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DEVELOPING A CULTURE OF PROFESSIONAL COMMUNICATION IN A FOREIGN LANGUAGE OF MANAGEMENT STUDENTS

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Abstract: This article discusses the factors that contribute to the development of a culture of professional communication in the field of management and economics, as well as business in the process of communication between employees of industrial and economic management in the Uzbek-Russian-English languages during their service.

Key words: communication, types of communication, attitude, pedagogical communication, kindness, courtesy, consideration, culture, ethics, professional communication.

INTRODUCTION

Every state that is on the path of development and progress, first of all, emphasizes the need to educate the younger generation to be perfect and mature in all respects. It is worth noting that the education system has a special role to play in achieving this goal.

The President of the Republic of Uzbekistan Shavkat Mirziyoyev in his Address to the Oliy Majlis proposed to make the study of foreign languages a priority. "To this end, in the coming year, systematic work will be carried out at all levels of education, such as radically improving the quality of teaching these subjects, opening specialized schools, attracting qualified teachers" [1].

It is well known that culture is the result of self-education in the human person formed. The perfection of culture is a valuable human being in itself is a way

to develop values consciously. Any expert unless he strives to educate himself, others cannot educate him, to him it can only have an educational effect. The basis of such a culture education. So, without education culture is unimaginable. In this context the practical knowledge of a foreign language becomes relevant for future specialists not only as a language of international communication, but also as a source for professional and personal development. According to the requirements of Higher Education Standards in Uzbekistan a skilled professional is defined as a person who has knowledge in his/her field of profession and knowledge of a foreign language.

That is, besides the knowledge in their field of profession the graduates (students) should know a foreign language at that level which will allow them to be successful and mobile and work in a highly competitive local and world markets. Therefore, a specialist with a set of competences formed via mastering the English language will facilitate Uzbekistan's integration into the global market economy.

Culture is based on- human knowledge and experience constructed from the product of skilled actions or labor activities is a social phenomenon that is and can be enjoyed by others. ***Professional-*** means professional. ***Professional culture -*** active development of professional knowledge in the concept.

The conditions of the relationship between the output activity are manifested. Professional characteristics of the interaction of culture and profession in the context of culture embodied in its composition professional creativity, professional activity, professional ethics and professional relationships.

Indeed, one of the main tasks of every teacher is to improve the quality of education in educating the younger generation, to motivate students using new modern methods in foreign language lessons and to develop them into competitive professionals in the future. Activation of the competency-based approach to education in world pedagogy has also become one of the urgent tasks of cultivating speech. Today, it is important for a specialist to be able to communicate effectively in his work, to be competent and competitive in accordance with international standards.

MATERIALS AND METHODS

Literature Review

Empirical methodology for the development of professional competencies, methods of their assessment, issues of creating a learning environment for their formation, in particular, the research conducted by G. Cheetham, M. Daniels, J. Jarmul developed methods of forming a culture of professional speech, substantiated theoretical approaches to professional training ; a model of professional competence formation was created; psychological aspects of management activities were analyzed.

Ignat'ev O.N. In his research work, he demonstrated the development of students' sociocultural competencies in career-oriented education on the basis of authentic materials in the German language material. Polyakov O.G. Developed the concept of career-oriented English education. Different aspects of the formation of professional communication skills in students of non-philological higher education institutions in the process of teaching foreign languages (English, German, French, Russian) Russian scientists A.Petrov, L.Mark, M.Dementeva, Kasyanenko LS, Yu.Lopatina, O .Ivanova, studied by L.Yuhnenko.

Methodology

During the years of consistent reforms implemented in the years of independence, special attention has been paid in our country to the inculcation of patriotic ideas in young people, their professional orientation and the development of their culture. However, we are witnessing that the teaching of professional field culture is somewhat left out. It is no secret that employees working in the field of management, as well as representatives of industry, economy, tourism, banking, education and other fields do not have a sufficient culture of professional speech in any foreign language. In particular, one of the most pressing issues is the ability of prospective staff to maintain direct oral, written and official documents with qualified foreign specialists at the required level. In this regard, the organization of professional language training of management students, the development of

professional speaking skills of future professionals is of great scientific and practical importance.

The relevance of the article is explained by:

- a) The role of foreign language education in the relationship "Speech - communication - profession - culture" is not justified;
- b) insufficient development of management terminology teaching;
- c) the typology of difficulties in the development of a culture of professional communication in a foreign language in the field of management education has not been scientifically studied at the required level;
- d) the development of communicative competencies of future professionals through the organization of language-oriented language education in the field of management is of great scientific and practical importance, and b.

The concept of communication.

