



## PROBLEMS OF THE IMPLEMENTATION OF THE BASIC SOCIAL FUNCTIONS OF THE LANGUAGE

**M.Kh. Bukharova**

teacher, Navoi State Mining Institute, Navoi, Uzbekistan

[mxbukharova@gmail.com](mailto:mxbukharova@gmail.com)

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### ABSTRACT

*The article presents some problems of language implementation in the process of socialization. The influence of the risks of globalization on the social problems of language, in particular, the relationship between the risks of global transformations and the use of language as a mechanism for changes in the surrounding reality, has been studied.*

The linguistic turn in sociological research is due to the presence of many reasons, primarily globalization, which brings with it rapid transformations in the field of communications. Being the main mechanism of communication, language is updated through speech in the surrounding sociality.

Language is fundamental to social science. Integration processes arising from the interaction of global and local cultures represent certain risks of unification or oblivion of local languages. There is a danger of losing the identity of their carriers, isolation and relegation to the periphery. All these complex and contradictory endogenous and exogenous processes demonstrate the social specificity of language as an independent social system. Problems Linguistic sociality provides and

reflects the economic, political and socio-cultural dynamics of various societies. According to scientists, language is an enlightening phenomenon of being itself. Language is the house of being. Man lives in the dwelling of language.

The formation of the social in a person is carried out mainly through language, which ensures the inclusion of the individual in social relations, the mastery of social roles and the impact of society on the individual. The socialization of individuals involves the following stages: structuring and ordering of cognitive processes in the socio-semantic aspect; formation of a system of worldview; determination and evaluation of the format and goals of social actions in the past, present and future. Socialization as a phenomenon can be represented in two



aspects - phylogenetic and ontogenetic. If the first aspect involves the development of the individual as a generic being, then the second reflects the specifics of the inclusion of the individual in the already established social ties. Thus, phylogenetic socialization presupposes a dialectical interaction between human evolution and language evolution. This is manifested in the correlation of social transformations with the development of language structures. For example, multilingual, developed syntactic and morphological forms, categories and functions, semantic and stylistic diversity, richness of terminology are characteristic of developed post-industrial societies. And vice versa, a relatively limited set of lexical, morphological, syntactic and stylistic structures is inherent in civilizations less developed in the industrial aspect.

Ontogenetic socialization is carried out within the framework of phylogenetic socialization and involves the mastery of the lexico-semantic and syntactic structures of the native language by the individual in the process of learning the subject-logical relationships that already exist in this society.

Undoubtedly, the linguistic aspects of sociality are of great interest to sociological science. A good example is the phenomenon of speech culture. The sociological approach to the language norm as the basic concept of the culture of speech suggests the possibility of a conscious impact of society on the development of the language. In this context, the language norm appears as a historically developing social phenomenon. Of particular importance are the general cultural and speech levels of the development of society. Proper speech is a

sign of civic maturity, evidence of conscious social behavior, and even virtue. In this regard, the study of the factors that destroy the linguistic norm, as well as the mutual influence of the linguistic personality and social reality, is of particular importance. The socio-historical approach pays special attention to the connection between changes in the social structure of society and the violation of linguistic norms.

The social prerequisites for the emergence of this term reflected the hostile attitude of the revolutionary population towards bourgeois culture, including language. The social status of the entire population has changed, which led to the abolition of many cultural and linguistic norms. The main thing was not how it was said, but by whom it was said and what was said. It was at this time that "newspeak" appeared as a mechanism for the ideological influence of society.

The alienation of the language from its speakers and the destruction of the meaning of the verbal utterance manifested itself in the phenomenon of "newspeak". Abbreviations and abbreviations of words became a characteristic phenomenon. Deviations from linguistic norms and linguistic simplification occurred at all levels of the language. In the field of social phonetics, new pronunciation trends have appeared - dialectal.

Socio-cultural breakdown has led to the fact that the violation of the norm has become the norm. Violations in word usage and mixing of styles have become clear examples in the field of vocabulary. Another feature of Newspeak was the presence of a large amount of paramilitary vocabulary. The vocabulary reflected the command-directive forms of social



interaction at the interpersonal, intergroup and state levels. The inhumane characteristics of the totalitarian system, which had become firmly established, contributed to an increase in the discrepancy between dictionary meanings and the surrounding reality. Cultural correct speech turned out to be unclaimed, as a result of which there was a sharp decline in the cultural level of the nation. The upbringing of a culture of speech as a condition for socialization has become a social task of society. This task could be solved only as a result of the elimination of illiteracy.

Teaching the population to read and write meant the creation of a socialist culture based on socialist ideology. It was socialist culture that could give the masses access to the achievements of world civilization. Unfortunately, the eradication of illiteracy did not introduce the population to genuine culture. A large number of people, mostly residents of the provinces, were cut off from the national culture and moral principles and did not join the values of European culture, which caused a general decline in the cultural level, linguistic culture in particular. Illiteracy and semi-literacy that appeared after the revolution became the cause of social and moral decline. The destruction of the socio-cultural layer of educated people in the process of mass repression meant the destruction of culture. Representatives of many fields of knowledge were aware of the consequences of the destruction of culture, therefore, in the post-revolutionary period, studies on the culture of speech appeared. Scientists paid special attention to the search for its criteria. The following structures were taken as the

basis of the study: speech - language; speech is a social reality; speech - thinking, which meant a normative-evaluative approach to the study of the problem. Much attention was paid to the language norm of cultural speech as a social limitation of the language system. A sociological approach to the linguistic norm, which consisted in the fact that the selection of linguistic means is carried out "in the process of social, in the broad sense of the word, evaluation."

Newspeak currently exists in the speeches of politicians and in the media. The change in the model of the social structure of society - the priority of market relations in all types of social interaction, the strengthening of the role of the media, the development of the Internet - led to looseness in speech use, weakening of self-control, the habit of using advertising slogans and a lack of correct speech. The desire to reject the Soviet way of life was reflected in a sharp decline in the norms of literary speech: in the use of "fenny", "mat", dialect and slang words, filling in pauses, incorrect placement of stresses, and incorrect use of words. The decrease in the norm of speech use is typical not only for the population, but also for representatives of all branches of government.

The current degradation of speech culture testifies to the socio-cultural danger threatening the Russian society. It seems that the reason lies in the destruction of the civilization foundations, not only of the Russian, but also of the world community. The dominance of profanity, jargon and vulgarism indicates a weakening of communication, an increase in alienation, primitivization in social relations and the inadequacy of social actions. It can be



argued that the conflict of human existence is accumulated in the language. The way out of this situation is seen in the formation of full-fledged communication in all aspects

of the socio-cultural life of peoples and, consequently, in the cleansing of the "human dwelling" from clogging and neglect.

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