

SPIRITUALITY AND CULTURE OF THE PERSONALITY IN ORAL COMMUNICATION MANIFESTATION

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Annotation: This article explores how an individual's spirituality and culture manifest in oral communication. During communication, moral values, worldview, knowledge level, and cultural background are expressed through vocabulary richness, sentence structure, and adherence to etiquette norms. Additionally, factors such as respect, tolerance, and intonation are analyzed as criteria reflecting the spiritual and cultural level of an individual.

Keywords: Oral communication, individual spirituality, culture, moral values, vocabulary richness, etiquette norms, intonation, importance of communication ethics.

Аннотация: В данной статье освещается проявление духовности и культуры личности в устной коммуникации. В процессе общения моральные ценности, мировоззрение, уровень знаний и культура человека проявляются через богатство речи, структуру высказываний и соблюдение этикетных норм. Также рассмотрены такие факторы, как уважение, терпимость и интонация, как критерии, отражающие духовный и культурный уровень личности.

Ключевые слова: Устная коммуникация, духовность личности, культура, моральные ценности, богатство речи, нормы этикета, интонация, значение этики общения.

Introduction. Oral communication is an integral part of human life and is an important tool that reveals the inner world, spirituality and cultural level of the individual. Each person's style, vocabulary and moral attitude in communication express his characteristics as a person. In particular, through the speech of an individual, his spiritual values, circle of knowledge and place in society are manifested. These aspects are reflected in the process of communication through the richness of language and speech, the structure of a clear and logical sentence, as well as adherence to ethical rules.

Today, communication processes require agility and universality, further increasing the importance of personality culture and spirituality in oral communication. The cultural level, worldview and intellectual potential of a person is known from how he expresses his opinion, how much he pays attention to colloquial etiquette. Therefore, verbal communication is not only a weapon of exchange of thoughts, but also a mirror that indicates the inner world of a person. In the process of communication, the manifestation of moral values is of particular importance. For example, approaches based on respect, sincerity, peace and mutual understanding in communication determine the level of social and spiritual maturity of an individual. The expression of respect for other people through language and the consideration of their feelings is a high example of humanity. Factors such as word choice and intonation also play an important role in enhancing the effectiveness of communication. The peculiarity of the culture of oral communication of an individual is manifested, first of all, in how much he pays attention to the richness of the language and the culture of pronunciation. The richness of the language testifies not only to the level of literacy of the individual, but also to what culture he belongs to. At the same time, the specific oral creativity, proverbs and sayings of each nation are also relevant as the main factors enriching the content of communication.

Literature analysis. Abdullah Qadiri is nationalism and spirituality in dialogue. Abdullah Qadiri's "past days" and "Scorpio from Love" reflect Uzbek national values, customs and communication culture. In his works, the characters'

colloquial style is expressed through their spirituality and moral values. For example, the dialogue in the work shows the respect, sincerity, and social morality of individuals.

Chingiz Aitmatov-humanity and spirituality in communication. Although Genghis Aitmatov is a Kyrgyz writer, his work is also close to Uzbek culture. "The White ship" and " Eve " depict the importance of human dialogue, spirituality, and culture. In particular, through speech, the moral position and interaction of a person are expressed.

Abdullah Avlani-speech and spiritual education. Abdullah Avloni's " Turkish Gulistan or ethics " is an important source on the spiritual and moral qualities of the individual. He believes that verbal communication is not just a means of exchange of ideas, but a factor that expresses the educational level of the individual. The work places a special emphasis on moral standards and respect in human communication.

Free Vohidov-the spirituality of the word. Erkin Vohidov's poems and articles contribute to a deep understanding of the spiritual aspects of the word. He vividly reflected the richness of language and the influence of the word on the human psyche and culture in his " Dawn breath " and other works. His work is a valuable scientific and literary basis for the study of spirituality and culture in oral communication.

Alisher Navoi is a mature example of Spoken Word Art and spirituality. Alisher Navoi's works, in particular his masterpieces such as "Khamsa" and "Lison ut-Tayr", show how powerful the word is in the oral communication of the individual. Navoi extensively covered the sincerity, justice, and spiritual aspects of the speech. The wise words and dialogues in his works are the basis of Uzbek culture and spirituality.

