
OPINION, LANGUAGE AND COMMUNICATION - SOME GENERAL CONSIDERATIONS

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Abstract: In this paper are presented general considerations on language, speech, and writing. Emphasis is placed on language awareness, which implies recognizing the fact that language is the result of a logical, mental, cognitive orientation that permeates all aspects of a particular culture.

Human language, as an abstract composition of signs used for understanding, is realized through speech and writing. Speaking is the auditory realization of language, and writing is the visual realization of language. Every alphabet was preceded by a speech and there is not a single language that did not have a speech, but that is why there are languages that have one speech (and with dialects), but several alphabets. It follows that speech and writing for each individual are the basic, essential, meaningful and the most important means and forms of communication and understanding with the environment. And both are directly based and dependent on the mind, reason, brain, and speech center. Thus, human's speech and alphabet are structured, because human is a rational being, so both speech and alphabet are directly related to thought, that is, the brain.

In the continuation of the paper, we discuss speech and writing that are manifested by voices, i.e. letters, graphemes, harps. This further means that all sounds and all letters in structural use have their meanings, but are also conditioned by the surrounding sounds and letters. However, this could not work, nor would human be considered a rational being, if both speech and writing were not important for reason, i.e. the brain. Thus, in coordination and order, a language for understanding and communication is realized.

Starting from the importance of the form of speech or writing, the paper also presents the types of expression, as well as the words of subjective feelings and their role in the transmission of thoughts and communication. At the same time, the connection between language and culture was emphasized, as well as the importance of speech culture and writing culture as drivers of the development of knowledge and scientific thought.

Therefore, the aim of this paper is to present the initial concepts of language and communication, confirming the need for an interdisciplinary approach to key and basic language elements that contribute to a better understanding of communication relations in general.

Keywords: opinion, voice, language, speech, types of eloquence, language culture, communication.

1. INTRODUCTION

Language best portrays people as human beings, because with language not only that you communicate but you understand each other also. Language is predominantly realized through speech, because speech is the direct and concrete application of language, realization, use of language. Every language is an applied speech, a practiced form, a materialized system. Language is always with human, since language directly manifests knowledge and culture and identity. Changes in the socio-cultural community, as well as changes in the individual, are also reflected in language. According to Bugarski, if the notion of language culture is taken as hierarchically superior to other related terms, it includes the culture of thinking and listening, active or passive knowledge of other languages in multilingual environments and foreign languages, as well as attitudes towards other dialects and languages and their spoken representatives (1986: 27).

Language is the basic means of communication between people, i.e. the ability inherent in people to communicate in any language community using the composition of signs such as specific natural human languages (Vuletić, 2007). Language is the result of opinion. "Language, opinion and the world are intertwined and are in a co-constitutive relationship, and none of them can be reduced to one moment." (Com. Periša, 2016: 27). To be able to speak a foreign language means to know how to think in that foreign language. Thus, human is characterized by the possession of the mind / reason / brain on the basis of which language is not only communication, but also understanding. For example, birds, deer, dolphins, etc. also communicate, but only for information: hunger, marking their territory, danger, food, etc. establishing some form of dialogical understanding.

It has long been known that a person can use language in several ways: *speaking*, *writing*, *sign*. Speaking and writing are familiar terms for understanding, expressing one's thoughts, and receiving others. The sign form of communication is predominantly used by people who have little or no hearing, in special occupations (tankers, stock

market workers, scouts, etc.). And they all think that they would realize some of the above forms and they manifest what they think through speech, writing or a sign / symbol.³⁸

In recent years, linguists believe that there is another form of understanding, which is not common today, little is known about it, it is not frequent among people, but all indications are that it could become dominant in the future over all others. It is *intuitive communication*, which presupposes the use of words and other symbols of understanding without explicit knowledge of their meaning.³⁹ Although ambiguous, it works relatively successfully. It can obviously be seen today between a mother and a newborn child. Babies do not speak or write or give any signs, but mothers know exactly how they feel. Thus, already the first communication represents a call, an instinct, an aspiration for life (Com. Guberina, 1991: 65). Thus, intuition is a prediction, a premonition, an assumption with a high percentage of accuracy, so that in practice we encounter and speak without activating thinking (brain), a form of empathy with a potential interlocutor. It is believed that this is how aliens communicate, that it is the language of zombies, but also of some forms of living organisms on Earth.

