

THE ROLE OF LANGUAGE THEORY IN ENHANCING COMMUNICATION CULTURE

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Abstract. This thesis analyzes the interrelationship between language and culture, as well as the importance of language in the process of communication. The culture of communication is also considered as an important factor in interpersonal relations and social integration. Language theory, by identifying the structural and functional aspects of language in the process of communication, plays an important role in the formation and development of communication culture. The thesis examines the influence of language on the culture of communication, the significance of linguistic norms, contextual factors, and cultural codes. It also analyzes the difficulties that arise in communication between different languages and cultures and ways to overcome them. The possibilities of using language theory to improve the culture of communication, as well as issues of improving the process of language learning through modern pedagogical approaches and interactive methods, will also be discussed.

Key words: interpersonal relations, social integration, language theory, linguistic pragmatics, Sociolinguistics, semantics and stylistics, speech etiquette, respectful communication, intercultural communication.

Communication is the process of exchanging thoughts, feelings, information, and experience between people, which plays an important role in the development of humanity. It should also be noted that communication is carried out not only through words, but also through nonverbal methods. Therefore, the culture of communication, that is, how people communicate with each other and what rules and norms they follow in this process, is very important.

Language theory serves as the main means of communication. Language not only allows for the expression of thoughts, but also shapes relationships between individuals, defines meaning in a social and cultural context. Within language theory, there are many aspects, such as phonetics, morphology, syntax, and semantics, which help to determine the expected results in the process of communication.

Accordingly, through the basic principles and rules of language theory, people can improve mutual understanding. The effectiveness of communication often depends on the correct use of language; this requires competent speech activity. To improve communication, it is necessary to acquire the necessary

Moreover, in our time, globalization processes are intensifying, and communication between different languages and cultures is becoming increasingly important. In such conditions, the importance of language theory increases even more; because it is important to have the necessary knowledge to avoid misunderstandings when exchanging ideas in different languages.

Therefore, in this thesis, the role of language theory in improving the culture of communication is deeply analyzed. We will talk about the functional aspects of language, its social significance, and its role in the development of communicative competence. All this naturally leads to the development of sincerity in modern society and helps people understand each other better.

Communication way of life is an crucial component figuring out people's cappotential to talk correctly and meaningfully. In this process, language idea occupies a unique place, on account that language isn't always most effective a way of conversation, however additionally a device expressing the formation of questioning and socio-cultural values.

Language idea research troubles associated with the structure, use, and improvement of language. Several of its guidelines play an crucial function in enhancing the way of life of conversation. For example, linguistic pragmatics research practical conversation among the speaker and the listener, that's essential for powerful and cultured conversation. Sociolinguistics

research the connection among language and society, thereby influencing speech way of life. Semantics and stylistics observe the that means and stylistic factors of language units, which guarantees the accuracy of cultural conversation.

Several factors are important in the formation of a culture of communication. For example, adherence to language norms, that is, correct pronunciation, adherence to grammatical and lexical norms, is an integral part of communication culture. Speech etiquette is the necessity of cultured speech, respectful communication, and adapting speech to the listener. Intercultural communication, that is, taking into account the peculiarities of language and communication in different cultural environments, is also important.

The influence of language theory on the culture of communication is manifested in the development of communicative competence in the education system, that is, the use of the principles of pragmatics and sociolinguistics in teaching foreign languages, the formation of speech etiquette and formal communication skills, that is, the differentiation of formal and informal types of communication and teaching appropriate speaking styles, as well as the use of information and communication technologies, that is, the development of a culture of digital communication, the study of Internet etiquette and the norms of written communication.

Language theory serves as an important scientific and practical basis for improving the culture of communication. Such areas of language theory as semantics, pragmatics, sociolinguistics, and stylistics ensure that communication is clear, understandable, and cultured. In the process of communication, it is important to observe language norms, follow the rules of speech etiquette, and understand the principles of intercultural communication. It is also possible to achieve an increase in the culture of communication through the development of communicative competence in the education system, information technologies, and the socio-cultural environment.

Thus, language theory forms not only linguistic knowledge, but also the skills of effective and cultured communication. This serves to increase mutual understanding, respect, and the quality of communication in society.

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