It is impossible to imagine the development of a person, his socialization, the formation of the individual as a person, his relationship with society without communication. Communication is also a specific need. As the Polish psychologist E. Melibruda said, interpersonal relationships are as important to us as air. In infancy and adolescence, communication is embodied as an activity that directly affects leadership, that is, the formation of new psychological characteristics.

Communication is a multifaceted process of developing connections between people that arise from the need for collaboration. Communication involves the exchange of information between co-workers. This takes into account the communicative aspect of the relationship. When people enter into a relationship, they first resort to language. Another aspect of communication is the interaction of the interlocutors — the exchange of not only words but also actions in the speech process.

For example, when we enter into a relationship, we communicate with gestures if it satisfies us. The next aspect of the relationship is that the communicators are able to understand each other. For example, before we interact with a person, we treat him with respect or disrespect. Thus, in the process of

communication, communicative (information), interactive (interaction) and perceptual (interaction) perception take place.

It is important for everyone to know the laws of communication and to develop the skills and abilities to establish it.

TYPES OF COMMUNICATION AND CULTURE

A person's own "I" is formed in the process of communication with others, the person's way of life first develops in the family, kindergarten, school, institute, business, among the elderly, that is, in groups and communities. One of our highest spiritual needs is the need for communication. If our need for communication is not met, our consciousness will not develop either. That is why we must always meet our communication needs. We get satisfaction from communicating with someone, but in some cases we feel dissatisfied.

Communication is the need for people to work together and to work together on relationships, interactions, information and the exchange of information.

In the formation of personal communication should work taking into account his age, gender, profession, worldview. For example, we do not use words that younger children use to refer to adults. Unique words are applied to people of all ages. This takes into account the impact of the word. It is important to use communication methods depending on the personality traits of the person. The role of communication in the formation of skills, knowledge and abilities in a person is invaluable. Simple skills ("sit up straight, wash your hands, go to your seat, say hello") are also absorbed through communication.

The level of education plays an important role in the formation of personal communication. For example, even if you use words that have a strong effect on the person, he may not accept it and may not follow your instructions. Because he has to master the culture of dealing from a young age. In the formation of communication, the goal must be set correctly. Communication develops in the educational process, in different situations. For example, in the family, in the neighborhood, in the community, in the group. If adults in the family are rude to each other, the child can also imitate them and get into conflicts with others.

Speech culture is a phenomenon related to literary language. Its emergence, linguistic basis, requirements and criteria are related to literary language and its norms. These are not the main characters for the art of public speaking. Among the speakers there are those who do not fully comply with the requirements of literary language, even those who demonstrate the true art of speech in a certain dialect or dialect. Rhetoric is determined not by the nature of the language material, but by the effectiveness of the speech, the art of speech.

RESULTS AND DISCUSSION

A.A. Verbitskii (2003) identifies three basic forms in contextual learning that are closely related to each other. The academic activities, for example informative lectures, *kvaziprofessional* activities as business games and educational - professional activities, where student does real research and practical tasks, all of them are referred to the basic forms. Also various interim forms that provide transition from one basic form to another are identified. These interim forms include problem lectures, seminar-discussions, group practical disciplines, analyses of specific situations, special courses and etc. (Verbitskii, 2003).

Context-based teaching is one of the active types of teaching method. According to A.M. Smolkin (1991), it is a capability of achieving a range of complex tasks which involve:

- to intensify the learning and communicative activity of students;
- to stimulate students' interest by the creative approach towards teaching;
- to allow students to gain experience of creativity and value within the context of future professional activity;
- not only to obtain knowledge but also to develop interest in work-related issues;
- to develop a comprehensive approach towards professional activity;
- to lead to the collective theoretical and practical work, to develop skills relating to co-operation and communication, to develop skills of individual and collective resolution of problems, to develop social and professional values.

Besides the abovementioned approaches in developing professional foreign language competence, the content of foreign language education should be taken into account. A.A. Verbitskii (1991) introduces the concept subject and social content of future professional activity as one of the ways to deepen the professional competency of students' training at university.

The scientific novelty of the article is as follows:

- Improving the linear-didactic basis of the component approach to language teaching and its application in the teaching of management education;
- to determine the pedagogical conditions for students of management education to learn the culture of independent foreign language professional communication;
- Competence of the culture of professional communication in a foreign language for students of management education is divided into components according to their relevance to the types of oral and written, monologue and dialogic speech;
- Scientific and methodological improvement of coverage and teaching of industry terms for management education;
- Development of a culture of oral and dialogical professional communication of students majoring in management.

