

## PRIORITIES FOR SUCCESS IN ACADEMIC COMMUNICATION

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**Abstract:** In the article, the priorities of the process of achieving success arising from academic communication are disclosed, explanatory and guiding quotes from English sources are given for each priority. No comments and opinion of any researcher are used, but the author only expresses her own conclusions. It is already a fact that there is no language in the world today that has as much published material and potential as English in terms of motivating and inspiring people, especially young people, and there is no country that has as much theoretical and practical knowledge in this direction as the United States. That is why this article mostly refers to sources from the United States.

**Keywords:** communication; success; priority; society; motivation.

### 1 Introduction

People engage in academic communication in the family, workplace, and society solve problems, present approaches, make objections, make suggestions, and in this way, they create the foundation for society to exist as a thinking, building, and huge force. "A person becomes a potentially vulnerable object of information manipulation... Due to the fact that in the 21st century, the information space and information pressure on humanity is in the stage of excessive change, the discussion taking place in the mass media has a great impact on the public consciousness. Most of the ideas and knowledge about the world are formed in a person under the influence of mass media such as television, radio, press, and the Internet." [6, p. 175]. This article, explores academic communication from six approaches. In considering "Success and courage", the concept of courage is presented as a driving force. In considering "Success and passion", the concept of passion is understood as an energy carrier. In "Success and dream" analysis, the concept of dream is explained as a planner. In "Success and error" investigation, the concept of error is brought to attention as a corrective by distinguishing bad from good. In "Success and learning" part, the concept of learning is explored as potentially cumulative. In "Success and obstacle" part, the concept of obstacle is explored as empowering. In the article, as one can see, the concept of success is studied as a stimulus, energy carrier, plan maker, reformer, potential collector, and power giver.

### 2 Method

This research is conducted using descriptive and comparative methods. Analysis and synthesis methods, as well as static and functional methods are also used. When studying the priorities of success in academic communication, the personal-functional - communicative approach - is in the foreground. Being like the spiritual ocean, academic communication has hundreds of fields of study, although the article touches on six of them. The investigated issues are brought to attention through the filter of speech activity and speech communication.

### 3 Results and Discussion

During the preparation of the article, we have used English quotes of world-known philosophers, including Aristotle, the world-known seafarer, Christopher Columbus, world-known writers, including Johann Goethe, world-known heads of state, including Winston Churchill, the world-known scientists, including Albert Einstein, and Benjamin Franklin two well-known inventors, world-famous businessmen, including John Rockefeller, world-famous singer Michael Jackson, American TV presenter Brian Williams, and American football coach Paul Bryant, quoting from relevant sources.

#### *Success and courage*

Without courage, a person cannot achieve anything. Every success and progress towards the future originates from the

concept of courage. If a person has all the positive qualities, including intelligence, skill, honor, honesty, knowledge, experience, compassion, but he does not have the courage and fearlessness to start something, that person cannot achieve anything good in life, life will pass by him, and success rooted in innovations will not knock on door. A person without success is not respected, he will not become a person who is considered among his acquaintances and in the circle he lives in. It means that courage is at the head of success. Courage is considered such a spiritual catalyst that everything a person can have depends on it, otherwise, as we said, nothing good will happen. If not, the world-renowned Greek philosopher Aristotle would not have written 23 centuries ago, putting the concept of courage next to reason and honor [1]:

*You will never do anything in this world without courage. It is the greatest quality of the mind next to honor.*

We know that C. Columbus is a brave Spanish seafarer known all over the world. He crossed the width of the Atlantic Ocean 8330 kilometers in the 15th century at the head of a ship expedition, facing death at any moment, but the highest goal he set before him led to the discovery of a large continent, which is now called America. If the great success achieved by this sea traveler had not been preceded by great courage and immense enthusiasm, often referred to as 'passion,' a victory and a monumental discovery that astonished the world would not have materialized. That is, enthusiasm and courage just as there is a burning torch, a great enthusiasm is a great torch that ignites a great courage. To describe the scale of his great success, Columbus wrote the name of the coast and the ocean, exaggerating the concept of courage [12]:

