FEATURES OF DIALOGIC AND SPOKEN DISCOURSE

Xaydarova Nigora
Scientific supervisor
Andijon State Institute of Foreign Languages
Tuychieva Gulchekhrakhon
Student of Andijan State Institute of Foreign Languages
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Annotation: This article examines the colloquial style of speech as one of the most widely used functional styles in everyday communication. The study explores the linguistic features of colloquial speech at the phonetic, lexical, and grammatical levels, highlighting its spontaneity, emotional expressiveness, situational dependence, and dialogic nature. Special attention is given to the role of colloquial style in interpersonal communication and its interaction with other functional styles of the language. The article also discusses the relevance of colloquial speech in modern digital communication, including social media and online messaging. The findings contribute to a deeper understanding of spoken discourse and its significance in contemporary linguistics and language teaching.

Key words: spoken discourse, linguistics, formal, sound, official names, contact, conversational style, impersonal, non-compliance, relationship, alienating.

Conversational style is a writing style that differs from customary contract prose. Instead of being formal and impersonal, it makes a contract sound more like a conversation. Instead of calling the parties by their official names or their roles, let alone calling them "the party of the first part" and "the party of the second part", it can call them "you" and "we" or "us**". ** Contract readers can find conventional contract prose unfriendly and impersonal, even alienating. For some people, contract text seems to have been written by lawyers for lawyers. They may find that it is not intended for them, and so decide not to read. If contracts remain unread, unintentional non-compliance and loss of rights may follow. Despite your best intentions, if the contract makes your organization sound frightening or unfriendly, you may build mistrust and suspicion**.** Conversational style has made its way to business-to-consumers and employment contracts, but it does not have to be limited to these; it can be used in commercial and public sector contracting as well. It is especially suitable in contexts where negotiations take place among people who are not lawyers familiar with conventional contract styles – for example, if one of the parties is an SME or a startup.[1]

Conversation style can help make contracts look and feel more straightforward and business-friendly, and less like legal weapons. Most of today's contracts are written in legal-speak. They all look and feel the same, with no personality or humor found in them. If your organization wants to portray an image of someone who speaks and listens like humans do, you may find that adopting a conversational contract writing style can make a major difference. It can help you frame your relationships and their terms so that you stand out from the crowd, in a good way.[2]

Nowadays, people use conversational style whenever they talk to friends, teenagers, siblings and mostly close people like family members and in other situations or positions they prefer to use more academic one in order to show respect and politeness. Besides that, we can witness with this style of communication in dialogues even in written speech it is because it

shows and represents real-life situations. I strongly confirm that conversational style of speaking is much more preferable than formal speech that's because it is easy to understand, perform and we do not need to think a lot about what we are saying because we know that person in front of us can definitely comprehend without further explanations.

Conversational style mimics natural speech for connection, using simple words, "you/we," questions, and anecdotes to build rapport, boost engagement, and make complex ideas relatable, even bending grammar rules; it's powerful for marketing and personal connection, moving away from formal, impersonal tones, but requires practice to sound natural, not forced. Researchers like Deborah Tannen study how subtle cues (contextualization cues) define these styles, showing differences in how men and women communicate, while studies find "fun" chatbot styles boost engagement more than "warm" ones. [3]

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