Today's man practices speech, writing and sign, where the form of speaking is more frequent, because, among other things, it is the most practical, and of course the form of writing, while signs are used by a much smaller number of people. In this context, it should be added that the success of intercultural communication therefore depends on non-verbal literacy, knowledge of non-verbal signs of another culture and awareness of non-verbal signs of one's own culture (Salak and Carović 2013: 86).

2. SPEECH AND ALPHABET AS A FORM OF COMMUNICATION

Speech as a form of communication requires at least two: the narrator and the listener, and among them in the so-called the communication channel is - *said*. Speech is directly related to thinking, the speech center (Broka's motor speech center, located in the frontal lobe of the dominant hemisphere). However, one should know that this does not always have to be the case, so it can be speaking without activating the opinion - but then everything said is nonsense (stupidity, madness, without order and meaning).

The linguistic approach interprets speech as a phenomenon that, in addition to phonetically, can be broken down phonologically, morphologically, syntactically and semantically. Speech is a phenomenon when an individual uses language in a certain situation as opposed to language as a composition shared by a group of speakers or communities (<http://www.enciklopedija.hr/Natuknica.aspx?ID=22886>).

Speech must have three phases:

- PSYCHOLOGICAL (creating a concept or image, imagining what is being said),
- PHYSIOLOGICAL (concept or image, conceived by an impulse from consciousness, psyche, initiates the speech nerve, a nerve that is directly connected to the speech organs, and the stimulus of that nerve is a physiological action),
- PHYSICAL (production of voices by speech organs).

Thus, speech as a concrete realization of language begins with thought, and while it lasts, thought is active, and even when speech is completed, thought functions at least partially about what was the subject, the subject of the speech. Every other variant of the use of speech organs, without activating opinions, is nonsense, nebulae, ie speech anarchy, so it is always better not to activate speech organs in such a way. People prone to such speech, torrents of incoherent words are not only annoying but also undesirable, so they generally have no interlocutors, because everyone avoids empty, superfluous, meaningless dialogue.

The science that studies communication is usually called *information theory*, sometimes called *communication science*, etc., but the essence is the same - to study understanding in the act of communication.

All communications that are established without psychological action, i.e. the brain, the mind, are considered artificial, but they are also understandable to man thanks to his consciousness (bee communication, traffic lights, computer languages, etc.). Yet the only natural human communication is the realization of language by speech and writing.

³⁸ The term *symbol* is synonymous with the term sign. Most often, all symbols are signs, but not all signs are symbols. In this sense, a symbol is considered a special type of sign whose connection with the marked object is motivated by similarity, so it is not arbitrary as in an ordinary sign (<http://www.enciklopedija.hr/Natuknica.aspx?ID=55997>).

³⁹ Regardless of the fact that every individual communicates from birth to death, many laws of communication remain hidden, so communication succeeds more by chance or by "intuition" than on the basis of a reasonable application of some key principles. This is the so-called "Unconscious successful communicators" (<http://www.enciklopedija.hr/Natuknica.aspx?ID=32687>).

Since the mind is always active in such situations, everything that is linguistically frequent, frequent, tends to shorten, so this is considered as the *economization of language* (use of abbreviations, exclamations, phrases, etc.).

Voices (*phonemes*) in use, in function, service, are studied by the science of phonology. It encompasses all forms of use and combination of language material. However, *phonetics* studies the characteristics of the voices of a language, the way they are formed, articulated, the process of voice formation, speech organs, the acoustics of voices, and therefore the practical side of voice formation.

