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COMMUNICATIVE ASPECTS OF SPEAKING AND WRITING PROCESSES

Abstract. In the modern educational system, linguistics, which opened a new channel for the processes of exchange of thoughts, conversations and opinions of mankind, turned to a comprehensive study of linguistic communication under the influence of extralinguistic and intralinguistic factors. The phenomenon of language communication is not only a means of understanding and discussion of humanity, but also a tool of the social environment and worldview of a person. Such a complex process is expressed through language.

The tool of human communication requires the complex function of language communication activity. Among the types of conversational actions, the speaking and writing processes acquire communicative value and are implemented in connection with each other. In the article, the communicative aspect of speaking and writing is discussed according to the main principles of literary norms. Within the framework of new humanitarian education, the specialist learns the rules of competent writing in addition to expressing thoughts clearly.

Key words: system of paradigms, humanitarian context, information, model of civilization, speech activity, writing quality, linguistic rules.

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АЙТЫЛЫМ МЕН ЖАЗЫЛЫМ ПРОЦЕСТЕРІНІҢ КОММУНИКАТИВТІК АСПЕКТІЛЕРІ

Аннотация. Қазіргі білім жүйесінде адамзаттың ой бөлісу, сөйлесу, пікір алмасу процестерін жаңа арнаға салған лингвистика тілдік коммуникацияны экстралингвистикалық және интралингвистикалық факторлардың әсерінен жан-жақты зерттеп-тануға бет бұрды. Тілдік коммуникация құбылысы адамзаттың түсінісу, пікірлесу амалы ғана емес, қоғамдық-әлеуметтік ортаның, адамның дүниетанымының да құралы болып табылады. Мұндай күрделі үдеріс тіл арқылы көрініс табады.

Адамзат қарым-қатынасының құралы тіл сөйлесім әрекетінің кешенді қызметін қажет етеді. Сөйлесім әрекетінің түрлерінің ішінде айтылым мен жазылым процестері коммуникативтік мәнге ие бола келіп, бірімен-бірі байланысты іске асады. Мақалада айтылым мен жазылымның коммуникативтік аспектісі әдеби норманың басты қағидаларына сәйкес сөз болады. Жаңа гуманитарлық білім аясында маман ойын түсінікті жеткізумен қатар, сауатты жаза білудің заңдылықтарын да игереді.

Түйін сөздер. Парадигмалар жүйесі, гуманитарлық жағдаят, ақпарат, өркениет үлгісі, сөйлеу әрекеті, жазу сапасы, тілдік заңдылық.

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КОММУНИКАТИВНЫЕ АСПЕКТЫ ПРОЦЕССОВ ГОВОРЕНИЯ И ПИСЬМА

Аннотация. В современной системе образования языкознание, заложившее новое русло в процессах обмена мыслями, разговорами и мнениями человечества, превратилось в комплексное изучение языкового общения под

влиянием экстралингвистических и внутриязыковых факторов. Феномен языкового общения является не только средством понимания и обсуждения человечества, но и инструментом социального и общественного окружения, мировоззрения человека. Такой сложный процесс выражается через язык.

Инструмент человеческого общения требует сложной деятельности языкового общения. Среди видов речевой деятельности процессы говорения и письма приобретают коммуникативное значение и реализуются в связи друг с другом. В статье рассматривается коммуникативный аспект говорения и письма в соответствии с основными принципами литературной нормы. В рамках нового гуманистического образования специалист помимо передачи понимания усваивает законы грамотного письма.

Ключевые слова: система парадигм, гуманитарная ситуация, информация, модель цивилизации, речевая деятельность, качество письма, языковая закономерность.

Introduction. The new humanitarian situation in Kazakhstan is distinguished by the cooperation of nation and population, the quality of communicative actions of civil institutions and organizations. In such a multiethnic civilized country, understanding of humanity and the media that influence it is of particular importance. Competitiveness of domestic media, corresponding to literary norms forms the civilization of the nation and enhances the role of language communication.