*You can never cross the ocean until you have the courage to lose sight of the shore.*

In general, there are factors in courage, in the courage that leads to success exhibited by an ordinary person, which gives vitality, inspiration, stability, resistance, endurance to courage. There are many factors that create courage: intelligence, strength and charm are among these factors. That is, in order to understand the advantages of courage, which is the door to success, a person first needs intelligence (the ability to distinguish between bad and good), then strength (energy). Let the thoughts of the mind be moved, in the end magic is needed to arrange what intelligence and energy have revealed, and as long as this order remains existing thanks to magic, courage will create miracles and achieve success after success. Even the 18th century genius German philosopher I. Goethe, who proceeded from the concept of dreams when discussing the necessity of the concepts of intelligence, strength and charm to the concept of courage, emphasized [9]:

*Whatever you think you can do or believe you can do, start it. Action has magic, grace and power in it.*

An experienced success is not a permanent success, just as an experienced failure is not permanent. In this case, the important thing is not to lose heart, not to extinguish the burning desire, not to forget the goal, and to confidently move from one failure to another failure. Every failure in itself leaves a positive mark, gives experience, instills in a person tenacity, endurance, character, and irreversibility. Just as the gold that goes into the fire is purified, refined, freed from impurities when it burns, so a person who goes from failure to failure should know that an eagle can rise high when it flies against the wind, but not when it flies with the wind. That is, like the wind lifts the eagle, it is the courage that takes a person to the goal, makes him taste the taste of success, and being not afraid of failure, makes him more successful than other people. In discussing this idea, the expression by former British Prime Minister Churchill comes to mind [2]:

*Success consists of going from failure to failure without losing enthusiasm.*

A success remains a small success when there is no transition to the next success. In order to make the success permanent, to give it vitality, to make it an irreversible image, to achieve success after success, one has to work hard. In fact, a failure that one faces instills in him a conviction that this experience is not enough to achieve a further success. We live in the bosom of a nature created by the Creator, in this nature, which is God's masterpiece, changes are taking place every moment, there is not a second without progress. If we look at a flower and look at it again after leaving it, this flower is not the previous flower. If we go back there again, this river is not the previous river. These moments of nature seem to tell us that, oh man, the success you have won should not be the last, go forward, this life does not like those who fall back, but those who move towards success after success. Life loves these people abundantly. Churchill, who points out that a success is not the end, and a failure is not the end, emphasizes the courage that gives life to success and says [2]:

*Success is not final; failure is not fatal: it is the courage to continue that counts.*

The size of a person's success depends on the size of his courage. Thus, the success of a person with great courage becomes great, and the success of a person with little courage remains small. Only love, love for something, makes courage abnormal. Alexander the Great would not have overthrown the Iranian empire 23 centuries ago and sent troops to the north of India if it were not for the extreme courage born of excessive love. If there was no such courage, the troops of the French emperor Napoleon Bonaparte would not have reached Moscow. If it wasn't for this great courage, the Uzbek conqueror named Amir Teymur would not have conquered the lands of Iran. Without this bravery, Yuri Gagarin, the first cosmonaut of the planet, would not have circled the Earth once in a spaceship for one hundred and six minutes, facing death. He will be envied. If there was no courage, an iron will, and a high character, i.e., courage-will-character triad, the political giant Heydar Aliyev would not have assumed the leadership of Azerbaijan at the age of 70, facing death in order to save Azerbaijan, which was being erased from the world map.

