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ORAL AND WRITTEN COMMUNICATION SKILLS SUMMARY

Verbal communication is predominantly oral speech; it can be prepared in advance.

In preparing a speech, the speaker first summarizes the ideas he will say and then prepares to present them orally. Certain exercises are also important at this time.

The introduction should justify that the subject under discussion will be of interest to listeners, and also determine the degree of functionality of the subject. The main part is a consistent presentation of the general provisions of the speech. The outcome cannot be predetermined. The solution to a problem on a topic must correspond to the desires and goals of both the speaker and the listener.

In general, written language is an important means of communication between people when oral communication does not take place. It is the limitlessness of the Internet that stimulates its development and makes it relevant.

Keywords: *oral communication, fluent communication, speech skills, speech, spontaneous speech*

Oral and written literary language or oral and written form of speech are two reflections of Azerbaijani literary language. But in fact, there is no significant difference between them. The first of these types of speech, which have existed since ancient times, arose on the basis of conversational norms, and the second arose in accordance with the cultural advancement and the emergence of the alphabet. Prof. N.Abdullayev noticed this closeness between two types of speech writes: "*While talking about the culture of speech, usually it is intended to be its (speech) oral form, written speech is not included in this concept...*" Beside these, the problem of speech culture is closely connected with visual, concrete, expression in written language..... [Məmmədli: 2021, s.74]. As a result, while using language/speech in communication, oral and written speech is also used, or indeed, oral and written speech skills are acquired in parallel and developed together, mostly in the same way.

Mainly, verbal communication is sound speech, it can be in a ready form, but in some cases it also exists in a spontaneous (unorganized) form. People encounter spontaneous communication at home, at work, at the street, sometimes in front of the mass-media. They can stop you in any place and ask your opinion on any issue or offer to express your opinion. This speech is unprepared, a speech that is possible only in the process of communication, with the opportunity to think, it is seriously different from organized speech by its naturalness and exclusivity. The content and quality of this speech, which is intended to be filmed in public places es-

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pecially for TV and radio broadcasts, depends on the intelligence of each person. "The most important feature of oral speech is its spontaneity and unready form" [Eminli, Paşayeva: 2021, s.205].

The speaker should understand the essence of the theme, mobilize themselves, overcome tension and emotion and can be ready for this form of speech. Having ability to choose the white from the black and evaluate the events arises spontaneously during this speech. Since all the responsibilities are on the speaker, you should prefer objectivity and also you should know that majority of audiences are listening to you. That's why, to escape unthinkable, subjective considerations and must listen to the sound of conscience. Organized speech has wider possibilities than spontaneous speech. At this time, it is possible to prepare for the speech, determine its theme and content in advance. The speaker plans in advance what to say and what to talk about before starting such a speech it determines the approximate volume of the conversation. At this time, the form of addressing a person (individual) or the audience is specified in advance, and at the same time, the level of preparation of the audience is taken into consideration. Getting to know the addressee in depth facilitates the selection of methods and principles to make the information to be told believable.

Aristotle considered the correct selection of material, holding the plan, studying it perfectly and determining the appropriate style, following orthopedic and intonation rules, and expressing emotions in a unique form as important conditions [<https://az.wikibooks.org/wiki>]. As for this, experts note four stages of speech preparation according to ancient rhetorical traditions. The first stage is called "invention and discovery". At this stage, the theme for the speech is selected, the material is collected, put into the system, and the volume of the speech is determined according to this material.

In the second stage, which is called "disposition" or "location", the author of the speech works on the speech material, connects its separate parts with each other, and makes an interpretation for the speech.

The third stage is called "interpretation or verbal design of thought". At this stage, key words are given, the style of the main part is shown, the introduction and conclusion are drawn up, and editing works are carried out on the final copy of the text. The last stage is "memory or memorization". Mastering and learning the text in written speech, highlighting its manifestations such as pauses, intonation and sound elements are the main tasks performed at this stage.

For an effective speech, it is not enough to choose a topic, the speaker should consider the purpose of the speech rather than the theme. The number of recommendations are also given to young speakers regarding the choice of topic:

"1. Choose a topic that matches your knowledge and interests...Choose topics where your training can give you more knowledge than your potential audience...