These problems require the study of the linguistic communication of a person and a nation and population in the "socio-economic sphere, national and public security". It wishes to define the theoretical-semantic problems of conversational actions: the basic paradigms of the processes of speaking and writing. Because the productive form of linguistic communication, which is most often used in communicative activities and ensures the formation of communicative skills, is speaking and writing.

In the section of the message presented by the President of the Republic of Kazakhstan Kassym-Jomart Kemeluly Tokayev to the people "New Kazakhstan: Strengthening the Role of Civil Institutions": "I firmly believe that our country needs fundamental reforms. Information security and even ideological independence of the country directly depends on this. The state pays special attention to the creation of an open information space and a demandable and efficient media. The mass media, being an effective communication channel between the government and the people, can and must raise the issues that have been raised in the country. But this should be done with high civil responsibility. "Advanced education and best experience are highly appreciated" (Abilkaev et al., 1995:7).

Based on this orientation are defined the content of writing and speaking, their connection, relational meaning, function and it shows the theoretical and practical positions of new humanitarian education.

Problem statement. In the media is comprehensively reflected the communication skills of complex activity of the oral - written language communication, that is types of language communication: listening, reading, speaking, writing. If the speaker

transmits information-carrying acoustic speech signals through speech, in the listening the process of perceiving and understanding is performed by an acoustic speech signals. If speech signals are encoded using graphic symbols in the speaking activity, reading activity requires decoding those graphic symbols and understanding their meaning. If the mechanism of encoding information takes place during speaking and writing, decoding takes priority during listening and reading. In the process of speaking and writing a person acts with acoustic signals, and in writing and reading with graphic symbols. If the narrator's task is to express his thoughts clearly and systematically, using the correct and competent methods of expressing his thoughts, then the receiver is interested in recognizing the meaning of the opinion by quickly understanding the incoming signs and solving its coding. If this common goal meets at one point, the goals of both sides will be fulfilled. In the process of communication, which is formed as the final result of these communicative skills, each subject interacts with others in the public-social environment and conducts mutual discussions through the accumulated participation units. This is because the above-mentioned skills of using speech signals are used in a complex way. The subject tries to achieve the final result by changing the role of the narrator, the receiver, the speaker/listener, and the reader/writer. At the same time, evidence of opinion appears, exchange of ideas takes place, that is, feedback is established. In this way, although the places of the narrator and the recipient are changed, the linguistic communicative act exchanges thoughts by maintaining the literary norm.

In the process of language communication, the main feature characteristic of oral and written literary language is the norm. Literary language is based on specific norms and linguistic laws of language.

As the foundation of literary language, the language of literary works and the language of mass media are taken from the concepts of scientific-research institutions.

But nowadays, even these fields do not properly follow the norms of the literary language. According to researchers, gaps in the media language are caused by the influence of various news in social life. This situation is influenced by the expansion of the flow of information in the age of globalization, as well as communication with other states. The development of science and technology has led to the expansion of the vocabulary. This, in turn, affects literary language, including oral literary language, speaking and writing norms. The transition to the Latin alphabet is being delayed as there is a conflict between the national specific rules and the Cyrillic alphabet. Speaking without observing the language rules, using words directly translated from another language by the method tracing paper, violates the laws of orthoepy of the Kazakh language and also the literary language.

It is known that the expansion of the scope of using the Kazakh language contributes to the development of the oral and written literary language. The development of education and science, culture and art, new innovations in social and political life require observance of the rules of oral and written literary language. Therefore, at present, the preservation of the norms of the literary language in communicative activity in the processes of writing and speaking of the Kazakh language is a topical issue.

The aim of this research is to determine the communicative aspect of the processes of speaking and writing, to analyze literary norms, to show teaching methods, to show the connection between speaking and writing.

The problem History. Scientists considering the term "communication" as an integral system, pays special attention to the fact that such actions as messages, message exchange, message influence, etc. are carried out within this system.

Robert T. Craig, who comprehensively reviewed the theory of communication, in his article "Communication Theory as a Field", published in 1999, argues that communication is a multi-level phenomenon. The scientist said that "all theories of communication have to do with the general practice of the lifeworld, in which communication is a term with many meanings. The theory of communication, from this point of view, is a coherent field of metadiscursive practices, a field of discourse about discourse, which is built into the practice of communication", and stopped at the fact that it is an interdisciplinary discipline (Baitursynuly et al., 1972:15).