### **Success and passion**

Passion is a storehouse of energy and the first door to success. All the great scientists of the world, including Newton, Einstein, Edison, made great inventions only because of passion (loving what they do and doing it stubbornly). Passion is a human feature. It's such a sweet thing that strengthens the mind, that no matter where a person goes, where he is from, what he does, even if he does nothing, this enthusiasm doesn't leave him in peace. It continuously motivates him to progress in his favorite work. This happens because when a person loves a cause with his heart and is soulfully attached to it, it is as if the entire universe lends its support. The world-renowned 18th century German philosopher G. Hegel very rightly says that [4]:

*Nothing great in the world has ever been accomplished with passion.*

The genius poet of Azerbaijan Nizami wrote the poem "Khosrov and Sirin", the great poet of Azerbaijan Fuzuli wrote the poem "Leyli and Majnun", the Italian poet Dante wrote the comedy "Ilahi", the genius Russian writer Leo Tolstoy wrote the novel "War and Peace", the brilliant Russian writer F. Dostoyevsky wrote "Crime and Punishment", the brilliant English playwright V. Shakespeare was writing the tragedy "Hamlet", the genius French writer V. Hugo was writing the novel "Les Miserables", the genius Italian artist Leonardo da Vinci was painting the "Mona Lisa" portrait, and the genius Italian sculptor Michelangelo was building the "David" monument. They were in a state of ecstasy, they were at the peak of their love and passion for the work they were doing.

A working person who lives with enthusiasm gains energy from his favorite work, receives inspiration, and achieves new successes. The life of such a person is an ideal life; there is no time or desire for gossip, malice, or envy. At the beginning of every success, stands diligent work, born from inspiration fueled by excessive enthusiasm. American Thomas Edison, one of the great inventors and businessmen of the world, called the concept of hard work, which is the mother of success, "sweat of the brow", highlighting the formula "inspiration+sweat=success", keeping the concept of inspiration in a powerless state against hard work, and widely promoting motivation. He wrote that [9]:

*Success is one percent inspiration, ninety-nine percent perspiration.*

A person cannot do a job without energy, energy is needed not only for physical work, but also for spiritual work. If one thinks without doing anything, he is expending energy, because it is not separate from the energy that initiates, stimulates, and directs thought. It becomes clear that namely desire and passion create spiritual energy, and it is extreme desire and passion that creates great energy. The former president of the United States, Donald Trump, who is a great businessman, says with great enthusiasm when talking about the synthesis of success [5]:

*Without passion you don't have energy, without energy you have nothing.*

Excessive enthusiasm is a gift from God, not everyone has it. Due to such enthusiasm, many people have achieved great success in the world of science, business, and art. A. Einstein is one of such people. This scientist, the world's greatest physicist, won the Nobel Prize thanks to his enthusiasm, created the theory of relativity, found the formula for splitting the atom, and made other great scientific innovations. This scientist explains that he is an over-enthusiast [3]:

*I have no special talent; I am only passionately curious.*

An individual who is looking for a bright future for himself, who wants to achieve great success, is obliged to constantly, without a break, be loaded with excessive enthusiasm. Every success achieved is a harbinger of a success that has not yet been achieved, even in the dream. A person who sets such a goal for himself should not get stuck in the circle of achieved success. One who is content with what this success has provided and does not think about the future will never see new success. Transient success is not a guide for a person with the potential to achieve a great future. The world's biggest billionaire, American oil tycoon John Rockefeller, addressed people who want to achieve great success and said that [11]:

*Go as far as you can see, when you get there, you will be able to see farther.*

What this great businessman and statesman wants to say is that no matter what work you do, do not stop moving forward in that work, because after one success, the horizons of the next success will begin to appear clearly. That is, nature never ceases to renew a person with tremendous inherent potential. Why should it stop?

### **Success and dream**

A dream is one of the ways to success, and if it is big and long-term, the realized result will inevitably be big. Thus, the English mathematician I. Newton used differential and integral calculus, light dispersion, chromatic aberration, made his life a candle that illuminates this path.

