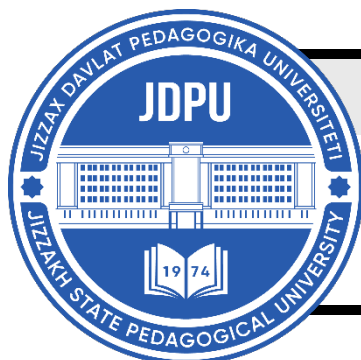


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USAGE OF COLLOQUIAL STYLE

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ABOUT ARTICLE

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Abstract: This paper explores the usage of colloquial style, a form of informal language commonly used in everyday conversations and informal writing. The primary goal of this paper is to review the characteristics, functions, and implications of colloquial language usage. It first defines colloquial style and distinguishes it from formal language. The paper then examines the key features of colloquial style, including slang, contractions, and idiomatic expressions. Next, it discusses the functions of colloquial language in communication, such as establishing rapport, expressing familiarity, and conveying emotions. The paper also addresses the impact of colloquial language on perception and interaction in various contexts. Finally, the paper offers suggestions for using colloquial style effectively in different situations. Through

a comprehensive analysis, this paper aims to deepen the understanding of colloquial language usage and its significance in communication.

INTRODUCTION

Colloquial style refers to the informal language commonly used in everyday conversations, informal writing, and interactions among people in various settings. It differs from formal language in terms of vocabulary, grammar, and structure, reflecting the casual and familiar nature of communication between individuals. Colloquial language often includes slang, contractions, idiomatic expressions, and other informal elements that deviate from standard written and spoken forms. Understanding the characteristics, functions, and implications of colloquial style is essential for effective communication and social interaction in diverse contexts. The study of colloquial style encompasses the examination of informal language that mirrors everyday spoken communication. It is pivotal in understanding how people interact in various social and professional settings. This paper delves into the essence of colloquial style, its defining characteristics, and the reasons behind its widespread use. By scrutinizing literature and real-life applications, we aim to provide a detailed insight into the role of colloquial style in enhancing or hindering effective communication. Colloquial language (colloquialism) is a functional language style usually used verbally for informal communication (exceptions may be diary entries, notes, or private letters). Thus, the main function of colloquialism is communication, which provides casual connections between people. Colloquial's field of application is different domestic relations: at home, among friends and acquaintances, communicating with colleagues, in the store, and any other informal setting. In addition, colloquialism is found in journalistic (news) style and in literature, where the main aim is reliable and realistic communication. In journalistic style colloquial language can be used, for example, to report from the scene of the accident, in literature – to create the necessary atmosphere or to describe the nature and personality of a character.

MATERIALS AND METHODS

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The term colloquial is old enough: Dr Johnson, the great English lexicographer, used it. Yet with him it had a definitely derogatory ring. S. Johnson thought colloquial words inconsistent with good usage and, thinking it his duty to reform the English language, he advised "to clear it from colloquial barbarisms". By the end of the 19th century with Neo-grammarians the description of colloquial speech came into its own, and linguists began to study the vocabulary that people actually use under various circumstances and not what they may be justified in using. As employed in our time, the adjective colloquial does not necessarily mean 'slangy' or 'vulgar', although slang and vulgar vocabulary make part of colloquial vocabulary, or, in set-theoretical terminology, form subsets contained in the set we call colloquial vocabulary. [1, 224] Colloquialisms are a persistent feature of the conversation of at least 90% of the population.a) Literary colloquial

The term literary colloquial is used to denote the vocabulary used by educated people in the course of ordinary conversation or when writing letters to intimate friends. The sphere of communication of literary colloquial words also includes the printed page, which shows that the term "colloquial" is somewhat inaccurate. [1,224] Here are some examples of literary colloquial words. Pal and chum are colloquial equivalents of friend; girl, when used colloquially, denotes a woman of any age; bite and snack stand for meal; hi, hello are informal greetings, and so long a form of parting; start, go on, finish and be through are also literary colloquialisms; to have a crush on somebody is a colloquial equivalent of to be in love. A bit (of) and a lot (of) also belong to this group. A considerable number of shortenings are found among words of this type. E.g. pram, fridge, flu, prop, zip, movie. Verbs with post-positional adverbs are also numerous among colloquialisms: put up, put over, make up, make out, do away, turn up, turn in, etc.

b) Familiar colloquial

The younger generation of writers (M. Drabble for instance) adhere to familiar colloquial. So it seems in a way to be a differentiation of generations. Familiar colloquial is more emotional and much more free and careless than literary colloquial. This vocabulary group closely verges on slang and has sometimes of its coarse flavour. It is also characterised by a great number of jocular or ironical expressions and nonce-words. [1,224]. E.g. doc (for doctor), hi (for how do you do), ta-ta (for good- bye), goings-on (for behaviour, usually with a negative connotation), to kid smb. (for tease, banter), to pick up smb. (for make a quick and easy acquaintance), go on with you (for let me alone), shut up (for keep silent), beat it (for go away). [3, 15]

c) Low colloquial

Low colloquial is a term used for illiterate popular speech. It is defined by G. P. Krapp as uses "characteristic of the speech of persons who may be broadly described as uncultivated".