From this scientist's conception, we understand that communication is multifaceted. One of them is the paradigms of language communication.

Today, the phrase "linguistic paradigm", which adds to the range of related concepts, was born from such searches. "A paradigm is one of the concepts that became relatively necessary only in later years" (Demyankov et al., 1972:15) says V.Z. Demyankov. Therefore, the frequent use of this term in recent times is due to the influence of scientific demand.

From the point of view of the communicative paradigm, language and speech are not identical, although they have a common feature. Scientists who consider the language from the point of view of using assume that the language is a "system of symbols", "it does not move by itself", "it is stable, it changes under the influence of users and consumers of the language." They give a definition to speaking as "communication itself", "a product of language, the result of its action". That is, speaking has a direct relationship with life and freedom prevails in speaking. According to the scientists, "speaking is always wider and bigger than language" (Danah Henriksen et al., 2020:37).

The reason why speaking is wider than language is that personality comes first in speaking. K. Zhubanov said that "the speaker is not a stone, but a living person, a person with feelings and a heart", therefore "various phenomena affect him in different ways", "the speaker can hide how his message affects him, for example, how to speak like a joyful person without being overjoyed or saying cry while laughing or, on the contrary, laugh while crying. The scientist points out that "the most powerful tool for a person in speaking is correct speech" (Gasparov et al., 1978:103).

Ahmet Baitursynuly, who paid attention to the peculiarities of speaking and writing in the framework of linguistic communication, said: "The noble meaning of speech is to express the idea that you want to convey to someone. The purpose of the narrator is to explain and convey to the listener all his thoughts. To convey thoughts, you need to have the necessary words. One word is taken to define the thought,

another word is taken to complete the thought, the third word is taken to clarify the thought,” the narrator sorts through the necessary words and determines the role of rational use in linguistic communication. (Baitursynuly et al., 1972:15).

Since the strengthening of human capital is the main problem in the modern education system, its main factors, as K. Zhubanov emphasized, are melodious, clear speech and literate writing.

From this point of view, the processes of paradigm, communication, language actions, speaking and writing become interconnected and determine the positions of communicative semantics in an integrative direction.

Research Material and methods. The methods used in the article such as collection, systematization, analysis, description and techniques open the way to a methodological analysis of the problem.

The processes of speaking and writing, based on the paradigm of linguistic communication, were guided by the provisions of linguistic methodology based on psychological, pedagogical and social factors. This encouraged the students to develop their word learning skills from a creative perspective.

The development and formation of linguistics in a new direction was facilitated by the introduction of various concepts into the everyday life of the language. Linguistics based philosophical, social, and psychological terms on linguistic research and set new goals for itself at the turn of the century. Thanks to this, now linguistics, in addition to defining new interdisciplinary boundaries, has become the cause of a new scientific system. In such searches, especially when enriching the lexical fund, preserving the national code, it is necessary to pay attention to the pronunciation norms of the oral literary language, the semantic specifics of the units of participation in the writing process. This requires the active use of methods of analysis and synthesis in linguistic communication.

Analysis and synthesis method. The methods of analysis and synthesis are closely related to each other. Communicative analysis and synthesis summarizes the practical, semantic, structural and component aspects of the processes of speaking and writing and differentiates each of them separately (Galperin et al., 1972:15).

In the process of writing, a certain word is synthesized by means of thought. The method of synthesis comes from the level of writer’s thinking and knowledge. The meaning and functions of existing communicative skills are analyzed using the method of semantic analysis.

