



MAIN QUALITIES THAT FORM SPEECH CULTURE IN THE RUSSIAN LANGUAGE LESSON

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ABSTRACT

The article contains an analysis of the normative, communicative and ethical aspects of speech culture, which constitute the modern concept of the phenomenon under consideration. According to the author, on the basis of the science of the Russian language, information was provided on the organization of the structure of a person's language culture along with speech culture, reading culture, text work culture, and information culture.

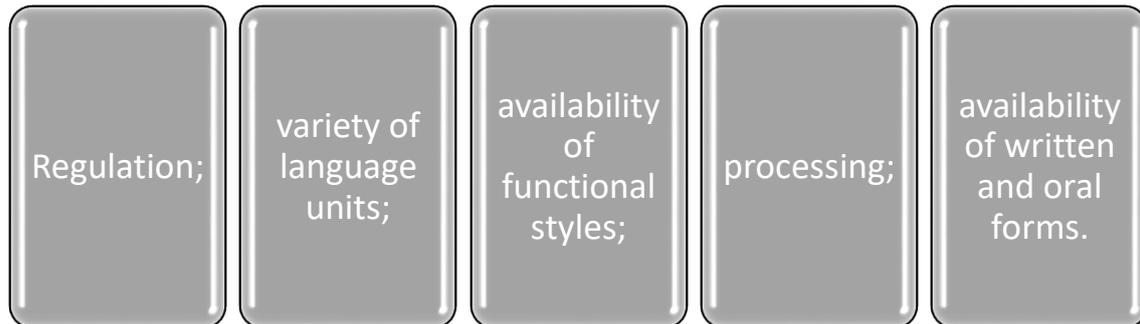
The problem of "speech culture" is one of the most complex and urgent problems of linguists. Human development cannot be imagined without language and culture. Linguistic consciousness is inextricably linked with culture through language. It is not without reason that the best local teachers strive to direct education to the general cultural and personal development of students, to reveal the cognitive, communicative, epistemic functions of language for them, to make learning culturally saturated. This approach aims to further research the problems of language, consciousness and culture in science, to determine the factors on which the level of their interaction depends.

The phenomenon of "speech culture" is an integrative formation, which, according to our definition, includes such constructions as "reading culture", "text processing culture" and "information culture".

Speech culture appears when the literary language - the highest form of the national language - appears. M. Satorov wrote, "It would be appropriate to remember that the language was created by the people". The division of the language into literary and folk means that we have, so to speak, a "raw" language that has been processed by teachers. A. Pushkin was the first to fully understand this, and he was also the first to show how to use and process the material of folk speech.



The main features of literary language are:



Abdullayeva G.A. describes the literary language as a consciously standardized, codified language, the language of the educated part of the people, the language of culture.

It is planned to teach "Speech culture" Russian vocabulary at the higher education institution. On the basis of such a curriculum, the art of public speaking and speech culture are being taught. However, although these two disciplines seem close to each other, they are actually different. This situation can be observed by observing the process of their formation as a science, as well as in the characteristics of the tasks, purpose, subject, and objects of representation that they set before themselves. Oratory has been a special skill since ancient times, a unique ability of a specific individual as an art. In this sense, although there is a connection between eloquence and speech culture, each of them differs in its own characteristics. It is appropriate to cite Professor E. Begmatov's thoughts on this:

1. Speech culture is a phenomenon related to the literary language in the true sense. Its emergence, human basis, requirements and criteria are related to the Russian language and its criteria. These are not the main characters for the art of public speaking. Among the speakers, there are those who do not fully comply with the requirements of the Russian language, and those who demonstrate the art of speaking even in a certain dialect or language. Eloquence and eloquence are not determined by the character of the language material, but by the effectiveness of the speech, the art of speech.
2. Oratory is a phenomenon related to oral speech, so it is an oral form of speech. The art of oratory is the art of oral speech. Speech culture is a concept that applies to both oral and written forms of speech.
3. Speech culture envisages the general speech activity of society members. The goal and final dream of the field of speech culture aims to culturalize the speech of everyone, the whole nation. Eloquence in the classical sense expresses the oratory skills and art of individuals. Public speaking mainly involves conveying certain ideas and goals to people through speech, and mobilizing them for a specific purpose. That is, in the art of public speaking, attracting the audience to a certain goal is the main thing. That is why Professor V.D. Kudryavsev comments



on public speaking: "Any oral speech in the Russian language class is public speech, which aims not only to explain and prove something, but also to influence the understanding of the audience".

4. The speech of an artistic orator is mainly intended for the majority of listeners, a wide audience. More than one person listens to the speaker. In addition to such listeners, speech culture also includes ordinary conversations among people, speeches aimed at a single person.

