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## **Speech action and communicative norms**

*Annotation.* From the standpoint of the activity approach, the article examines the status of a speech action and the conditions for its choice in a situation of intercultural communication. In the context of the history of the development of the theory and practice of intercultural communication, the existing communication models are analyzed.

*Key words:* intercultural communication; discourse; activity approach; orientation; substantive activity; linguistic consciousness; speech action; communicative norms.

Speech is a type of human communication, a historically developed form of communication between people. Speech is the most universal means of communication, since in the transmission of information using speech, the meaning of communication is least of all lost. Communication (lat. Communication - message, connection) 1. Communication or transmission by means of language of the content of the statement. 2. The specific form of interaction between people in the process of their cognitive and labor activity. Communication is the foundation of human life. Successful social, emotional and intellectual development is impossible without free communication. The student should be able to express their thoughts, feelings and desires easily, quickly and clearly. The main goal of the communicative aspect of language teaching is the formation of the skills of speech activity in its main forms and types. The mechanisms for solving communication problems determine the content side of the academic subject, which includes speech and language components in their relationship and interaction. Communication is a complex process that requires many skills. Speech is just one of the many ways in which we communicate our messages. Since ancient times, human society has used additional means of communication and transmission of information, many of which still exist. For example, the indigenous people of Africa use the whistle language, the signals of drums, bells, gongs, etc. The "language of flowers", widespread in the East, is also a means of transmitting information that in some situations is not allowed to be expressed in words (for example, a rose is a symbol of love, an aster is a sadness, a forget-me-not is memory, etc.). Road signs, traffic lights, flag signaling, etc. - all these are means of transmitting information, complementing the main means of human communication - language.

A separate speech action (a piece of communication) is called a communicative act. The simplest scheme of a separate communicative act in the process of speech communication looks in a certain way. Within the framework of a communicative act, the sender of information (for example, a speaker), having a motive for the utterance, builds it in internal speech, and when translated into external speech, encodes it into

sounds. The receiver, perceiving the incoming signal, decodes it and recognizes the meaning of the statement. He also has a motive for the statement, an exchange of remarks takes place, i.e. feedback is provided. In other words, the sender and the receiver are reversed, but the scheme of the communicative act remains the same. Thus, verbal communication is the communication of people, understood in the broad sense of the word not only as a conversation or conversation, but as any interaction with the aim of exchanging information (reading, writing, etc.). In accordance with this, communication is carried out in the process of human speech activity using verbal (verbal) and non-verbal means.

All functions of language and speech are manifested in communication. When it comes to the functions of language and speech, it is difficult to draw a line between the two. The fact is that any linguistic utterance (oral or written) is speech. The functions of a language are a manifestation of its essence, its purpose and action in society, its nature, i.e. its characteristics, without which language cannot exist. The main basic functions of language are communicative and cognitive, which have varieties, i.e. functions of a more private nature. The communicative function means that language is the most important means of human communication (communication), i.e. transmission from one person to another of any message for one purpose or another. Language exists precisely to provide communication (communication). Communicating with each other, people convey their thoughts, feelings and emotional experiences, influence each other, achieve a common understanding. Language gives them the opportunity to understand each other and to establish joint work in all spheres of human activity, being one of the forces that ensure the existence and development of human society. The communicative function of the language plays a leading role. But language can fulfill this function due to the fact that it is subordinated to the structure of human thinking. Therefore, the exchange of information, knowledge, experience is possible. This inevitably leads to the second main function of language - cognitive (i.e. cognitive, epistemological), meaning that language is the most important means of obtaining new knowledge about reality. Cognitive function connects language with human mental activity. In addition to the above, the language performs a number of other functions.

Factual (contact-establishing) - the function of creating and maintaining contact between interlocutors (formulas for greeting when meeting and saying goodbye, exchange of remarks about the weather, etc.). Communication occurs for the sake of communication and is mainly unconsciously (less often - consciously) aimed at establishing or maintaining contact. The content and form of actual communication depend on gender, age, social status, relationships of interlocutors, however, in general, such communication is standard and minimally informative. Representative is a function that determines a speech act in its relation to a referent or an object of thought. The volutative function of language, i.e. function of will.

Metalanguage (speech commentary is the function of interpreting linguistic facts. The use of language in the metalanguage function is usually associated with difficulties in verbal communication, for example, when talking with a child, a

foreigner or another person who does not quite know the given language, style, professional variety of language. all oral and written statements about the language - in lessons and lectures, in dictionaries, in educational and scientific literature about the language.

Aesthetic - a function of aesthetic impact, manifested in the fact that speakers begin to notice the text itself, its sound and verbal texture. An aesthetic attitude towards language means, therefore, that speech (precisely speech itself, and not what is communicated about) can be perceived as beautiful or ugly, i.e. as an aesthetic object. The aesthetic function of language, being the main one for a literary text, is also present in everyday speech, manifesting itself in its rhythm and imagery. Intellectual and communicative - a message function. The function of storing information is also implemented in archives, and it is likely that some part of the information will never be in demand by anyone; but you need to store everything - for history. The emotive function of language involves the expression of feelings and emotions. It is being implemented in poetry, in dialogues, in singing; language has special means of expressing emotions: emotionally colored synonyms, phraseology, tropes, stylistic figures, in oral speech - intonations. Poetic images created by the poet by connotations, allegories, metaphors, epithets, allegories - the means that are studied in poetics - have the greatest opportunities for emotional impact on the interlocutor.