

MOTIVATION OF AFFILIATION IN FAMILY COMMUNICATION

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ABSTRACT:

This article describes the process of family communication and its contradictions and shortcomings in communication, ways to overcome them and the motivation for affiliation.

KEYWORDS: communication, family, motivation, affiliation, motive, need, person, social child.

INTRODUCTION

In today's world of interpersonal relationships, it is important for people to interact quickly and effectively, in a literate way. Knowing and understanding the important principles of communication, especially the formation of emotional trust, is important not only in the organization of interactions between their members in certain social groups and communities, but also for everyone. In communication that builds emotional confidence, the individual will be able to learn more about themselves, understand themselves, and be armed with knowledge about how to prevent loneliness. It builds communication skills and competencies in a changing world.

MAIN PART:

Affiliation is the need for a person to live in a community of people, to enter into close trusting, warm, emotional, colorful interactions with them. It is the process of a person getting closer to other people through friendship, communication and love. An individual's communication with his or her parents in childhood, the parent's attitude toward the child, the attention, and the relationship with peers in youth, all contribute to the formation

of these needs. As a result of the formation of these needs, people experience anxiety, lack of self-confidence, and a decrease in 'I'. Communication and intimacy with people eliminates stressful situations. Affiliate motives activate people's communication. Such motives are more manifested in the organization of positive relationships in people. Love for other people is a spiritual manifestation of such motives. Affiliate motives are manifested in the close connection of the individual with the recognition of those around him, the strengthening of his "self", the development of self-confidence. The opposite of the motive of affiliation is the motive of rejection, that is, the feeling of being useless to one's loved ones, the fear of being left alone, the feeling that people who are important to him do not love him, do not appreciate him, and do not need anyone. (Friends, relatives, family). The intensification of this motive leads to closeness, insecurity, emotional tension and indifference. Affiliate motives play an important role in the effectiveness of parental parenting and parenting methods. For example, if a parent has instilled confidence in them (life, parent, and environment) in the upbringing of the child: the child will show such types of affiliation as independence, self-confidence, and norm. This is manifested in them in adulthood, in the formation of activity, openness, self-confidence in behavior in social life, in the absence of social weakness, anxiety, emotional disorders. Affiliation is the need to enable this person to have a positive relationship with those around them (loved ones). Affiliation is manifested in 2 forms. The first aspect is the positive side of this affiliation, which is also called private affiliation due to the need for a person to be

accepted and liked by those around him. The second side is manifested in fears about whether or not those around you will accept it, and is called the negative side of affection. At the heart of this need is a fear of becoming unnecessary to loved ones. That is why people strive for more recognition and acceptance by other people. The need for affection (its recognition and acceptance by others), the fear of being separated from people and its rejection (dislike) are interrelated. Studies show that people with high affiliate interests have more close friends, and the duration of friendships with them depends on affiliate interests. The closeness of their worldview is also often associated with the fear of being separated by friends. It can be concluded from this that in the studies, the subjects adapted themselves to their worldview, taking into account that their friends could accept them only if they agreed with their worldview. T.I., who conducted research on this two-sided view of affiliation. Tolchinskaya describes it as follows: Trying to accept it among people, regardless of its personality traits or situational discomfort, rigidity, these traits may be a low level of fear in people with a high level of fear of denial. More common than people who have died. Self-confidence, freedom, openness, and social activism are observed in communication in people whose need for recognition is a priority. If a person is overwhelmed by the fear of rejection, they will feel insecure, closed, and loose. Such people call themselves insecure, they are always alone, their communication skills and abilities are poorly developed. Russian scientist I.V. Kuznetsova (1999) distinguishes between two trends in the study of the need for emotionally trusting communication (affiliation) in humans. 1. Hope for affection (expecting a sympathetic relationship, mutual understanding in communication). 2 Fear of being rejected (Fear that communication will not be sincere). In

these trends we can see 4 types of communication motivations. 1. Hope for a high level of affiliation (confidence that they will accept, acknowledge, and like it). Low sense of rejection: In this case, the person becomes very communicative. 2. Low need for affiliation. Feelings of high rejection: In this case, the need for support and understanding is not met. In this case, the person is left alone with his sorrows and problems. 3. The lower the expectation of affiliation, the more developed feelings of rejection. In this case, the person enjoys loneliness. 4. Feelings of confidence and rejection at a very high level of affiliation do not leave either. In this case, a person has a strong internal conflict: he wants to communicate and avoids communication. The motive of affiliation (getting it recognized) motivates people around him to accept it and increase his self-confidence. As a result, he is very active and takes the initiative in communicating with others. McClellant (2007) found that people with high affiliation needs to call, write, and visit more often. The study found that high school students in need of high-level affiliation were more likely to attend clubs. However, this condition has not been observed in adults. People who need a high level of affiliation choose people who have more feelings of friendship, loyalty, connection when choosing a partner for communication. They also treat people well, gain respect among them, and enter into trusting relationships. People in high need of affiliation are armed with the necessary impressions by observing interpersonal and social relationships. Individuals with high affiliation may agree with conflicting opinions when such people are exaggerated. According to McClellant, there is a lack of findings that people in need of high affiliation are more focused on collaboration, understanding, and language finding, but a number of studies show that these people avoid conflict and competition. People in need

of recognition often try to change people who disagree with them, give a lot of advice, but do not be critical, avoid competition (for example, playing chess or checkers). They also refuse to play). Especially men with such needs are less likely to succeed in leadership positions. Because when they communicate with subordinates, they are not talking about solving problems at work, but in order to build a good relationship with subordinates. This is not the right way for a leader to communicate because he or she has to make strong decisions without avoiding conflicts in leadership. Therefore, in developed countries, it is rare to recommend highly affiliated people to senior management positions in enterprise management. But in management, people with high affiliation succeed and get more hired. Therefore, the high level of communication of managers is useful in dealing with many professional conflicts.

CONCLUSION:

Research has shown that such people worry about their relationships with others, fearing that they will be underestimated, wanting support, and sticking to relationships, often annoying those around them and reducing their need for them. . People with high affiliation don't like people who contradict their worldview. People in high need are self-sacrificing, always ready to cooperate, communicative, careful. This characteristic is indicative of their desire to please other people. Studies have shown that children born first in a family or single children in a family have a stronger need for attention than subsequent children. Affiliation is more strongly expressed in adults than in young people when in childhood the mother was not fed up with affection, did not pay attention and did not look when she cried. This is most often seen in girls and is manifested in low forms of affiliation as adults. In various forms of affiliation: fear of

being left alone (mother's neglect of her as a child), support, need for attention that arises from an inability to fully love and has become a persistent syndrome, or being left alone manifested in fear appearances. From an early age, when a child grows up fed up with love, respect, and affection in the family with proper parental care, they will have a high level of affiliation.

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