[3, 15] This group is stocked with words of illiterate English which do not present much interest for our purposes. It is very difficult to find hard and fast rules that help to establish the boundary between low colloquial and dialect, because in actual communication the two are often used together. Moreover, we have only the evidence of fiction to go by, and this may be not quite accurate in speech characterisation. The basis of distinction between low colloquial and the two other types of colloquial is purely social. Everybody remembers G.B. Shaw's "Pygmalion" where the problem of speech as a mark of one's social standing and of social inequalities is one of the central issues. Ample material for observation of this layer of vocabulary is provided by the novels of Alan Sillitoe, Sid Chaplin or Stan Barstow. The chief peculiarities of low colloquial concern grammar and pronunciation; as to the vocabulary, it is different from familiar colloquial in that it contains more vulgar words, and sometimes also elements of dialect.

In grammar there may be: a) the use of shortened variants of word-forms, e.g. isn't, can't; there's ; I'd say ; he'd 've done (= would have done); Yaa (= Yes); b) the use of elliptical (incomplete) sentences -- / did; (Where's he?) -- At home; Like it? (= Do you/Did you like it?) - - Not too much (= I don't like it too much); (Shall I open it?) -- Don 't.; May I? (= May I ask a question/do this?).

The syntax of colloquial speech is also characterized by the preferable use of simple sentences or by asyndetic connection (= absence of conjunctions) between the parts of composite sentences or between separate sentences. Complex constructions with non-finite forms are rarely used. Note the neutral style in the following extract: When I saw him there, I asked him, 'Where are you going?', but he started running away from me. I followed him. When he turned round the corner, I also turned round it after him, but then noticed that he was not there. I could not imagine where he was.

Colloquial words in fiction.

Authors and playwrights often use colloquial language while writing, and therefore you may often come across instances of colloquialism in novels and plays. From the works of the Bronte sisters to the Harry Potter series by J. K. Rowling, most famous works in literature are found to be dotted with slang terms that are associated with periods that they were written in. When you read a novel, a play, a short story, or any other form of literature, you are bound to recognize certain literary techniques that the writer has used. While most authors introduce figures of speech deliberately as a method of enhancing their work, colloquialism is something that generally tends to creep in. Authors tend to use the language that they are most comfortable with (unless their work demands otherwise). Every writer is influenced by the

place he belongs to, the way people around him speak, and the phrases that are used by them. It is in such a scenario that colloquialism is often intertwined in the language of the literary work. There are many authors who use colloquialism deliberately to imbue a sense of reality and to render their work a contemporary touch.

Purists may scoff at the idea of using everyday language in literature, but there is a sense of realism that slang and colloquial terms impart. If you trace the history of use of the vernacular and colloquial in literature, you will learn how Shakespeare used slang in his work so that it would strike a chord with not only the courtiers but also with the masses. Colloquial language served to open up the world of literature to all.

Critics argue that in modern literature though, colloquialism has often been used to exclude instead of include. This may be true in some cases where the use of language serves no purpose except to make it less accessible and understandable only to people from certain sections of the society. But there are several modern literary gems that use the vernacular to repel and attract the reader at the same time; cases in point being works like *Trainspotting*, *A Clockwork Orange*, *The Catcher in The Rye*, etc. All these novels use conversations between characters to convey to the reader where the character comes from and to reinforce the setting. Dialogs with colloquial phrases often have a more far-reaching effect as compared to those written in pure English that may be difficult to understand for some. These dialogs are often responsible for the depth of the novel and also for creating a connection between the reader and the characters. All the following examples can illustrate the use of colloquial words in fiction.

Uncle Tom's Cabin, Harriet Beecher Stowe, 1852

"If I must be sold, or all the people on the place and everything go to rack, why, let me be sold. I s'pose I can b'ar it as well as any on 'em." The novel is widely regarded as a seminal work in anti-slavery literature. Some critics also call it the book that laid the foundation for the Civil War. The language and tone used in the novel made it a snapshot of the times that it was set in. This was because the terms and dialogs that were used, and the stereotypes presented were all a reflection of the situation in America then. The language used by each character mirrored how actual people of different social stations spoke. This was a marked departure from the prevalent use of language in literature.

DISCUSSION AND RESULTS

The colloquial style is a peculiar subsystem of the English language. On the one hand, its major field of application is found in the spoken variety of language: on the other hand, elements of this style penetrate the written varieties such as the BLS, the PS and NS. When

written, the colloquial style's function is to render the specificity of everyday conversation. Underlying many of its specific features are the following factors:

- 1) the spontaneous character of communication;
- 2) the private character of communication;
- 3) face-to-faceness.

Four tendencies may explain the peculiarities of the colloquial style:

- 1) prefabrication and 2) creativity, 3) compression and 4) redundancy.

1) The colloquial style has a great amount of ready-made formulae, cliches, all kinds of prefabricated patterns. Spontaneous conversation is facilitated by using stereotyped units social phrases such as greetings (hello), thanks and responses (not at all.)