Requirements for the knowledge, skills, qualifications and competencies of the audience

Listener:

- concepts of communication;
- communication culture;
- establishing interpersonal relationships;
- culture of communication in the process of interaction with students;
- knowledge of the art of public speaking;
- personal communication skills;
- sensitivity of speech;
- skills in processing, summarizing and communicating information on the content of training to students;
- use of personal and professional communication;

mastering personal and professional speech techniques;

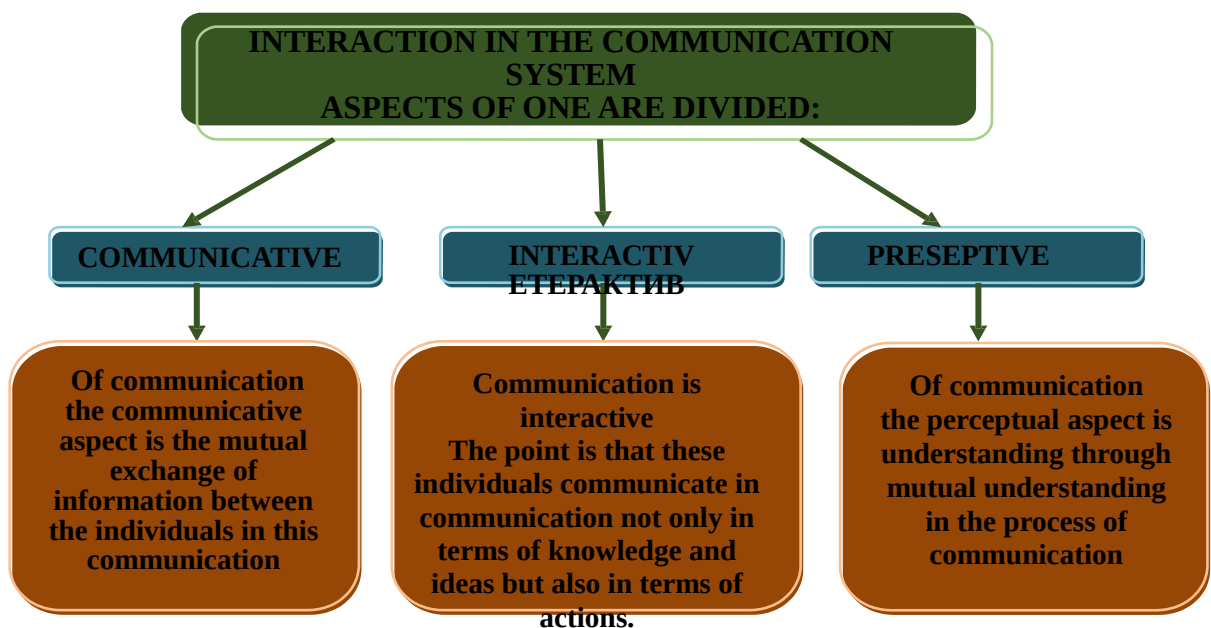
the ability to choose to establish interpersonal relationships based on the organization and effective management of the process of their activities;

use of communication culture and public speaking skills to increase the effectiveness of education;

Recommendations for organization and conduct for the Lesson.

The "Culture of communication" is conducted in the form of theoretical and practical lessons. Theoretical classes provide information about the concept of communication, types of communication, communication culture, the culture of speech in the establishment of interpersonal relationships, the art of public speaking, the importance of public speaking in the work of a librarian. Practical classes are conducted in small groups with assignments on communication types, communication culture, identification of communication types, knowledge of communication culture, speech accuracy, speech accuracy, speech logic, speech purity, speech sensitivity and interpersonal skills.

Lessons include the use of technical aids, blitz surveys, test surveys, hands-on activities, brainstorming, case-study, FSMU, small group work, and other interactive methods.



Hence, communication stems from the need for joint action, communication, interaction, understanding of others, people The process of establishing and

developing contact between. Communication is a form of living. Interaction of communication its joint action and communicatively outside of it. The perceptual aspect of the relationship is realized in its process by the participants increased mutual understanding occurs.

CONCLUSION

Construction of the knowledge is based upon an individual's personal experience and social context, and it occurs in mutual co-operation between students and the educator. This co-operation is student-centred and it observes students' interests and needs, promotes students' motivation, develops their abilities, as well as observes students' wish to study and work creatively, thus developing their competence.

In language learning the aim of the studies and the corresponding teaching-learning methods and teaching aids that have been chosen in co-operation between the students and the educator enable the students to attain the aim of the studies. The educator helps the students to improve their ESP competence, to develop the skill to use a language in different versatile socio-cultural contexts; at the same time the educator is learning from the students acquiring knowledge in a specific professional field.

Now in Uzbekistan, along with the native language, knowledge of English and Russian is a great help in the field of specialization and expands the study of achievements in the field. Due to the fact that most of the professional information comes in Russian and English, today the priority for the specialist is to know these languages, with information in English, to get the necessary information from text and communication. The main factor today is to help management students to fully understand the meanings of terms and new words in the field, as well as to develop a culture of communication, such as in the process of learning and practical activities.

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