

ISSUES OF SPEECH ETIQUETTE IN UZBEK FOLKLORE PROVERBS

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Abstract

In this article, the unity of meaning of proverbs in Uzbek folklore is theoretically and scientifically analyzed. The topic is proven based on the analysis of Uzbek folk proverbs.

Key words

folklore, Uzbek folk proverbs, paremiology, proverb.

Speech etiquette is a set of rules, principles and forms of speech communication, a synonym of the culture of behavior, a set of cultural norms related to the spheres of social activity. Speech etiquette must meet a number of requirements. Orientation to a positive result, striving to resolve disputes and controversial situations, agreeing, and trying to reach a deal are positive manners of speech. Non-observance of speech etiquette is a negative aspect, and such communication can lead to conflict, bias, and interpersonal conflict. In work-related communication, it is important to assess the issue based on objective criteria, make an impartial examination of the situation, clearly express the conclusion, proceed from the principles of equality, compromise, and recognize the right of the opposing party to one's personal opinion. Also, this process requires objectivity, respect for the interlocutor, the use of cultural standards of communication in addressing, reasoning and expressing opinions. Speech etiquette includes a certain technology (guidance) of conversation, negotiation, and communication. It is related to a certain form of introduction, address, greeting, farewell. The cultural norms of speech etiquette imply that thanksgiving, wishing, apologizing, begging, inviting, advising should be ordered. The content of the conversation related to the work, in addition to discussing specific practical issues, it is important to express and explain the methods of comfort, sympathy, courtesy, support, disagreement within the framework of etiquette. Educating speech etiquette in the young

generation is one of the urgent tasks in the field of spiritual education and education today.

As long as a person lives, material and spiritual needs are necessary for him to live. This has certainly been proven several times. Examples of material needs are food, water, and air during a person's life, while spiritual needs are knowledge related to his mind and thinking. It has been proven that the path of development of mankind can be reached only with continuous spiritual education. The role of folklore is incomparable for the creation of modern literature.

When speaking of Uzbek folklore, it is appropriate to mention the proverbs that have become an integral part of it. Each of us grew up hearing proverbs from childhood. Proverbs tell us about our ancestors' lives

It is a legacy based on experiences. Each of us tries to follow them throughout our lives.

Proverbs have their place in the lifestyle of every nation. They are a set of good thoughts that encourage good deeds such as decency, wisdom, and generosity, which have been passed down from language to language over the years.

In Uzbek linguistics, there is also the term *matal* along with proverb. The difference between them is that proverbs express a certain expression in their meaning, while proverbs have a figurative meaning. In the field of linguistics, the field that studies proverbs and sayings is called *paremiology*. This term comes from the Greek *paroimila* - a parable, a symbolic story. This is a stable phrase, proverb, saying that appeared as a logical generalization that is transmitted orally from generation to generation within a certain language. Each proverb has a certain educational value. For example:

Birovga choh qazisang,

Unga o'zing yiqilasan

That is, each case has its own answer. An evil done to another can be repaid twice to the person who did the evil. Because this world is an old world. The main meaning of this proverb is to condemn evil. Especially:

Nonni katta tishlasang ham,

Gapni katta gapirma.

Yolg'onning umri - qisqa.

Yaxshi so'zga ilon ilidan chiqar

Yomon so'zga pichoq qinidan.

Oz so'zla - soz so'zla.

Aytilgan so'z - otilgan o'q.

Proverbs are about words, and in them, issues such as appropriate speech and effective use of words are put forward.

Speech culture is a relatively young branch of linguistics. As an independent department of this science, it was formed under the influence of fundamental social changes that occurred in our country. Attracting a large number of people to active social activities required increased attention to the development of their speech culture". Speech culture is a social phenomenon that develops in close connection with the development of society, science and technology, cultural and literary life. As the cultural level of society members increases speech is polished and improved in accordance with the rules and norms of speech culture. Literature, art, radio, and periodical press have a special role in the development of literary language and the theory of speech culture , spelling, pronunciation, learning and other special vocabularies are important. The broad concept of culture, of course, includes what is called the culture of speech behavior. It is important to understand the essence of speech etiquette The Uzbek literary language had its speech culture and its own standards as early as the 18th century. Alisher Navoi made an unparalleled contribution to the speech culture and speech etiquette of his time with his entire life and creative work, and the language and speech culture of that time are also reflected in the language and speech culture of Babur, Muhammad Salih, Gulkhani, Nadira, Ogahi, Furqat, Muqimi and other poets who lived in the next period. reflected to a certain extent. "Yaxshi so'z – jon ozig'i", "Bug'doy noning bo'lmasa ham, bug'doy so'zing bo'lsin", "O'ynab gapirsang ham o'ylab gapir", "Har neni yemak – hayvonning ishi, har neni demak – nodonning ishi" The appearance of proverbs and wise sayings like "

Examples of creations of Uzbek folk oral creativity created over the centuries: proverbs and proverbs, wise words are not only a treasure of wisdom for the Uzbek nation, but with their help we can learn other languages. Because we will be able to learn the proverbs of other nations as well as their traditions, art and literature.

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