Analysis and results. Oral communication is an integral part of human life, through which not only thoughts and ideas are exchanged, but also the inner world, spirituality and culture of a person are expressed. Communication is seen as an important factor determining a person's place in society, educational level and moral image. In oral communication, the colloquial style and content indicate not only the personal qualities of a person, but also his attitude towards society. During the study, the possibilities of highlighting the moral qualities and spiritual world of an individual

through their behavior in the speech culture and the process of communication were studied. Oral communication is an integral part of a person's life, with the help of which people exchange ideas, understand and learn. Speech is a vivid expression of a person's personality, spirituality and culture. How a person speaks, what style he thinks and how he organizes his communication – all this is evidenced by his inner world. The culture of speech requires not only correct and beautiful speech, but also maintaining respect and decency in communication. The main feature of correct speech is that it is manifested in the fact that a person is able to express his opinion clearly and intelligibly. Respect for the feelings of other people in the process of communication, being sincere and open during the treatment reflect the moral qualities of a person.

The spirituality of an individual can be manifested through speech. For example, the words, tone and style used in the process of oral communication reveal the inner world of a person. A polite and sincere conversation makes a good impression on other people. Conversely, rude or frivolous eloquence can lower a person's level of culture. Moral values are important in communication. Talking in a friendly tone, respecting the opinions of others, and being patient in conflict situations indicate that a person is spiritually mature. For example, a person's recognition of their own mistakes or saying words of help to someone else demonstrates his moral qualities. The culture of oral communication improves the way people relate to each other. In particular, the culture of treatment in the workplace, educational institutions or in the family strengthens mutual respect in people. Also, through communication, national values, traditions and culture are passed down from generation to generation. Although today, as a result of the development of technologies, various means of communication have appeared, oral communication has not lost its place. Because it is easier for a person to express his true feelings when talking face to face. That is why verbal communication remains an important tool that forms reliable communication between people. Through speech, people convey not only their thoughts, but also their emotions. For example, a word spoken through a sincere smile or a warm tone positively affects a person and raises his mood. At the same time, do not forget about caution in oral

communication: each word and phrase has its own power of influence, which can affect the feelings of the other person.

During his academic and artistic career, Abdullah Avlani, one of the prominent writers of Uzbekistan, paid great attention to the issues of oral communication, the culture of speech and the formation of personality spirituality. His works served not only to develop our national culture, but also to contribute to the moral and spiritual rise of our people. In his work "Turkic Gulistan or ethics", Abdullah Avlani paid special attention to the study of moral standards and the spiritual qualities of the individual. This work serves as an important resource that ensures that the national values and spiritual traditions of the Uzbek people are passed down from generation to generation over the centuries. Avlonius emphasized the importance of speech culture in the formation of moral qualities. In his opinion, an individual's colloquial style in communication and behavior in relationships reveal his spiritual world. In his work, avlonius shows the interdependence of an individual's speech culture without distinguishing it from a specific "moral language". In his opinion, the culture of speech is the main tool in the good organization of interaction with others at the time of their communication. The individual expresses his attitudes towards himself, his family, his society, even his entire people through his speech. Avloni expands his theoretical views on the formation of speech, mainly in highlighting the need for social relations between peoples and nations, their interaction and compliance with moral standards.

An important role in this work is played especially by aspects of speech culture related to the social status of an individual. Avloni emphasizes the unity of speech and morality, arguing that people should change their way of speaking in the process of communication, depending on their social status, education and spiritual values. That is, through correct and cultural speech, a person manifests his inner world, emphasizing moral values at a time when he communicates with others. This directly affects his spiritual rise and place in society. Abdullah Avloni singled out the importance of ethical approaches in colloquial speech. He also clearly defines how to develop the social and spiritual qualities of an individual through speech. In his work, he focused

on many tips on the spirituality and moral values of the people, which leads his readers to always seek a path of moral uplift for spiritual development. Avloni's works are aimed not only at shaping the culture of speech and spirituality, but also at promoting moral values of social importance. His works have not lost their significance even today and occupy a special place in the development of Uzbek culture. His thoughts about the culture of speech and the spiritual qualities of the individual are also fully consistent with the requirements of the present. This ensures that his scientific research will be relevant not only for his own time, but also for the present.