2. Choose a suitable topic. The choice of the topic depends on the place, time and mood of the listeners, the relevance of that topic...

3. ...The topic should be interesting, important and understandable for the listener" [Eminli, Paşayeva: 2021, s.201).

The speaker first summarizes the ideas and then going to present them orally in the process of making a speech. At this time, certain exercises are also important.

A.F. Kony, one of the famous Russian lawyers, wrote: *"I am a person who does not write speech in advance, as a former court clerk, I can say these things to young workers that ... do not write speeches in advance ... study the material carefully, read it remember, get to its depth, and then follow Faust's advice: "Speak with confidence, then the words will come by themselves, the effect on the listener will happen by itself"* [<https://az.wikibooks.org/wiki>].

The structure of speech consists of introduction, main part and conclusion, respectively. In the introduction, it should be justified that the subject to be discussed will be of interest to the listeners, and the degree of functionality of the subject should be determined in an organized speech. The main requirements are to arouse the audience's confidence and self-control in the speaker, interest the listeners in the nature of the main content, and instill in them a sense of self-confidence.

The main part is to present the general propositions of the speech in a consistent manner. Logical arguments and psychological advice should be used during communication.

At the end of the speech, the results obtained should be summarized, and what was said in the main part should not be repeated. The speaker's thoughts and the makes result from the questions should be combined. So, the outcome cannot be predetermined. The solution of the problem on the topic should be in accordance with the desire and purpose of both the speaker and the listener.

Written communication skills intend both oral and written communication. Although it is monologic by nature, it also uses a dialogue option. Nowadays, with the widespread use of voice messages, written speech skills are also developing towards voice. It can be said that written and oral means of communication are created in relation to each other, benefits from the other. Looking at the functions of written communication, it is clear that they perform similar/parallel tasks to oral speech. Information exchange, impact on the addressee, and emotional reaction play a key role here. These functions perform reading skills when we play out any written text. If the text is transmitted in writing (of course, thanks to ICT), it serves to form written communication skills.

Written communication is performed with the help of graphic signs, because given information, put forward judgmental ideas, stories, narratives, novels that are products of artistic creativity are presented with the help of language, which is a system of abstract signs. Written speech is the expression of thoughts in writing. In the process of preparing and providing information, the technical means of writing words and sentences appropriate to the topic is written speech. *"Intellectual skills and habits are formed during writing and reading. Phonemes, morphemes are iso-*

lated from the sound stream... Written speech is isolated from spoken speech... It is a description of the word" [Məmmədli: 2021, s.45].

Generally, written speech is an important means of communication between people when oral communication does not take place. It is unlimited of the Internet that drives its development and makes it actual and relevant.

If oral speech skills are formed during exchange in a specific situation, written speech skills are formed while composing a text and gradually improve. Written communication also differs from oral speech in its retention period. Here, the norms of literary language are used more and there is an opportunity to return to what is written again and again.

If it is possible to use complex-type constructions, mixed-type subordinate and subordinate complex sentences in oral speech, more attention is paid to expressing ideas in a simple, but comprehensible way in oral speech. That is why, conversational style plays a key role in oral communication and during written communication, and materials corresponding to literary, artistic, journalistic, scientific and official-business styles are involved in the research.

Both forms of communication are the same for its levels; so that oral and written communication skills are acquired during both business and academic communication. It is also necessary to pay attention to the similarities and differences between them. When we say similar aspects, it is meant to establish communication at the conversational level during both communications. The difference is that written communication arose after the appearance of writing.

If intonation and melodiousness exist in oral communication, it is considered important to observe literary language norms in written communication.

If hand, arm, and facial movements are included in oral communication, they cannot be used in written speech.

If oral speech occurs within a specific situation, written speech occurs when it is important to solve a certain problem.

In determining these two forms of communication, psychological moments should also be considered. While oral communication has an individual character, written communication is more a manifestation of general, mental speech activity. Just before writing, prof. As T.I. Hacıyev wrote: *"there were reflections of written language, such as the language of orders and decrees, chronicles recording the marches of rulers and generals, and oral literary language as a means of communication of the elite"* [Hacıyev: 2012,75].

