

**THE PROBLEM OF COMMUNICATION
COMPETENCIES IN SPORTS**

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Abstract - This scientific article presents scientific and theoretical information about communicative communication processes that appear during sports competitions, the causes of negative communication between athletes and coaches, and solutions for their elimination.

Keywords :communication; means of information dissemination; content and type of information transmitted; communication barrier; communication process model; communicative competence; classification of people according to their inherent communicative and behavioral characteristics; stages of communication; model of verbal communication process; reasons for ineffective communication; strategies, communication tactics; requirements for communication practice; manner of communication; negotiation tactics; positions in communication; features, types, process, mechanisms, functions of social perception.

Communication is the process of two-way exchange of information between subjects of sports activities, leading to mutual understanding. Communication - translated from Latin means “common shared with everyone.” If mutual understanding is not reached, then communication is considered unsuccessful. To ensure the success of communication, you need to have feedback on how people understood you, how they perceive you, and how they relate to the problem.

The characteristics of communication in interpersonal communication between subjects of sports activity are determined by a number of features, in particular, existing relationships. Members of any group, team, performing tasks of joint activity, are connected with each other by two types of relationships: status-role (business, official, relationships of responsible dependence) and interpersonal (emotional, informal, non-activity). The first type of relationship is based on the necessary distribution of functions in the team and is associated with the contribution of each group member to solving the group problem, his preparedness and capabilities for successfully performing joint activities. Each athlete has one or another status in his team. Typically, the highest status in a team is occupied by the leading players, the strongest athletes, and the lowest status is occupied by young or new team members, reserve players who have not yet proven themselves.

The second type of relationship reflects direct emotional connections in a team (likes, indifference or hostility), which inevitably arise in any group as a result of mutual assessments and co-evaluations of the human qualities, behavior and actions of partners, most often outside of their professional and sports activities.

It should be emphasized that the division of relationships into business and emotional is conditional. In fact, friendly or hostile relationships are formed precisely in the course of joint activities, depending on how successfully or unsuccessfully the group task is solved. In addition, due to the high importance in sports of high achievements, joint activities and business relationships of



athletes are always associated with intense emotional manifestations and the active formation of a personal attitude towards partners.

Communication between subjects of sports activities has a number of specific features.

1. A physical relationship between two individuals, each of whom is an active subject. At the same time, their mutual informing presupposes the establishment of joint activities. The specificity of human information exchange lies in the special role for each participant in the communication of this or that information and its significance. The dissemination of information among subjects of sports activities passes through a kind of filter of trust/distrust. Such a filter acts in such a way that true information may not be accepted, but false information may be accepted. For example, information coming from the leading player, the leader of the team, will always be perceived easier, faster and without much discussion compared to information provided by a player from among the reserves, the second team. In addition, there are tools that promote the acceptance of information and weaken the effect of filters. The totality of these funds called fascination. An example of fascination can be the musical, spatial or color accompaniment of speech.

2. The possibility of mutual influence of partners on each other through a system of signs. In the communication process, the coach and athletes are faced with the task of not only exchanging information, but also achieving its adequate understanding. Communicative influence is possible only if there is a single or similar system of codification and decodification between the communicator (the person sending the information) and the recipient (the person receiving it), i.e. In interpersonal communication, the interpretation of the message coming from the communicator to the recipient stands out as a special problem.

3. Possibility of communication barriers. In this case, the connection that exists between communication and attitude becomes clear. A communication barrier is a psychological obstacle to the adequate transfer of information between communication partners. In addition to barriers, various interferences (or so-called “noises”) can also arise in the communication of subjects of sports activities.

Interference (“noise”) in the structure of communication (disapproval, mutual reproaches, dissatisfaction, bickering, useless conversations) make it difficult to plan and organize subsequent joint actions, complicate the process of attunement in the group, and sometimes make such a process impossible.

An example of the inadequacy of the nature of communication is the game of one of the men's university volleyball teams during a tournament match. The team was staffed individually by very strong athletes with good physical characteristics. However, at the slightest disruption of play connections, they reacted sharply to the mistakes of their partners, mutual reproaches, accusations, discontent began, and play connections were further disrupted. Thus, in one of the games the number of disapprovals reached 66.1%, and the team lost to a weaker opponent with a score of 1:15.

The main goal of information exchange in communication between subjects of sports activity is the development of a common meaning, a common point of view and agreement regarding various situations or problems of educational, training or competitive processes. The content of the feedback mechanism is that in interpersonal communication the process of information exchange is doubled and, in addition to the substantive aspects, the information coming from the recipient to the communicator contains information about how the recipient perceives and evaluates the behavior of the communicator.



Communicative competence presupposes situational adaptability and fluency in verbal and nonverbal means of communication. Effective communication is characterized by: achieving mutual understanding between partners, a better understanding of the situation and the subject of communication (achieving greater certainty in understanding the situation helps resolve problems, ensures the achievement of goals with optimal use of resources). Communicative competence is considered as a system of internal resources necessary for building effective communication in a certain range of situations of interpersonal interaction.

It is obvious that the communicative competence of subjects of sports activity is determined not only by the set of knowledge, skills and abilities of organizing effective communication. Communication between partners who seem to be in the same situation and have approximately the same status in the team can nevertheless differ significantly. In some cases, it is impossible to explain these differences without knowledge of the individual psychological and personal characteristics of athletes. In particular, the communicative behavioral characteristics of athletes, coaches, etc. become decisive in this matter.

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