Both *phonology and phonetics* are language disciplines that interpret language realized in speech or script from different aspects. *The voice* is the smallest part of speech / language that cannot be further divided. *A phoneme* is the smallest part of speech / language that has a distinctive function, and the speech realization of a phoneme is precisely the voice. Phonemes have no meaning but directly affect meanings because they are the causes of words that have meanings. By changing the phonemes in a word, substituting, in a different order, etc., another word is created, that is, another meaning.

The human ear distinguishes sounds, but does not distinguish phonemes, because each phoneme is a combination, a set of voice features relevant to the meaning of a word. That is why they are the voices of concrete and non-possessive realization of phonemes in a language. There are no differences in the comparison of speech and script, except for those in the way of realization of language by speech in relation to the realization of language by letter. For speech, only the speech organs are directly important, and for the letter, graphics (determined appearance of the written form of the spoken voice). The speech organs of the human body include the larynx, vocal cords, soft palate with fringe, tongue, lips, lower jaw, and pharynx — all of which are considered by science to be the active speech organs of man. The passive speech organs of man are: the hard palate, the upper jaw, the teeth, the nasal cavity, the oral cavity, and the pharyngeal cavity. That is why the formation of each voice of a language has two phases, goes through two obligatory stages and is directly related to human breathing.

In order for a human to form *a voice* (speech), i.e. a letter in *an alphabet*, it is necessary to perform two actions. The first is inhalation, filling the lungs with air, inhalation, without interference, stagnation, etc., and the second is the release of that same air from the lungs, but now with obstacles, i.e. over, on, through the speech organs. Thus we have two currents, one is inhaled *by air*, and the other is exhaled *by sound or voice*. If no speech organ is activated during exhalation, no current is released from the lungs, no voice will be generated, and vice versa, if any obstacle is created on any organ when returning air from the lungs, a voice is created. This means that the formation of sounds is physiologically conditioned, and the formation of letters is conditioned by the agreed form of appearance of a specific voice / letter in graphic form. This is the reason that voices have different acoustic properties: vowel, consonance (vocality, consonance), nasality (nose), discontinuity, compactness, scattering, whistling, sonority, depth, duality (gemination), but also others. If the speed of human thought and the speed of human speech are the same, the articulation of all voices is good and such speech is called *fluent*. If the speech is burdened with sayings, delays, proverbs, sayings, repetition of the same words, etc., opinion and speech are inconsistent and we call such speech *non-fluent*, because the articulation of voices is burdened with mistakes, irregularities. In writing, it does not manifest itself in such a way, but functions as thought and nonsense, understandable and incomprehensible. In order to eliminate all that in both speech and writing, it is necessary to take care of, improve and enrich one's *language culture* from birth onwards. Therefore, one should know that the development of linguistic feeling begins with our birth, that is, from the development of our first speech.

- *Birth* - the first inarticulate cry, crying, sounding

- *From the first to the third month* - cooing, screaming, crying, laughing, reflex screaming, use of all vowels independently, physiological sounding

- *Fourth month* - syllable, full vocalization, symbolic crying

- *From the fifth to the ninth month* - playing with voices, chattering, playing with syllables, cooing

- *From the tenth to the twelfth month* - pronouncing the first words of the minimum number of voices

- *From the fifteenth month* - pronouncing the first sentence, always very simple, simple, of the smallest number of words, usually of only two words

- *Two and a half years* - pronouncing the first extended sentence with a clear meaning

- *School time* - enrichment, cultural profiling of vocabulary, independence in monologue and dialogue

- *Completion of schooling* - vocabulary enrichment is reduced, words are specialized, many words are known but not used, so there is an active and passive vocabulary of the individual

- *Mature age* - the process of forgetting begins and the richness of vocabulary weakens, what is just learned is forgotten faster, and what is very old in memory is much slower.

First we learn a noun, then a verb, then a pronoun, and only from the fourth to the sixth year do we learn other types of words. A six-year-old has about two thousand words in his vocabulary, and a ten-year-old about six thousand, a

twelve-year-old about ten thousand (from a total of twenty-five to fifty thousand words that European languages active in communication have on average today).

