech culture, and communication ethics. Through these lessons, children develop aesthetic taste, clear expression of thought, correct pronunciation, and skills aimed at increasing vocabulary. It is during this period that they are given the opportunity to use literary language and make artistic aesthetic assessments.

The correct use of literary language, respect for the language, preservation of its purity, and non-destruction are integral parts of the culture of communication. Unfortunately, today, in the media, on the Internet, and even in educational institutions, there are cases of indifference to the language. The purity of the language is being undermined by the misuse of words, excessive use of foreign words, and the creation of language mixtures. Language is not only a means of communication, but also the way of thinking, spiritual world, and cultural world of the nation. As a means of expression, language reflects the history, customs, religion, attitude to life, and worldview of the people.

**Languages of the world and their disappearance.** Currently, there are approximately 5,621 languages in the world, most of which are used orally by the local population. According to UNESCO, one language disappears every two weeks. This means that at least 26 languages are lost every year. By the end of the 21st century, half of the world's languages, that is, 2,500-3,000, may disappear completely. The reason for this is globalization, technology, migration, and indifference to one's native language. Some languages do not have a written form, and some are known by only a few thousand people. As languages disappear, the cultural memory of the people also disappears. Therefore, every person must love their native language, use it correctly, and educate their children in this spirit. It is necessary to read more literature, study folklore, and form a culture of purity in the language among young people.

**Approach to the culture of dialogue and language culture in Islam.** Special attention is paid to the culture of speech and dialogue in Islamic teachings. In the Holy Quran, Allah Almighty commands believing servants to "address each other with the most beautiful words": "Tell My servants: let them speak the most beautiful words." (Surah Al-Isra, verse 53) Our Prophet Muhammad (peace be upon him) said in the hadiths: "Whoever believes in Allah and the Last Day, let him speak good or remain silent." This means being careful in speaking, avoiding unnecessary, harmful, and hurtful words. In Islam, it is also very important to express one's words correctly and clearly, to pay attention to the meaning of words, to refrain from lying and backbiting, and to speak politely. Communication should be beautiful not only verbally, but also in written form.

**The science of the word and an approach to correct pronunciation.** In Islam, there is an important field called "The science of the word", which is aimed at explaining and defending the foundations of this faith on a logical basis. However, the word "kalam" actually means "speech", "communication". In Islam, the meaning, pronunciation, and place of use of each word were considered important. In reciting the Quran, in prayers, and in narrating hadiths, the precise pronunciation of each word and letter was necessary. Our Prophet (peace be upon him) taught his companions to read the Quran correctly, ordered them to pronounce the letters in their proper places. This teaches us the need to use the language with respect, without distorting it.

Ways to develop a culture of language and communication in the younger generation

**1. Primary education in the family:** A child first learns the language in his family. Therefore, parents should be very attentive to their speech culture, the words they use, and their tone.

**2. Teaching literary language at school:** It is necessary to provide students with in-depth knowledge of literary language, vocabulary, speech culture, and types of written and oral speech through native language and literature subjects.

**3. Regulating television and digital mass media:** Television and social networks should not lead to a careless attitude towards language. The opportunities for teaching language and promoting purity through these media should be effectively used.

**4. Influence through cultural and artistic means:** Theater, films, works of art, folk oral art - all these are means of communication and instilling language culture in the younger generation.

The culture of communication and the purity of the language are not only a means of communication, but also a reflection of the cultural and spiritual development of society, a personal intellectual level. Preserving our language, passing it on from generation to generation in a literary and pure form is the sacred duty of every person. Islam also places high value on this issue. Therefore, each of us should treat our language with love and respect in communication, writing, and public speaking, and be an example to the younger generation.

The culture of communication and the purity of the language are considered one of the important indicators of not only social, but also cultural, spiritual, and national development in today's era of globalization. In every society, language is not only a means of communication, but also a symbol of national identity, historical memory, cultural heritage, and moral standards. Therefore, developing a culture of communication and maintaining the purity of the language is the duty and responsibility of every citizen, especially the younger generation. Indifferent attitude to the language, absolutization of mixtures, unjustified use of foreign expressions - this weakens respect for our sacred native language, hinders its natural development. Nowadays, rapid information exchange, widespread use of mass media, changes in communication styles through social networks have a serious impact on both the culture of communication and language norms. In many cases, abbreviations, unedited sentences, inexperienced expressions simplify the language, resulting in distortion of thought expression, incorrect transmission of information. This reduces the effectiveness of communication, leads to misunderstandings between people, and a decline in the culture of communication. In maintaining the purity of the language and improving the culture of communication, the educational work carried out primarily in the family, school and educational institutions plays a great role. It is necessary to instill in children from a young age the ability to use literary language norms, enrich their speech, think consistently and logically, and communicate respectfully. In particular, teachers, media representatives, government employees, journalists and bloggers should be committed to language culture and set an example for others through their speeches, written and oral speeches. Legislation, regulatory documents and language policy are also important in ensuring the purity of the language. The Law of the Republic of Uzbekistan "On the State Language", Presidential Decrees and Government Resolutions serve to strengthen the status of our native language, thereby ensuring sustainable development in the official, scientific and cultural spheres. As a result of the full implementation of these documents in life and their strengthening through practical work, our language will not only be preserved, but also updated, improved,

adequately adapted to modern science, technology, economics and other areas. In short, the purity of the language and the culture of communication are integral parts of our spiritual potential, collective harmony and national pride. Passing on such important values from generation to generation, constantly developing them in accordance with the requirements of the times, is the duty of each of us. After all, respect for our native language is respect for our identity. Preserving the language is preserving the future. The contribution of every conscious citizen on this path is important and necessary. Only then will we become a progressive society with a high culture of communication and the purity of the language.

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