



## TECHNOLOGY FOR FURTHER DEVELOPMENT OF COMMUNICATION CULTURE AMONG STUDENTS OF HIGHER EDUCATION INSTITUTIONS

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**Abstract :** This article provides information about the technology for further development of communication culture among students of higher education institutions.

**Keywords:** communication culture, student, person, higher education, knowledge, competence, skill.

Currently, the culture of communication creates the necessary conditions, forms the environment in which the unique situations, attitudes and behavior of a person are developed, each person is socialized while growing up. In their adult lives, people practice the cultural skills they have developed and pass them on to new generations. Therefore, the culture of communication in modern society is an integral part of human life, it forms human life. Each society (and sometimes its separate social groups) develops certain regulatory principles of communication, which are not only the behavior adopted by it is strengthened in the standards, but also brought up in people with more or less consciousness. This gives reason to emphasize the existence of one or another level of communication culture. Here we emphasize that culture is a broader concept than communication, it includes all the material and spiritual values that people have accumulated [1]. At the same time, culture includes a range of forms, styles and norms that describe the ways of human activity, the characteristics of society, without which its existence is impossible. In this regard, it is possible to talk about the culture of production, recreation, communication , thereby providing a broad meaning of the concept of "culture", in which culture includes norms in human relations and methods of their implementation. But there is also a narrower meaning of understanding culture, which is determined by the level of ownership of communication skills created and accepted by people in a particular society. is a package.



In addition, since the formation of the culture of communication is one of the departments of moral education, the formed moral culture (or true spirituality) manifests itself in many ways, precisely in the culture of communication and at the same time. Communicative culture does not become a natural extension of personality if it is not based on the moral values underlying the human worldview. We must not forget that the culture of communication in modern society is a unity of important personal worldview relations that have become a person's value beliefs and behavior, conforming to the rules of ethics and etiquette. Based on this fact, the formation of communication culture should be understood as a part of the moral education process, where the formation of behavior and communication skills is given primary attention, but their moral content is also important.

Communicative culture implies the presence of certain character traits, such as respect for people, benevolence, sincerity, tolerance, etc. The Danish poet Piet Hein said it well about tolerance:

Endure. And believe me - everything in the world  
beautiful - adults and children,  
cats, dogs and bears,  
colleagues and neighbors.

Tolerance is our mutual opportunity

because someone tolerates us too. The culture of communication also includes the development of specific characteristics such as politeness and politeness. tact means not only knowing and observing manners, but also a sense of proportion. In relationships between people, the ability to quickly and accurately connect their behavior with a specific situation. We often expect from others, but There is a characteristic that we do less often - it is obedience. The right balance of compatibility and integrity is the key to a normal relationship.

In the developing New Uzbekistan today, comprehensive aspects of the modern educational method are used in the educational system. Modern education is of great importance for the development of the country and the future of our country. Today, in the era of new modernization, the goal of modern education is to train quality personnel, develop student personality, educate students in a spirit of social significance, increase the quality of education, and educate students as mature individuals necessary for society.



One of the components of personality development in higher education. one is the communication culture of students. The culture of communication is one of the most important resources in the development of an expert in the intellectual field and a person who can approach education creatively in higher education. The development of the culture of communication allows a student of higher education to acquire universal characteristics, meet the social demands of society, and acquire high professional knowledge. LNKulikova, A .V.Molojavenko, VNMasichevs in their work highly valued the importance of communication in the development of the student's personality. Psychologists asked the following questions in order to determine a person's ability to communicate. "Why should we communicate?". Those who received the following answer to this question: "communication creates a commonality between people, controls their joint activities, appears as a way of knowing, and serves as a basis for knowing individuals. In this way, communication serves to identify a person, ensures that he engages in cooperative activities and creates an atmosphere of mutual cooperation among the subjects of communication. , we must not forget the existence of skills. Adapting to different generalities, a person appears in this process as an object and a subject of communication. In the process of communication, a person feels a certain influence of those around him. In turn, he himself has a certain influence on them in the process of communication. Communication is the need of a person as a social, conscious being. Communication can be defined as the exchange of information between two or more people. It fulfills the most important human need, occupying a leading place among the activities performed by people. That is why it is important for everyone. The activities of each individual in the society cover the forms of interaction and interaction. Because any work requires people to get along with each other, transfer various information to each other, exchange ideas, and so on. Therefore, the position of each person in society, the success of his work, and his reputation are directly related to his ability to communicate. Interpersonal communication, which seems easy at first glance, is actually a very complex process, which a person learns during his life. Implementation of interpersonal communication functions - moral and ethical instructions of the subject of communication, as well as humane, emotional-positive, personal approach. , defined by directions such as individuality and originality.