At the earliest age, the speech of the mother, or father, or someone from the family is crucial. Even when the child only knows and does not understand a few voices and then it is very important to speak to the child, and later the biggest source, the "factory" of language is work, then social forms of living. Absolutely dominated by work: means of work, material, work procedures and product name (result of work). The more developed the work, the more developed the language. This means that language does not originate at the green table, in the cabinets and heads of individuals - but in human communication, as a need, a necessity. All this applies to both speaking and writing, it is only a matter of the form of expression of language, i.e. opinion, human communication and the need for understanding.

According to color, all human voices are divided into light and dark. Light are: *soprano and tenor*, and dark are: *alto, contralto, baritone, bass*. However, according to the possibility of performance, human voices are divided into: male and female. The males are: *tenor, baritone, bass*, and the females are: *soprano, mesosoprano, alto and contralto*. An important factor in this is the frequency, the number of beats, so we have:

- *male voices from 32 to 146 hertz of the number of beats,*

- *female voices from 73 to 246 hertz of the number of beats.*

However, this issue is not only the subject of research by linguists, but also by physicists, physiologists, acoustic engineers (instrument manufacturers), psychologists and others. Human speech organs in the function of voice formation have the most complex process, because it involves the activation of: brain, nervous system, lungs, all speech organs, senses, etc. That is why speaking and writing are the most complex, perfect, most universal, but also the most necessary form of expression of human's thoughts and feelings, and are colloquially present (everyday in communication). In this discourse it should be pointed out that, both as a spoken and as a written form, the *style of speaking and writing* is studied by a science called linguistic stylistics. The subject of its study is the expressive unit of language or style, so it does not matter not only what an individual will say or write, but also how he will do it. This is because the style of speaking or writing is profiled by fact, concept, but also by affectivity, emotion. In the process of speaking or writing, the style is strengthened by auxiliary disciplines of linguistic stylistics, namely: *grammar, aesthetics, semantics / semiotics,*⁴⁰ *criticism, poetics*, but depending on the goals of speaking or writing and other language disciplines. So, whether a person speaks or writes, it is very important in what style he expresses it, because expressiveness is what leaves effects on the listener or reader, so the goal of speaking or writing is achieved, or mistakes and uncorrections are made etc.

3. COMMUNICATION FORMS OF EXPRESSION

There are three types of expression:

- *conceptual expressiveness*, with basic meaning, minimal expressiveness, enriched only with facts and it is inherent in the scientific style of speaking or writing;

- *impressive expressiveness*, whose main goal is to maintain the conceptual expressiveness which will be dominated by impression, impression, some conviction, belief;

- *expressive expressiveness*, as a feedback of the understood concept colored by what the one who speaks or writes said or wrote.

It is a very important fact that everything that is written in standard language at the same time and with at least minimal conceptual expressiveness, and everything that deviates in any way from standard language is either *impressive or expressive* or simultaneously with both characteristics. It is interesting that language strives for both, i.e. to keep the standard, but also to deconstruct, and then over time and by understanding in communication, to restructure the same, i.e. to supplement it, to correct the standard language, to do changes, etc.

These are all reasons that every language should have according to international standards: vocabulary, grammar and spelling (standard). Dictionaries can be: *encyclopedic and linguistic*. *Linguistic dictionaries* can be: monolingual, bilingual, multilingual. *Monolingual dictionaries* can be: dictionary of literary (standard) language, dictionary of synonyms, dictionary of homonyms, dictionary of phrases, dictionary of jargons,⁴¹ historical dictionary, as well as a number of special dictionaries of special terminology, usually called thesaurus, agriculture

⁴⁰ *Semiotics* in the broadest sense is the study of basic human activity of creation of meaning. Signs are all types of elements - verbal, nonverbal, natural, artificial, etc. - that carry meaning (Asher, 1994: 3821-3832).

