

APPEAL AS A BASIS OF COMMUNICATION CULTURE

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ABSTRACT

The conversation begins with an address, and how it goes depends more on that first word," said Siddiq Muminov, author of the book Criteria for Dialogue. Every word that comes out of our mouth is a testament to the beauty of our speech, to the high level of our culture, to the fact that we have not forgotten ourselves. This means that the forms of appeal are one of the main factors determining the culture of communication of each nation, thereby demonstrating not only the attitude of the speaker to the listener, but also his level of culture and general level. Of course, the first address to a person begins with the name given to him by his parents. It is no secret that a good name is a beauty to a person.

KEYWORDS: *Communication, Demonstrating, Individually, Different Forms, Accepted, Nicknames, Signifies.*

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