

## **PSYCHOLINGUISTIC ASPECTS OF PROFESSIONAL COMMUNICATION**

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**Abstract:** The article substantiates the prospects of using a psycholinguistic approach to the study of professional communication. The characteristics of a professional linguistic personality are identified, the forms of implementation of professional communication are determined, which is described as a process of subcode switching.

**Keywords:** Social role, linguistic professional role, communication model, professional communication, subcode switching, language competence.

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### **INTRODUCTION**

One of the main practical tasks that modern industrial society poses to researchers is the search for ways to effectively manage the organization's staff. Since managerial interaction is possible only in the process of professional communication, to solve this problem, knowledge is required not only of the dynamic characteristics of the team as a single social organism, but also of the linguistic determination of joint professional activity. The purpose of our research is to substantiate the effectiveness of the psycholinguistic approach to the analysis of professional communication of specialists in conditions of collective activity.

### **MATERIALS AND METHODS**

In order to identify the advantages of psycholinguistic analysis, it is necessary to determine the meaning of the terms "social role", "communication", "discourse" and characterize the associated approaches to the study of professional communication.

The term "social role" has become widespread in sociological, sociolinguistic and psychological theories [1]. Within the framework of structural functionalism, a role is interpreted as a static unit of social structure, which is a set of norms and rules [2]. The interactionist understanding of the role reveals it in a dynamic aspect, from the point of view of the interaction of people [3]. Despite the fundamental differences in defining the essence of the phenomenon, researchers agree that the social role transforms the individual into the collective.

### **RESULTS AND DISCUSSION**

The methodological basis of our research is the activity approach, which determines the understanding of the social role in this particular paradigm. In relation to a linguistic professional personality, a profession as a specific social role is a set of special interconnected patterns of speech behavior and activity of an individual occupying a certain place in the system of communicative-professional relations. Since the content of a professional role includes culturally embedded work experience, which is presented in cognitive, subject and linguistic forms, the level of development of a linguistic professional personality can be assessed from the point of view of the conceptual, perceptual and verbal correspondence of speech behavior and the activities of a specialist group communicative and professional expectations.

As for the term "communication", in science it is defined depending on the methodological settings of the researcher (for more details on this, see: [4]). Thus, in the information-code model of K. Shannon and W. Weaver, communication is interpreted as a process of converting information into code signals - (de)coding, which allows it to be "broadcast" from the speaker to

the listener [5]. This approach develops the ideas of mechanism, which contribute to the presentation of communication as a mechanism without any qualitative originality, while language is a code that correlates sounds and thoughts. Such intersubjective communication is possible provided there is a clear collective understanding of the unity of goals, typical thinking, identity of linguistic knowledge and the existence of a common code. However, the information-code model of communication does not take into account the need to “understand” the statement. As noted by M.L. Makarov, “understanding involves something more than just decoding - decoding itself is localized where the acoustic signal turns into a linguistic image, but the interpretation of the statement does not end at this stage”.

Despite the semantic-pragmatic limitations of the information-code model of communication, the impossibility of its use in the analysis of communicative uncertainty (ambiguity, hints, etc.), it allows us to identify some features of a professional linguistic personality, since holistic professional communication represents - is a dynamic process of subcode transitions. They can be carried out, firstly, within the framework of “everyday language - professional language”, for example: being in a work situation, employees communicate using everyday speech (*Hello!*; *What time is it?*; *How did you spend your weekend?*; *Will you go lunch?*, etc.), and professional (*Prepare a quarterly report*; *Reformat the hard drive*; *Make a medical history*, etc.).

The imposition of an information-code model on the situation of everyday communication (emotionally rich, not enclosed in a rigid role framework) inevitably leads to errors in perception, the emergence of communication barriers, etc. However, in a situation of professional interaction, especially in conditions of team work, consistency of actions is ensured by common collective ideas about goals and objectives, as well as the use of a common special language. Consequently, the information-code model characterizes professional communication from the dynamic side, when the solution of collective problems is possible only with operational sub-code switching, changing phonological and semantic representations in accordance with constantly alternating multidisciplinary situations.

## **CONCLUSION**

So, characterizing professional communication from the standpoint of a psycholinguistic approach, we can summarize: 1) a linguistic professional personality is the bearer of one or another professional role, that is, a set of special interconnected patterns of speech behavior and activity of an individual occupying a specific position - a new place in the system of communicative and professional relations; 2) professional communication is a process of operational sub-code switching carried out by participants in communication in accordance with constantly alternating multidisciplinary situations of their professional interaction and determined by the level of development of communicative, perceptual and interactive competencies of the language professional personal sti; 3) professional communication is implemented in two forms: subject-professional and non-subject-professional; 4) the dynamics of this process is manifested in the features of subcode switching.

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