2) Creativity is also a result of spontaneous speech production. We make our conversation as we go along. We have no time to polish it deliberately, but one can do corrections, thus there are many hesitations, false starts, loose ends in grammar and syntax.

3) Compression tends to make speech more economical and laconic. It is reflected in the use of the following language phenomena:

a) Shortened forms and clipped words (nouns: fridge, lab, math; verbs: am 'm., is-'s, are-'re, have-'ve, etc.).

b) Words of broad semantics (thing, one).

c) Ellipsis is usual in face-to-face communication as the situation (context) easily supplies the missing part (Same time, same place?).

d) Simplicity of syntax. Long sentences are seldom used in colloquial informal communication, for a simple reason that the speaker doesn't want lose the thread of his own thought

4) Redundancy reflects another aspect of unprepared speech production. Among the elements reflecting this tendency are: a) time-fillers (you know, I say, let me tee, sort of). b) the pleonastic use of pronouns (John, he is late). c) senseless repetition of words and phrases. (Liza: I'm a good girl, I am.) The vocabulary of the literary colloquial style comprises neutral, bookish and literary words, though exotic words and colloquialisms are no exception. It is devoid of vulgar, slangy and dialectal lexical units. Sentences are short and elliptical, with clauses connected asyndetically. The discussion around the usage of colloquial style in communication encompasses several key aspects, including its advantages, potential drawbacks, and appropriate contexts.

Advantages:

1. Relatability and Engagement: Colloquial language makes the speaker or writer appear more approachable and relatable. This can lead to higher engagement levels, as the audience feels more connected and comfortable.

2. Simplicity and Clarity: Using everyday language can make complex ideas more understandable. It strips away jargon and technical terms, making the message accessible to a wider audience.

3. Tone and Authenticity: A colloquial style often conveys a sense of authenticity and friendliness. This can be particularly effective in building trust and rapport, especially in marketing, social media, and customer service interactions.

Potential Drawbacks:

1. Perception of Unprofessionalism: In certain formal or professional settings, the use of colloquial language might be perceived as unprofessional or too casual. This can undermine the credibility of the speaker or writer.

2. Misinterpretation: Colloquial expressions can sometimes be ambiguous or misunderstood, especially by non-native speakers or individuals from different cultural backgrounds. This can lead to confusion and miscommunication.

3. Inconsistency: Overusing colloquial language in written communication can lead to an inconsistent tone, especially if the document requires a formal or academic approach in other sections.

Appropriate Contexts:

1. Informal Communication: Colloquial style is highly effective in personal conversations, social media posts, blogs, and other informal contexts where a relaxed and engaging tone is appropriate.

2. Marketing and Advertising: Brands often use colloquial language to create a connection with their audience, making their messaging feel more personal and less corporate.

3. Customer Interaction: In customer service, a friendly and conversational tone can enhance customer satisfaction by making interactions feel more human and less scripted.

Balancing Colloquial and Formal Styles:

To maximize the effectiveness of colloquial language, it is essential to strike a balance. Understanding the audience and the context is key to determining when a colloquial style is appropriate and when a more formal tone is necessary. For instance, a business report may primarily use formal language but incorporate a colloquial tone in certain sections, such as an executive summary or a call to action, to engage the reader. While the colloquial style has its

place and benefits in communication, its usage should be carefully tailored to the context and audience to ensure that it enhances rather than detracts from the intended message.

Educated/standard English

Educated/standard English is often referred to as “the standard language”. It is clear however, that standard English is not “a language” in any meaningful sense of this term (Bex: 1984:118). While Guth states that “Standard English” is the language of institutions, schools, churches and government. The standard English is a class dialect. It may be defined as the speech of those who enjoy a favored economic and social status in a society. In this sense, the standard English is used to denote the correct English used by educated speakers of English. It means that the term “standard English” is used to show the English is the way educated people speak and write. It is, therefore, the kind of English written and spoken by business executives, lawyers, doctors, ministers, teachers, writers, editors and other professional people. All these groups comprise only a small proportion

CONCLUSION

To sum up everything which was mentioned above, we can say, that colloquial words can exist not only in the oral speech of young and semi-educated people. Colloquial words are used by people of all ages and all classes, but they are little different. Authors and playwrights often use colloquial language while writing. Most authors introduce figures of speech deliberately as a method of enhancing their work; colloquialism is something that generally tends to creep in. Authors use colloquialism deliberately to imbue a sense of reality and to render their work a contemporary touch.

Moreover, the usage of a colloquial style in communication offers significant benefits by making interactions more relatable, engaging, and easier to understand for a broad audience. This informal approach can foster a sense of camaraderie and approachability, which is particularly valuable in contexts such as marketing, social media, and personal conversations. However, it is important to balance colloquialism with appropriateness, ensuring that the tone aligns with the context and the audience. By doing so, one can effectively convey messages while maintaining professionalism and respect. Using a colloquial style can greatly enhance communication by making it more relatable and engaging. This informal approach helps create a friendly and approachable tone, which can be particularly effective in casual conversations, marketing, and social media. However, it is crucial to consider the context and audience to ensure that the use of colloquial language is appropriate and does not undermine the message's clarity or professionalism. Striking the right balance allows for effective and impactful communication.

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