Thus, despite the fact that oral communication is dialogic and monologic, and written communication is monologic, both forms of speech involve the preparation and presentation of oral and written speeches (presentations, presentations) on specific themes in the Azerbaijani language. Knowledge of oral and written speech turns into skills, and they are divided into types and subtypes depending on the communication conditions, purpose and content. The process of both written and oral speech can be established in the absence of both the listener and the speaker

(this applies more to examples of fiction), sometimes both of them participate in the speech, and in some cases, the writer or speaker does not have to share their thoughts and ideas. It does not use anyone's help, he asks questions to himself, speaks alone, in the last speech, and the information can be in the form of an accusation and can be turned against the speaker itself. During the last speech, stories are presented through narration and in some cases emotionally-expressively. In this regard, during communication speech can be divided into two groups - monologic and dialogic. Depending on the number of participants in the speech, there is also a polylogical form of the speech. That is why three types of speech are distinguished during oral and written communication: monologue, dialogue and polylogue. Extensive information is given about two of them (monologue and dialogue) in the literature. Both types of oral speech are used in artistic and journalistic styles. The social nature of dialogical and polylogical speech is stronger. These speeches are used in the settlement of controversial issues, in reconciliation, in embassies, during negotiations conducted by elders and white people, influential people. Polylogical speech sometimes takes its place in TV and radio programs and TV debates.

Polylogical forms of speech are also used in dramatic works in scenes involving more than two people. Many speech forms, types appear during oral and written communication. Some of them are colloquial and mostly domestic in character. Both verbal and non-verbal means are used here.

Written communication skills are more of a language fact. Expressing an idea in writing is to set it to a certain standard and measure. Thus, the speaker of the language benefits from it through both oral and written communication. At this time, the functionality of the language increases, it has a stronger potential force.

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ŞİFAHİ VƏ YAZILI ÜNSİYYƏT BACARIQLARI

XÜLASƏ

Şifahi kommunikasiya əsasən səsli nitqdır, o, əvvəlcədən hazırlanmış şəkildədə ola bilər,

Çıxış hazırlıq prosesində danışan deyəcəyi fikirləri əvvəlcə konspektləşdirir, sonra onu şifahi şəkildə təqdim etməyə hazırlaşır. Bu zaman müəyyən məşqlər də əhəmiyyət daşıyır.

Girişdə danışılacaq mövzunun dinləyicilərin marağına səbəb olacağı əsaslandırılmalı, mövzunun işləklik dərəcəsi müəyyənləşdirilməlidir. Əsas hissə nitqin ümumi müddəalarını ardıcıl şəkildə təqdim etməkdir. Nəticə əvvəlcədən müəyyənləşdirilə bilməz. Mövzu üzrə problemin həlli həm danışanın, həm də dinləyənin istək və məqsədinə uyğun olmalıdır.

Ümumiyyətlə, yazılı nitq şifahi ünsiyyət baş tutmadıqda insanlar arasında istifadə olunan vacib əlaqə vasitəsidir. Onun inkişafına təkan verən, aktuallaşdıran isə internetin sərhədsizliyidir.

Açar sözlər: *şifahi kommunikasiya, yazılı kommunikasiya, nitq bacarıqları, çıxış, spontan nitq*

НАВЫКИ УСТНОЙ И ПИСЬМЕННОЙ КОММУНИКАЦИИ

РЕЗЮМЕ

Вербальное общение – это преимущественно устная речь, она может быть заранее подготовлена. В процессе подготовки речи оратор сначала обобщает идеи, которые он скажет, а затем готовится изложить их устно. В это время также важны определенные упражнения. Во введении следует обосновать, что обсуждаемый предмет будет интересен слушателям, а также определить степень функциональности предмета. Основная часть – последовательное изложение общих положений выступления. Результат не может быть предопределен. Решение задачи по теме должно соответствовать желанию и цели как говорящего, так и слушающего.

В целом письменная речь является важным средством общения между людьми, когда устное общение не имеет места. Именно безграничность интернета стимулирует его развитие и делает его актуальным.

Ключевые слова: *устное общение, свободное общение, речевые навыки, речь, спонтанная речь*