The above-mentioned German physicist Einstein dreamed for years to create the theory of relativity, the quantum theory of light, the concept of the photon (light sensor), the laws of the photo effect, the law of photochemistry, Brown's theory of motion, the theoretical foundations of fluctuations (oscillations), Boze quantum statistics in ways that stand in physics. Einstein, who called himself "passionately curious" ("extremely enthusiastic"), preferring dreaming to knowledge, knowing that

the dream is infinite and knowledge is finite, stating that the dream stimulates progress and paves the way for evolution (gradual development) emphasizes that [3]:

*Imagination is more important than knowledge. For knowledge is limited whereas imagination embraces the entire world, stimulating progress, giving birth to evolution.*

Nothing in the world is faster than a dream, maybe it is faster than light that travels three hundred thousand km per second. Future times will show whether this assumption is true. Everything that is real is born from logic (the reality that confirms or denies the existence of an entity). Dreams do not subordinate to logic, as they make decisions beyond it. Logic, which is a branch of science, rests on fact (reality), it does not have the power to wake up from it, but imagination does not know distance and space, it penetrates all three of them in a tenth of a second. Big and small, every type of success is a dream. Einstein was absolutely right when he said that while logic takes you from A to Z, and imagination takes you everywhere [3]:

*Logic will get you from A to Z, imagination will get you everywhere.*

Everything on earth and in heaven serves people. There are many beauties on earth and in the sky. Without them, life would not exist. Thus, a poet would not write a poem, a composer would not compose, an artist would not paint – in other words, they would be human, but not creative humans. What a person sees, hears, and feels inspires him, providing a theme for innovation and success, seeking opportunities to make him happy. A person, especially a creative one, benefits from them when dreaming and working in search of innovation and success. That is, in order to get something from the inexhaustible visible and invisible treasure of nature, it is necessary to go through the duality of “imagination + effort”. All the successful ones are the ones who get through it, and all the unsuccessful ones are the ones who don’t get through it. The former president of India, Abdul Kalam, invites people to look at the sky, paying attention to the constant movement of things there (the movement along the circumference of the Earth), recommends that people learn from them, dream and wish, and work [7]:

*Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work.*

Almost every moment of human life is closely related to dreams, either positively or negatively. In other words, a person is the sum of what he imagines and brings out. A person who does not dream for the sake of innovation drags oneself into a spiritual and material abyss, diminishes the intellectual potential of his brain, and step by step moves toward death. People do not begin to die when aging; they begin to die when they stop thinking, dreaming, and desiring. That is, the dream is the architect not only of success, but of every situation a person faces. The well-known American writer Brian Williams rightly says that [11]:

*A person starts dying when he stops dreaming.*

Anyone who thinks and comes to a conclusion can confirm the truth of the opinion expressed by this author in his personal life based on experiences. It is enough that a person does not look and pass by, but looks and learns.

### **Success and mistake**

The fourth path to success is the share of mistakes. One life path is not an example for everyone. Every person has a life path; if they find the path they were born for, they move forward on it without fear. If a person does not make mistakes on his path, he will not progress. Therefore, one must dare to make a mistake (not make the same mistake more than once). There is no doubt that obstacles, defeats and despair will be encountered in the future. Brazilian writer Paulo Coelho emphasizes that these three do not come in our way to lead us astray. God presents them to

us as three means in order to bring us back to the way we should be [8]:

*When you find your path, you must not be afraid. You need to have enough courage to make mistakes. Disappointment, defeat, and despair are the tools God uses to show us the way.*

In other words, if a person is caught in a problem, he is the cause of the problem, and God provides three means mentioned to give him endurance, resistance, turning back to oneself, and salvation as a way out.

A mistake has its advantages, as we discussed, provided that a person who has made a mistake must do three things - forgive the mistake, learn from it, and not repeat it. It prevents wasting time and money by learning from own mistakes. By not repeating the mistake, one preserves his personal image and avoids the mentioned losses. American football coach Paul Bryant writes about three approaches to mistakes [8]:

*When you make a mistake there are only three things you should ever do about it: admit it, learn from it and don't repeat it.*

As evident, a person must be great to forgive mistake, he must be wise to learn from his mistake, and he must be strong to correct his mistake. In other words, mistakes can bring great benefits if a person is great, wise, and has strong willpower. Without these three qualities, mistakes won't bring any benefits.