The function of communication depends not only on the spiritual-ethical direction of the subjects of communication, but also on its humanitarian-ethical content. The form of communication consists of: immediate, casual, thematic, planned - statement, information, message, conversation, conversation, talk, debate. showing, entering into the type of communication, such as activities based on understood and realized motivation, directing to solving the problem, creating an emotional environment, encouraging, directing to create the end of cooperative actions with guidance, as well as the effectiveness of communication, to its topic depends on positive motivation, attention, interest. Motivation as a manager of the communication process requires meaning, awareness, confidence and determination. Meaningful aspects of communication include its individuality in achieving goals and commonality, as well as the use of various functions of communication - stimulating, expressive, organizational, informative, emotional, evidence-based, etc. Potential-personal, professional and practical-perception processes of a person take place in face-to-face interactions. The concept of communication and activity is considered as a specific form of social activity and at the same time individual independence. Here it is important to set the problem, its purpose, task, issues, communication situation, environmental factors, elements, demand for the subject of communication. In this process, it is necessary to respect the dignity of another person, to follow the simple rules of manners, ethics and etiquette developed by mankind. At the same time, the emotional-positive factor, sympathy, empathy play an important role. It is important to be able to speak, speak, tell a story, inform, speak, conduct a conversation (attention, attentiveness, understanding and respect to the partner, being able to give additional meaning to thoughts with facial expressions). Communication must be at the level of spirituality, humanity and high decency, the main thing is to know how to put oneself in the place of the interlocutor in interpersonal communication. In order to develop the culture of interpersonal communication, it is necessary to learn to feel the mood and state of the interlocutor. Among the elements included in the interpersonal relationship process are tone of voice, facial expression, movements, eye gaze, and the distance between the interlocutors. Because of these factors, we can make inferences about another person's personality, emotional state, or intentions.



Interpersonal communication - interaction, mutual understanding, perception, information exchange, teaching, development, upbringing, self-expression, self-activation, influence through social interactions has display properties. Humanism is a set of views expressing respect for a person's rights and dignity, value as a person, concern for his well-being, all-round development, creation of favorable conditions for his life. Humanism is a set of views based on the recognition of a person as a supreme value.

The aspect of humanizing interpersonal communication envisages the activation of the intellectual and spiritual capabilities of the interlocutors and the realization of their personal and social identity. Students' personalities are formed in this kind of communication, because in this process their inner capabilities and personal humanity are fully revealed. Here, the knowledge of future specialists about personality, human and human qualities and the culture of communication will be demonstrated. Communication based on humanitarianism is an important condition for future professionals to implement humanitarian ideas and values in various spheres of their personal, social, life and professional activities. Humanitarian aspects of communication are based on moral and practical basis - ethics. Ideas, ideals, rules developed in the course of human social life (on the basis of life experiences of generations) and reflected in moral categories are based on normative morality.

Humanization of interpersonal communication is based on the following rules:

- the main thing in communication is a person;
- the main thing in communication is to communicate in a humane manner - friendliness, sincerity, sincerity, harmony.

In this dialogue, the interlocutor needs to find ways, means, methods and forms in which he feels himself not as an object, but as an equal participant in the dialogue. The communication process should be free, natural, interesting, mutually enriching, influencing each other, self-revealing. In the process of communication, attention to the personality of the interlocutor, friendly conversation, appropriate to the conditions of communication, and the rhetorical aspect of the conversation are taken into account. The interlocutor shows manners, morals, and spiritual qualities, awakens the necessary feelings in the interlocutor, and brings about the desired thoughts and opinions. In order to have a purposeful effect on the partner, communication is carried out on a subject-object basis, on a humanized content, on a productive-creative



basis. Humanity in communication is to look at the interlocutor not as an object of interaction, but as an object of self-representation.[5]

Formation of communication culture in students should be the focus of attention of students today. In order to successfully solve this problem, it is important to use methods and psychological training that accelerate the learning and cognitive activities of students. Such training and methods are extremely numerous and varied. These include, first of all, psychological trainings, energizing methods, problem-communicative tasks, cognitive research projects, educational discussions and dialogues. Didactic games also play a special role in the formation of communication culture of students. Our observations show that it is necessary to make sufficient use of these methods in the formation of communication culture of students.[4] The interest in using these methods and trainings in the educational process is increasing day by day. This, in turn, is explained by the expansion of the scope of information and the expansion of the scope of tasks related to the orientation of the educational process to the student. At this point, the teacher is required not only to develop students' communication skills and abilities, but also to develop their creative use, and the need for students to learn. The use of psychodrama, i.e., theatrical lessons, which is one of the methods of psychological training, is of particular importance in the formation of communication culture among students. The effectiveness of the use of dramatized lessons in the formation of communication culture among students is evident in the following:

The main scope and direction of the interest in the theater is that it is always built on the basis of human and human-world relations. Because the same principle can be realized through stage works in the form of play. As a requirement of his professional activity, the teacher always works in an environment of mutual relations and cooperation. He sometimes communicates with students and sometimes with colleagues. In addition, the results of research based on mutual cooperation are reflected in the content of the educational subject he teaches. This relationship is especially evident in the example of the heroes of the work of art. This does not mean that conducting lessons only in the style of games will increase the communication culture of students. Game activities or training in classes create a process of interaction between students, and this process is definitely a reason and motivation for the development of students' communication culture. [1]



## **Summary:**

In the development of the culture of communication in students, it is necessary to study their psychological portraits, temperament and character traits, and to support them in all types of ways to develop the culture of communication. The individual characteristics of each student are different, their motivations, that is, the forces of motivation to work, are also different. Therefore, it is advisable to use all the exercises and trainings for the development of communication culture. Along with many methods, question-and-answer, conversation and training methods are important in forming communication culture among students.

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