The culture of speech and communication, its importance in expressing the spirituality of the individual is incomparable. Speech is seen not only as a means of information exchange, but as a powerful tool that reflects the inner world of an individual, showing his moral qualities and culture. Through his speech, each person expresses not only his own thoughts, but also his inner worldview, upbringing, cultural and moral changes. Great Uzbek poets such as Erkin Vohidov and Alisher Navoi have covered how language affects the human psyche and its opportunities not only to exchange ideas, but also to glorify humanity. In his works, Erkin Vohidov emphasizes the power of speech in reflecting the inner state of a person, spiritual experiences. For example, his poem "I love myself" shows through poetry an attempt to understand a person's self, to find his inner strength, to reflect his moral and spiritual qualities. It is an important tool not only for self-expression, but also for the study of the role of the individual in society and his attitude to the moral norm. Alisher Navoi, on the other hand, saw language as a fundamental tool in human history and described it as a powerful force that plays an important role in the formation of society. His works, especially the "khamsa", shed light on not only the peculiarities of communication through language, but also on moral and spiritual values. Navoi specifically emphasizes the role of language in the exaltation of a person, the formation of his moral maturity. It emphasizes the proper use of language for the moral upliftment of man in communication.

At the same time, Abdullah Qadiri, in his work "Days Gone By", appreciates the importance of national customs in communication, the colloquial culture of the individual. In the work, he demonstrates the importance of national values and social respect in interaction, describing the role of speech not only in the formation of moral norms in society, but also in the preservation and development of national culture. A person's speech demonstrates his respect for himself and others, his moral qualities. Speech culture also plays an important role in maintaining moral standards in society. Studies by scholars such as Albert Mehrabian and Erving Goffman have shown that nonverbal factors such as body movement, facial expression and intonation of an individual in verbal communication are of great importance in expressing moral norms and cultural values. Mehrabian's "Silent Messages" analyzes the relationship between speech and nonverbal factors. Through these studies, nonverbal elements such as intonation of the individual, facial expression, body movement are seen as the main tools that reflect moral norms in communication. Goffman's "The Presentation of Self in Everyday Life" characterized nonverbal factors in an individual's body language, movements, speech as elements that reflect social norms. Goffman sees the actions of an individual in communication as an important tool in the manifestation of moral norms, which through these elements make it possible to understand the state in which an individual is morally. Speech and moral norms are important in the formation of a culture of communication in society, strengthening mutual respect and sincerity. The nonverbal factors of speech, as well as the colloquial style, reflect the inner world, moral and cultural qualities of a person. The eloquent culture of a person is an incomparable tool in expressing his social position, level of upbringing, culture and moral state.

Conclusion. Oral communication plays an important role in the manifestation of the spirituality and culture of the individual. Speech is the primary medium that reflects the inner world of a person, expressing his moral qualities, social place and cultural values. Speech culture refers to what words, colloquial style and actions are used in communication between people, as well as what moral and cultural norms are

followed through this communication. The importance of speech is that it is not only a means of exchange of ideas, but also provides information about the upbringing, ethics and culture of a person. The culture of speech determines the place of a person in society, his social roles and his specific moral views. In each society, the culture of speech has its own characteristics and has a great influence on the formation of ways, behavior and social relations of people with each other. Also, through speech, national values, customs, culture and moral norms are transmitted to society. Speech culture is not limited to the grammatical aspects of language. It also includes the meaning of the word, where and under what circumstances it is used, how relationships are established between people. Not only words are relevant in communication, but also many elements such as nonverbal factors, namely intonation, facial expression, use of body language. Also, an individual's way of expressing mutual respect, adherence to etiquette, how he behaves, how he communicates shows his spirituality and culture. Along with the development of social relations in society, a change in oral communication, a new culture of speech can be formed. For example, modern technology, social media, and communication that occurs through online platforms are leading to new language interactions. At the same time, these new forms of communication can sometimes affect the maintenance of traditional culture and moral standards. Therefore, it is necessary to develop and maintain a culture of speech, especially the dissemination of moral and cultural values among young people.

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