⁴¹ Bugarski emphasizes that jargon is characterized by linguistic and stylistic features such as lexical productivity and innovation, grammatical flexibility, semantic expressiveness, metaphoricality and associativity, and humorous play with sound and meaning - often with completely unexpected and even absurd solutions (2006: 21).

* This is being given in original since the translation of these derivations of the word in English are not identical.

dictionary, theater dictionary, catering dictionary, dictionary funeral, military dictionary, etc.). All words, therefore vocabulary, are studied by a linguistic discipline called *lexicology*.

- *Words of subjective feelings* are all those in which the individual who uses them enters his emotions, and from these words and thus forms their meaning in order to diminish, increase, humiliate, insult, etc. These are:

- ▶ *diminutives* or diminutives, words by which we grind, diminish, minimize something,
- ▶ *hypocoristics* / nouns for cuddliness, words by which, according to the term to which they refer, we express love, sympathy, kindness, compassion, etc.,
- ▶ *augmentatives* or magnifying glasses, words that magnify, magnify, represent large, huge, and even exaggerate,
- ▶ *pejoratives* or insults / derogatory words, derogatory words, often shameful, degrading, derogatory, and even vulgar words.

All words of subjective feelings are the result of the formation of words with basic meaning (eg: derivations of house (*kuća, kućica, kućerak, kućetina, kućurina*),* but it is possible that the meaning of another word of subjective feeling appears within one word of subjective feeling. This intertwining of the meanings of words is predominantly present between diminutives and hypocoristics, but also between augmentatives and pejoratives. That is why they are called *words of subjective feelings*, personal, individual, which can be, but do not have to be, collective feelings.

- *Chronology* is one of the forms in which a person can speak or write his thoughts in order. In chronology, events take place from yesterday to today and from today to tomorrow, so this is considered a natural order, because that is how human life exists.

- *Retrospection* is also a form of speaking or writing. Thoughts are expressed freely, the natural order is not respected, something can be finished first, and only then begin. Therefore, retrospection is considered to be the reverse or reverse order, random presentation of thoughts, complete mismatch of the present, past and future.

Both forms of expressing or writing thoughts are purposeful and, depending on the goals, good, usable and are considered standard sequences of expressing thoughts. Chronology is common in science, but very often in some scientific fields where experiments, measurements, observations, reactions, etc. are a necessity, retrospection is a more desirable form. If chronology and retrospection are used in the same presentation of thoughts, it is not boring by mistake, on the contrary, it is often very favorable, and in many cases the only possible or necessary.

- A *monologue* is a spoken or written form of a person, expressing only his own thoughts, and can often be the so-called an internal monologue when neither a text is said nor written, but the individual realizes it in himself, as his own thinking. A monologue is also every person's communicative contact with others, where only what that particular individual said or wrote is considered a monologue. It is most often realized in the well-known I form (Ich-Form), ie in the first person of one's own thoughts.

- *Dialogue* is a form of communication of at least two people, and sometimes there can be more, but dialogue is considered only what is in the code between two. Thus dialogue can be established by the relation of one individual in dialogue with several other individuals. Dialogue is inherent in the literary genre of drama, and is predominantly realized in theater. However, people communicate in dialogue on a daily basis.

- *Narration*⁴² is talking, speaking, narrating, and human by the nature of things is instructed to understanding, as a daily necessity, inclined and even obligatory, narratively profiled to use language. If the story is an event, it is written and spoken in the HE form (Er-Form), and if the story is an experience, it is written in the I form (Ich-Form).

- *Description* is describing, description, painting with words. It activates the senses, performances, perceptions. It is very often combined with narration, so it is sometimes difficult, but often unnecessary, to separate a description from a narrative in communication. In both art and science, both description and narration are used, sometimes more and sometimes less, depending on the needs of writing or speaking.