Result and discussion. Scientists emphasize the actual place and significance of oral literary speech in the process of language communication. Academician R. Syzdykova said that “the oral function of the literary language is no less important for the life and breath of modern Kazakh society”, that “the status of the Kazakh language as the state language opened the way for various meetings, sessions in the Kazakh language”, “Kazakh language is used in all spheres of society”, “the oral form of the language was revived, i.e. its oral use, the practice of verbal expression of the expressed thought, "the state national language requires certain laws, i.e., norms in the use of this language" and raises the question of speech literacy. In her work,

the scientist mentions the need to pay attention to the preservation of oral literary speech from kindergarten to public figures. It is said that the culture of speech is not given due attention in kindergartens, schools, higher educational institutions. In her conclusions, she says that, "Especially today's weak point is that the school should first of all make efforts to get rid of such diseases as the correct pronunciation of words during speech, that is, ignorance of orthographic norms, or attention to it".

Scientist N. Uali believes that the problem is related to writing "due to the spelling norm of the literary language. "According to the scientist, both the written speech and the oral speech have their own system. Therefore, when reading a written text, it is necessary to put it in a code characteristic of a oral speech. If the coding process is not performed correctly, "the structure of the spoken word is broken and its roughness increases"(Uali et al., 2007:33) - and says that it is necessary to systematically study the relationship between oral and written speech and pay attention to their communicative side.

The linguist scientist N. Uali focuses on three types of Kazakh language norms. These are: linguistic, communicative, ethical norms (Mark et al., 2020:728).

1. Linguistic norms include orthoepic norm, orthographic norm, lexical and phraseological norm, grammatical (word-formation, morphological, syntactic) norms.

2. Ethical norms include norms of speech ethics, norms of communication based on moral principles, cultural and national traditions, norms of speech etiquette.

3. The communicative norms include the norms characteristic of the pragmatics of communication. These types of norms apply equally to oral and written words, but they also appear through their own norms when used.

The literary language is divided into codified and non-codified norms. Codified norm: the norm of the written language; the standard of colloquial speech; oral language norm; text norm; are differentiated in the form of stylistic norms (Mark et al., 2020:728).

Communicative activity includes each of these three norms and comprehensively implements speech activity. The processes of speaking and writing speech, uniting all other actions, reveal the content of the thought expressed.

Speaking is a type of speech activity that implements linguistic communication between people. This is the process of expressing one's thoughts in the course of linguistic communication, conveying one's words to another person in an understandable form. Although speaking is, in principle, an act peculiar to one person, it requires the existence of a two-way connection in linguistic communication. A person speaks his thoughts in order to convey them to someone, and for this he expresses them" (Rafael et al., 2020:36).

Writing is based on the graphic, phonemic, morphemic, lexical, syntactic system of language units; complex historical activity, including the content and form of principles associated with linguistic, psychological, physiological, methodological features, and providing written communication of people.

Writing provides a communicative relationship between people through a semantic system and a sequence of graphic symbols. Through writing, a person

seeks to convey the thought he wants to say to another person, the readership, that is, a person learns the norms and rules of writing in order to convey the idea to others.

Speaking and writing are carried out through the participation of relative units and are distinguished from each other. The written word fully complies with pictorial techniques, the order of writing, and the norms of the literary language.

The norm of a spoken word is measured by phonetic, spelling and intonation rules, and the written word is measured by spelling and punctuation norms. Compared to language levels, spoken language has its own lexical, grammatical and syntactic constructions, while semantics prevails in written language.

Language as a general and abstract phenomenon reveals the use of various actions using real situations. The statement given by means of language is based on two forms: oral and written.

These forms are created in a complex unity and perform the same function in sociolinguistic practice (using). Although linguistic communication is a unity of these two forms, each of them has its own (individual) character and features.

The material basis of the spoken language is the sound waves propagating in the air; the material basis of written speech is made up of letters written on a contrasting background in various ways (paints, light, etc.). In general, deviations from the norm are clearly visible when comparing oral and written words. Therefore, according to linguist scientists, writing is understood as the only option for correct speech: "oral speech is no longer perceived not only as a primary, but in general and as an independent phenomenon that has a positive value and positive signs, but is considered as the result of a situational reduction of "codified", "correct", that is, written speech" (Storch et al., 2018:30).

In all forms of communication, speaking is an action that conveys the essence of the thought that needs to be conveyed. This is due to the fact that the involvement of the speaker, the involvement of the recipient in communication is directly related to the participation units used in speech. In the act of speech, the further development of the story, the continuation of the theme, depends on the oral speech of the narrator, his knowledge, emotions, and mood.