Although learning from one's mistakes is better than not learning, it takes a person's time, makes him stressed, and damages the respect shown to him. However, learning from the mistakes made by others is the best lesson because it costs money, there is no waste of time and money. Donald Trump emphasizes [9]:

*Always try to learn from other people's mistakes not your own - it is much cheaper that way.*

A person who lives the life of positive dreams is a successful person. It is true that life will throw obstacles, doubts, mistakes, setbacks in front of them in order to strengthen them, test them, taste the flavor of success. In order to overcome these negatives on the way to the goal, a person needs hard work, perseverance and self-confidence, along with living the life of his dreams. There is no limit to stand in front of these last three. Whether it is in science, art, business, or sports, behind any success lie hard work, perseverance, and self-confidence, stemming from positive dreams and wishes. Thus, hard work moves a person forward, perseverance does not allow him to retreat, self-confidence gives him energy. Isaac Newton and Albert Einstein as the world-renowned scientists-standards, William Shakespeare as the dramatist-top, Leonardo Da Vinci as the artist-giant, Franklin Roosevelt as the president-founder, John Rockefeller and Henry Ford as the businessman-billionaires, Mozart as the composer-giant and Beethoven, Mahatma Gandhi and Nelson Mandela as fighters for independence, Pele and Muhammad Ali as high-class sportsmen, Michael Jackson and Jennifer Lopez as star singers, who brought great people to their goals and achieved the enviable name - worked hard based on good wishes and dreams, perseverance is the trinity of self-confidence. Zimbabwean statesman Roy Bennett advises to live the life of dreams and desires and emphasizes [4]:

*When you start living the life of your dreams, there will always be obstacles, doubts, mistakes and setbacks along the way. But with hard work, perseverance and self-belief there is no limit to what you can achieve.*

To hope in a world full of hate, to pray in a world full of anger, to wish (dream) in a world full of hopelessness, to advise to believe in a world full of doubt are important things. If a person believes in what he does, if he can help himself and others in the process, if he never stops dreaming, and if he wholeheartedly believes in his work, then sooner or later, he will achieve success, as Michael Jackson once said [10]:

*In a world filled with hate we must still dare to hope. In a world filled with anger we must still dare to comfort. In a world filled with despair, we must still dare to dream. And in a world filled with distrust we must still dare to believe.*

From grammar, we know that punctuation marks are graphic signs that create syntactic connections between words or phrases in writing (text). A point, a comma, a colon, a semicolon, a question mark, an exclamation mark, multiple question marks, multiple exclamation marks, and other punctuation marks complete the thought, pause, intonation, clarify, postpone thoughts. In a text without punctuation marks, the meaning is unclear, ideas do not conclude, it's unknown where a new idea begins, the positions of words or phrases are not visible. In other words, a mysterious text is created. Japanese businessman Haruki Murakami emphasizes that a life without mistakes is meaningless, just as a text without punctuation marks is meaningless writing because through mistakes, a person gains confidence for success by gaining experience [8]:

*Errors are punctuation marks of life. Without those, as in the text, there is no meaning.*

### **Success and learning**

To be successful is not to earn money, but to manage money and invest it. In other words, managing money is harder than earning it. To earn the money that will bring financial success, a person must have a business mind. Unless this latter exists, the money collected, regardless of the number, will be exhausted by being diverted to unnecessary and superfluous needs. Benjamin Franklin, an 18th century American statesman and educationalist, emphasized the importance of investing in knowledge, stressing the importance of investing in knowledge in order to become a successful businessman [8]:

*If a man empties his purse into his head, no one can take it away from him. An investment in knowledge always pays the best interest.*

The one who benefits from learning is the one who thinks about what he has learned, looks for ways to implement it, examines the options, and in this way finds the way to success. Thinking is also useless if there is no learning in between. That is, thinking-learning or learning-thinking are among the concepts that cannot be separated from each other. If we have to divide them, we won't be able to achieve the set goal; in other words, we won't be able to succeed. The ancient Chinese philosopher Confucius explains that one who does not think and learn is in great danger (will face great losses) [8]:

*He who learns but does not think is lost. He who thinks but does not learn is in great danger.*

In the physical sense, an old person is a person who is very old and lives a life based on years. Spiritually old is the person who, even if young, doesn't learn anything that renews his life. In other words, people begin to die from the moment they stop learning, because a brain that does not think and learn gets exhausted, bringing a person closer to death and leading to various illnesses, including Alzheimer's disease. A person who engages in work that benefits others throughout his life may not achieve great success, but he can be considered happy, as he has sufficient income for himself and his family. A person who builds his life correctly, does not disturb the order of life for others, earns a living in a proper manner, does not suffer from stress, does not fall into despair, takes care of himself, and does not live in hell while on Earth, lives to the end of his age allotted by the great God. Henry Ford, a great businessman of the United States, made the following statement [10]:

*Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.*

In one of the stories of the English playwright Shakespeare, 5 important problems of human life are touched upon, and 5 ways

to solve each problem without harm are shown. First, allow to show what you have, that is, let the greater part of your work be concealed. Second, speak less than you know, that is, speak less, do not talk too much. Third, let learning be more than thinking, that is, thinking without learning is in vain. Fourth, ride more than walk, that is, ride a lot to see many places. Fifth, borrowing should be less than lending, that is, borrowing is more harmful than lending. Fifth, lending should be less than borrowing, that is, lending is more harmful than borrowing [12]:

*Have more than you show. Speak less than you know. Learn more than you know. Ride more than you go. Lend less than thou owe.*

There is no such thing as coincidence in the world. Everything is logically connected to something else. If there is nothing, there is no separate thing. The concept of success in academic communication does not deviate from this law of nature. There are many ways to achieve success, every great person known in the world approached it differently. One of these people is the king of Brazilian football named Pelé. His statement includes hard work, perseverance, learning, education, dedication, and above all, love. Learning takes the third place in this five. No matter how much there is work, perseverance, education, dedication, and love, a person striving for success cannot move forward if he does not learn about specific work [8]:

*Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do.*

### **Success and obstacle**

Obstacle (difficulty) is among the ways that lead a person to success. If there are no obstacles in one's life, no friends and enemies are found, no springboards for advancement are discovered, no life experience and work practice are gained, the character is not shaped, in other words, the person will not evolve into a chosen personality but will continue his life as an ordinary person. By conquering America, C. Columbus, a symbol of a man who cannot be feared in the world, recommends that a person should do two things in order to reach the set goal, the destination — to overcome obstacles and distractions [11]:

*By prevailing over all obstacles and distractions, one may unfailingly arrive at his chosen goal or destination.*

The quote suggests that a person who overcomes obstacles and avoids distractions does not make mistakes on the path he is taking. That is, the one who makes a mistake does not overcome obstacles, does not avoid distractions.

Every person has seen or heard the correctness of the life formula called "Dream + hard work + overcoming obstacles = success" many times in his life. It is impossible to find anyone who denies this fact. Let us cite one of millions of examples. Twenty percent of Azerbaijan's land was occupied by its infamous neighbor 30 years ago. Azerbaijani poets in their poems, writers in their works, artists in their paintings, sculptors in their monuments, composers in their compositions, singers in their performances, and the president in his unique foreign policy have not forgotten this tragedy. The whole nation united as a fist, that is, by wishing, putting in hard work, overcoming obstacles, it succeeded — it liberated the lands of Azerbaijan. This saying of the President of Azerbaijan, Ilham Aliyev, who calls people to patience, calls for patience, motivates self-confidence, and invites hard work for the sake of justice (victory to be won), is completely appropriate [5]:

*During the occupation, many of us - former forcibly displaced and the people of Azerbaijan, including me - repeatedly thought that there was no justice in the world. Because if there was justice, we would not be in this situation. I was also of the same opinion. However, life has shown that there is justice, you just need to be tolerant, you need to be patient, you need to believe in*

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*justice and you need to work to achieve justice, you need to make sacrifices.*

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