- *Onomastics* is a language discipline that studies the name. *Toponomastics* is a scientific branch of onomastics and it studies the *name of everything that is inanimate* (name of a village, city, river, forest, etc.), and *anthroponomastics* is a scientific branch of onomastics that studies the name of everything that is alive (human name, surname, nickname, animal name, etc.). In addition to those mentioned in practice, there are also names for these disciplines: *onymy, toponymy, anthroponymy* - and everything that comes from the word ONIM / ONOMA which means name.

- *Rhetoric* is a science that studies oratory. It is a set of rules about quality speech. Chronologically speaking, the practice of speaking - *oratory* developed first, and only after that rule - *rhetoric*. In practice, good speeches are short, clear, concise, concrete, striking and effective. Rhetoric, *oratory* in a scientific sense, is also very important for

⁴² In narratology, storytelling is described either as a procedure or as a special mode of narrative text. Unlike oratorical and historiographical narration, which deals with real events, literary narration most often thematizes imaginary events or fictional histories (<http://www.enciklopedija.hr/Natuknica.aspx?ID=50434>).

writing. This is not only because every scientifically written work is explained (defended, proved, explained) by speech, but also because all forms of rhetoric, rhetoric, and at the same time are forms of written expression. In scientific research work, it should be especially concrete, accurate, unambiguous, therefore dryly factual, and this requires good mastery of terminology, procedures, working material, etc., in order to form conclusions and present research results. Scientific work must have its results, therefore the answer to the question: *what is the contribution of science to what has been researched*. Most often it is something scientifically new, but it can also be a denial of previous research, affirmations, confirmation of previous research or pointing to the unknown, unexplored, misinterpreted, unclear, in terms of lack of scientific work and leaving scientific secrets to future researchers, with a clear roadmap, where we came to and where to go next in scientific research.

The following forms of speech / writing are known in current scientific practice:

- HOMILIES (ILMUL HATABE) - instructions, advice for life based on religious beliefs, religious moral norms, as commands, admonitions, as God's teaching and command.
- MILITARY WORDS are absolutely related to military personnel, they serve to undertake military, war actions, celebrate victory, glorify the importance of battle, raise combat morale and the like.
- COURT SPEECHES insist on facts, reason, logic, evidence, facts, etc. and necessarily exclude any form of bias and emotional pity; and they are realized mainly as a lawsuit, defense, discussion, closing argument, decision, solution, lesson, etc.
- POLITICAL SPEECHES are most often based on an ideology, worldview, program conception, patriotism, national question, etc. Their goal is the homogenization of supporters, monolithicity, mobilization for some activity. They are focused on denial or affirmation, on change of state, their own avant-garde, the conquest of individuals and power, and the imposition of their views.
- PHILOSOPHICAL WORDS analyze, interpret, problematize a specific topic; they point to facts, point to doubts and possibilities, are based on reason and human existence, minor or the broadest social, state issues, problems, identity, directions of action, taking certain actions, etc.
- ACCESSION SPEECHES are mainly characterized by the occasion on which they are realized, and are most often realized in the diplomatic service when taking over and / or leaving the office of ambassador or consul in a country, immediately before defending a master's or doctoral thesis, when joining an association, political or similar functions. Although they are called accessible, they can also be *farewells* (leaving the command post, retiring, taking up a new position, ending an international mandate, etc.).

Certainly, there may be other sermons, *combined, inaugural, funeral*, etc., but they all have one thing in common. The fact is that science classifies them in rhetoric, ie oratorical form, but everything is manifested every day in written form, as a form of a specific given written text that is read. So, these sermons are written, it is even considered much harder to write, because they do not allow the slightest improvisation, gestures, gestures, etc. In scientific work they are based solely on research, results, evidence, facts, concrete and convincing indicators.

4. CONCLUDING REMARKS

Language is the greatest creation invented by human, because through it he managed to capture the thought, action and feeling of beings from different times. It is used as an instrument for understanding, communication, advocacy and social relationship and is vital for the cognitive, social and affective development of the individual. Hence the primary role that language plays within science, especially in the context of communicative and stylistic competencies.

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