According to Professor K. Zhubanov, "words are necessary for communication, if they are not suitable for this purpose, then they are not words." The scientist says that words "are collected in a certain order and communicated", that words are separate, but they are not created "for the sake of individuality", they are created "in order to find connection with others and be in harmony", "they become component parts, they become matter, an integral thought.

Words beget speech. Before participating, the narrator looks for and memorizes words related to the topic of speech. "Your chest is full of words, it is copper without gold", "The less words, the better", "The old word is the basis of the new word", "Words are born from words, where do they come from if they are not spoken" and so on. Proverbs show that the word is a communicative unit. After the narrator selects and considers the words necessary for participation, the process of speaking begins. It can also be quoted through the Kazakh proverbs about words; "The mark

of a wise man is that he talks less and listens more", "Words from a smart person, reaches the needy", "Talking in any way is stupidity, eating anything is savagery". "A silent listener is better than a silent speaker" and so on. He said that the success of communication is not about talking a lot, but that clear speech is a factor contributing to the success of communication with the proverb "You talk a lot, you lose a lot". Conclusion from this: in speaking, it is necessary to choose and selectively use the words necessary for successful communication, while maintaining the norms of literary oral speech.

It is well known that the quality of speaking and writing depends not only on words, but also on sentences and texts. F.Sh. Orazbaeva gives such definitions to the text as "a communicative-pragmatic indicator of a speech act in writing", this is "not a means used only in face-to-face, oral-oral communication, but a participatory unit by which people can communicate with each other at any time » (Orazbaeva et al., 2019:584).

According to I.R.Galperin, the text is a work that occurs in the process of speech. It is a whole world organized in the form of a written document. This is a work aimed at a specific goal with lexical, grammatical, stylistic connections from the topic, specific special units for it.

A word, a sentence, a fixed phrase, a text in a communicative act require attention to the problem of discourse in linguistics.

Research by Teun A. Van Dijk in the area of discourse contributed to the formation of ideas about discourse along with the theory of text in communication. According to the scientist, discourse is a communicative event that takes place between the narrator and the addressee. This event occurs in the context and process of a communicative action at a certain time. Communicative action is carried out verbally or non-verbally in orally or writing form.

Most scientists believe that the text refers to the written language, and the discourse is expressed through oral speech. We receive information through discourse, and the text serves as a repository, collector, and provider of information. Discourse is a process, text is its result. B. Kapalbekov considers a sentence as a "static expression of speech" and defines speech as a "dynamic expression of the use of language".

An extended implementation of linguistic communication through a competent, systematic, consistent presentation of oral thought is characteristic of the processes of speaking and writing. These communicative actions lead to the correct construction of sentences, to a reasoned presentation of one's thoughts, to an analysis of one's opinion, to the opportunity to draw conclusions, to give feedback.

Conclusion. The implementation of communication between the narrator and the recipient is based on the choice and correct use of the appropriate units necessary for speaking and writing.

The functional features of the written and oral forms of the literary language are interrelated, but there are also differences. They differ in terms of linguistic and communication norms. The communicative act in oral and written speech is also divided from an oppositional point of view: broadcaster - receiver, writer -

reader, speaker - listener, precedent - recipient, addresser – addressee. In this case, if we talk about the addresser and the addressee, the text message is divided into the author and the reader. Because if the addresser and addressee enter into oral communication through speech communication, then the written form - the text - shows the relationship between the author and the reader.

According to scientists, the text is created in the discourse and is considered a part of it. These two units of communication complement each other. Discourse is characteristic of speech, while text is a unit characteristic of written language. The addresser and the addressee play the main role in the discourse.

Therefore, the study of colloquial speech and written norms according to the literary norms of the Kazakh language from a scientific, practical, methodological point of view requires a thorough knowledge of the laws of orthography and orthoepy, based on grammatical principles. Because they are an indicator that preserves the purity of the language, the clarity of the language, and the accuracy of the language.

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