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HISTORICAL AND PROGRESSIVE DEVELOPMENT OF COMMUNICATION

Annotation: This article analyzes the formation and stages of development of communication in the history of mankind. The historical foundations of the transmission of information through the first forms of communication - oral expression, cave paintings, symbols and writing are highlighted. Also, the transmission of cultural heritage, historical memory and social experience from generation to generation through the oral form of communication is shown as an important factor. The article highlights the educational, didactic and psychological aspects of pedagogical communication and their significance in the modern education system based on scientific and theoretical sources. At the same time, the role of "soft skills", in particular, the culture of communication, in personal and professional success is emphasized.

Keywords: Communication, oral speech, historical development, symbol, writing, cultural heritage, pedagogical communication, soft skills, didactics, communicative competence.

The development of communication in human history is closely linked to the emergence of speech, which is believed to have begun around 100,000 BC. The use of signs and symbols in communication appeared about 30,000 years ago. Although the initial form of oral speech was imperfect, it was precisely this imperfection that made it possible to spread ideas easily and quickly. This, in turn, led to the emergence of new forms of communication, the expansion of information exchange, and the extension of the life of stored information.[1]

The earliest symbols created as a means of communication date back to the Upper Paleolithic era, where they appeared as cave paintings - the first form of rock art. It is known that one of the oldest cave paintings was found in the Chauvet Cave in France, and it dates back to about 30,000 BC. These images are distinguished by the fact that they were not only an aesthetic expression, but also a means of transmitting information. According to research, humanity may have created the first calendar system about 15,000 years ago.

The historical and semantic connection between drawing and writing has also been proven from a linguistic point of view. For example, in Ancient Egypt

and Ancient Greece, the concepts of drawing and writing and the terms that express them had the same basis: in Egyptian, they were expressed by the verbs “s-sh” (to mark, write), and in Greek, “graphein” (to write, draw). This indicates the inseparable connection between image and writing as early forms of communication.[2]

Oral communication is one of the earliest forms of human communication, and the tradition of oral storytelling dates back to ancient times. Oral expression has played an important role in transmitting human thoughts and experiences from generation to generation. The development of oral communication is closely related to historical processes, and it has been formed and enriched at different stages of human society.

Oral history is a method of collecting and preserving the direct testimonies of individuals and groups who have experienced past periods. Through this process, historical memory, cultural values, traditions, and social experience have been continuously transmitted between generations. [3] Oral communication, with its complexity, has always been shaped by the social, cultural, and historical circumstances of a particular period. It has never been limited to a specific field or type of activity, but has existed globally as a common tradition of communication of humanity and has retained its significance to this day. Oral communication has served not only as a means of interpersonal communication, but also as an important means of preserving and transmitting cultural heritage in societies. [4] In ancient times, people widely used oral forms of communication. In particular, they expressed their thoughts through poetry and singing. People shared spiritual experiences during collective gatherings by telling stories, legends, and historical events. This process paved the way for the widespread development of oral creativity.

In particular, the oral creators of the Indo-European cultural region, namely poets, were called "word-weavers" because of their ability to skillfully express oral speech. They played an important role in transmitting historical and cultural heritage to future generations by remembering events and expressing them in artistic form. [6] Nomadic peoples also had oral traditions, in which they told stories to pass on the history of their people to the next generation.

Oral communication has been one of the most natural and effective ways for people to convey their thoughts, historical memories, and cultural traditions to the general public. This form of communication has developed throughout human history not only as a means of communication, but also as an important form of preserving and transmitting social memory. Oral communication, rather than

recording events using technical means, has served to express their echo in the human mind, that is, their memorable and spiritual interpretation.[7]

The fundamental changes taking place in various spheres of life in the modern world and the commonality of global problems are causing new approaches and fundamental issues in the education system. In particular, the need for lifelong learning for the development of individuals and society is increasing day by day (Nevdakh, 2015).

A number of scientific studies (Attila & Enikő, 2018; Volger et al., 2018; Cronin & Cronin, 1992) emphasize that employers value not only the "hard skills" acquired in higher education institutions, but also additional qualities formed outside the university - "soft skills" such as responsibility, creativity, and communication culture.

Research conducted by Harvard University and the Stanford Research Institute shows that while technical (hard) skills account for only 15 percent of a person's professional success, the remaining 85 percent depends on "soft skills" (Madsen, 2018). This further reinforces the role of continuing education, especially adult education, as a means of developing not only knowledge, but also personal and social competencies.

A.N. Leontiev[8], defining the educational and didactic significance of pedagogical dialogue, interprets it as an integral and important component of the pedagogical process. In his opinion, active pedagogical dialogue is a means for the teacher and the pedagogical team as a whole to study students and understand their personal characteristics, and forms a favorable psychological and emotional environment for the creative nature of educational activities and the comprehensive development of the student's personality. It also prevents psychological barriers between the student and the teacher, plays an important role in coordinating socio-psychological relations in the children's team, and in the effective use of the teacher's pedagogical skills.

Communication in pedagogical activity is recognized not only as a means of implementing modern methods of imparting knowledge, but also as a means of effectively organizing the educational process in socio-pedagogical terms. Based on the analysis of advanced pedagogical experiences, in particular, the work of such famous thinkers as A.S. Makarenko [9] and V.A. Sukhomlinsky [10], it can be noted that communication between a teacher and a student plays a decisive role in pedagogical influence. Communication serves as the basis of pedagogical skills and plays an important role in increasing the effectiveness of the educational process.

Conclusion

In conclusion, communication is an integral and fundamental factor in the development of humanity, which initially began with symbols and oral speech, and later improved through writing and cultural forms of expression. Communication has served as a continuous transmission of human memory, historical heritage and social experience. Today, it is emerging not only in social life, but also in pedagogical activity as a key tool for educating students, increasing the effectiveness of the teacher and ensuring the effectiveness of education. In particular, the role of the culture of communication in the formation of personal and social competencies is incomparable.

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