

SOCIAL FOUNDATIONS OF PROFESSIONAL TERMS IN SPEECH
ETIQUETTE PROCESSES

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Abstract. We Advocate Truthfulness, Accuracy, Honesty, and Reason as Essential to the Integrity of Communication. As public speakers, one of the first ethical areas we should be concerned with is information honesty. Social communication refers to the use of verbal (spoken language) and nonverbal (eye gaze, facial expression, gestures) communication in social situations, to tell other people what you want, express feelings, relate to other people and develop meaningful relationships. Public speaking is a valuable skill that can help you communicate effectively, persuade others, and boost your confidence. However, it also comes with certain etiquette rules that you should follow to respect your audience, your hosts, and yourself. In this article, we will discuss some of the most important public speaking etiquette rules and how to apply them in different situations. Professional etiquette is about presenting yourself with polish and professionalism that demonstrates you can be trusted and taken seriously. Professional etiquette means being comfortable around people and making them comfortable around you.

Key words: verbal, nonverbal, etiquette, social communication, individuals, a professional audience.

Introduction. Etiquette is important because it establishes a set of social norms and expectations that help individuals interact with each other in a respectful, considerate, and appropriate manner. Etiquette provides a framework for courteous and respectful behavior, which can help prevent misunderstandings, conflicts, and social awkwardness. It also creates a sense of decorum and professionalism in social and professional settings. Having good etiquette shows respect for others and their cultures, values, and beliefs. By being mindful of others' feelings, beliefs, and expectations, we can create more positive and harmonious relationships. Before you prepare and deliver your speech, you should have a clear idea of what you want to achieve and how you want to impact your audience. Your purpose will guide your choice of topic, tone, language, and structure. It will also help you avoid irrelevant or inappropriate content that might confuse or offend your listeners. For example, if your purpose is to inform, you should focus on facts, evidence, and examples. If your purpose is to persuade, you should appeal to emotions, values, and beliefs. Another essential rule of public speaking etiquette is to know your audience and tailor your speech accordingly. You should research your audience's background, interests, expectations, and needs before you design your speech. You should also adapt your speech to the context, occasion, and setting of your presentation. For example, if you



are speaking to a professional audience, you should use formal language, avoid jargon, and cite credible sources. If you are speaking to a casual audience, you should use conversational language, humor, and stories. Respecting your time limit is a sign of professionalism and courtesy. You should practice your speech beforehand and time yourself to ensure that you can cover your main points within the allotted time. You should also check with your host or organizer about the schedule and the format of your presentation. For example, if you are part of a panel or a Q&A session, you should leave some time for interaction and feedback. If you are the only speaker, you should avoid going over or under your time limit. There are some general etiquette rules that apply to any public speaking situation. You should dress appropriately for the occasion, audience, and venue. You should arrive early and check the equipment, the lighting, and the seating arrangement. You should greet your audience, introduce yourself, and state your topic and purpose. You should maintain eye contact, use gestures, and modulate your voice. You should avoid distractions, such as fidgeting, reading from notes, or checking your phone. You should thank your audience, your host, and anyone who helped you prepare or deliver your speech. Public speaking can be challenging for many reasons. You might face technical difficulties, unexpected questions, hostile reactions, or nervousness. You should prepare for these challenges and handle them with grace and confidence. You should have a backup plan in case of equipment failure, such as a printed copy of your slides or notes. You should anticipate possible questions and objections and prepare clear and concise answers. You should acknowledge and respect different opinions and perspectives and avoid arguments or confrontations. You should practice relaxation techniques, such as breathing, stretching, or visualizing, to calm your nerves and boost your energy. One of the best ways to improve your public speaking skills is to seek and accept feedback. You should ask for feedback from your audience, your host, your peers, or your mentors. You should listen to their comments, suggestions, and criticisms with an open mind and a positive attitude. You should identify your strengths and weaknesses and work on them for your next speech. You should also give feedback to others who speak in public and share your insights and experiences. Always greet people with a smile and a hello. If you're not sure what to say, a simple "Hello, how are you?" will suffice. When meeting someone for the first time, it is also important to introduce yourself and make eye contact while shaking hands. Be clear and concise when communicating with others. Avoid using slang or jargon that may be unfamiliar to the other person. Be mindful of your non-verbal communication, such as body language, as it can convey a lot of information about your intentions and emotions.

Conclusion. Good manners and a professional attitude is an important intangible skill in the work environment. Employers want to hire and your peers will want to work with friendly, pleasant, and polite people. These intangible skills are called Business Etiquette. Business etiquette refers to the expected behaviors and norms

governing how individuals conduct themselves professionally. It goes beyond social gatherings and encompasses various aspects of professional interactions, including how individuals present themselves, communicate, and behave in the workplace. office etiquette is an important aspect of professional behavior that contributes to a positive work environment and helps employees establish strong relationships with their colleagues.

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