Therefore, we consider the definition given by B. Sharipov to be the most successful: "Speech culture in the Russian language class is such a choice and such organization of the language, in a specific situation of communication, in compliance with language norms and communication ethics, it means that in achieving the specified communicative tasks can give the greatest effect." An intelligent statement about the content of the category "speech culture" can be found in the small encyclopedic dictionary of Brockhaus and Efron: "speech culture is the level of development of speech, the level of knowledge of the norms of a language or dialect, explained by the ability to rationally deviate from these norms."

In the most general expression, the language norm is understood as the universally recognized and legalized use of words, phrases and syntactic constructions. The norm reflects objective trends aimed at improving speech culture in a given society. The correctness, accuracy, clarity, consistency, expressiveness, richness, expediency and relevance of the Russian language are determined by the language standard.

Language norms reflect regular processes and phenomena that manifest themselves in language and are supported by speech practice. In determining the sources of the language norm, the development trends of the modern Russian language are taken into account: the democratization of literary speech, the influence of oral speech on written speech, the unification of speech models, the desire to preserve speech means semantic clarity.

Unfortunately, it should be noted that the primary literacy level of modern general education school graduates is very low in the subject of the Russian language. In the current conditions, in order to strengthen the standard writing skills of students of all specialties, we consider it appropriate to include the subject "Orthography and punctuation practice" in the component of the state educational standard of the curriculum. Works of art contain elements of all styles and functional types of language, they require complex multi-level interpretation and, in addition to other language functions, also perform an aesthetic and communicative function.

In our opinion, the following situation should be taken into account when classifying the styles of the Russian language: the presence of functional styles is a characteristic of the literary language, and the artistic literary language, like speech culture, contains only the main qualities that form it, but non-literary forms of the national language often include cannot: dialect, slang, vernacular, etc. From this point of view, it seems appropriate to exclude the constructions of "Russian language" and "speech culture" from the range of language styles; takes its place among its functional types. The typology of functional types of language proposed by Academician D. Khashimova is widely recognized today:

- speech culture;
- artistic literary language;
- functional styles of the language - official work, scientific, journalistic.



M. Sattorov calls styles only functional styles, which differ significantly in their linguistic structure from the language of fiction and the language of colloquial speech. Such an approach to the regulation of language styles seems to us one-sided, because the functional and expressive stylistic means are functional bookish: scientific, formal business, journalistic as well as expressive: high, neutral, reduced styles. The statement meets the criterion of communicative purposefulness if, as a result of its use, the speaker achieved the goal and was satisfied with the result, excluding misunderstanding on the part of the interlocutor, his biased evaluations, emotional negative reaction, etc.

B. Sharipov built a typology of speech after studying the signs of speech behavior. In doing so, he considered the following:

- means of expression: sound, letter, gesture;
- the presence or absence of a partner;
- the direction of the speech act: one or two directions;
- individuality or mass character of communication: depending on the number of subjects perceiving the speech;
- connection or distance of the speech act.

Based on the culture of speech, B. Abdullayeva developed the doctrine of the communicative qualities of speech, to which she refers:

- correctness of speech: compliance with literary language standards;
- accuracy of speech: strict correspondence of words to specified objects, real events;
- consistency of speech: the relationship between the semantic relations of language units and the relations of objects and events of reality;
- purity of speech: the absence of elements foreign to the literary language, rejected by moral standards;
- expressiveness of speech: the presence of elements in the speech that support the attention and interest of the listener or reader;
- richness of speech: variety of speech tools used;
- appropriateness of speech: such a choice of language means aligns speech with the purpose and conditions of communication.

Communication between people is both a social-psychological interaction and a channel of information transmission. However, before proceeding to the logical and conceptual exchange of information, it is necessary to enter speech communication, and for this it is necessary to know and correctly apply certain norms of speech etiquette. Also, on the basis of speech culture, speech etiquette appeared, which mainly involves the establishment of speech communication between interlocutors, communication in a selected key according to their social roles and role positions in relation to each other, interactions in formal and informal relationships. is a system of stable communication formulas defined by the society to provide - expressions. For example, the national identity of Russian manners is expressed in the proverbs and epics of our people. Taking into account the socio-economic, technical, political, spiritual and moral changes that are taking place in our country today, it is appropriate to talk more about communicative functions such as the function of self-image formation, educational function, adaptation function. based on the conditions of speech interaction in the virtual world. Also, the moral aspect of speech culture ensures knowledge and application of the rules of



linguistic behavior in various situations of communication, bad words, insulting, insulting and simply disrespectful words towards the opponent are strictly prohibited in the communication process, Talking in a "raised tone" is frowned upon. Rude, untidy words, rude talk and conversation will lead to proper behavior. This fact, which has penetrated into the minds of the people, is expressed in the wisdom that "a bad word destroys a beautiful moral". Thus, speech culture is individual. The correct use of the Russian language presupposes the presence of a person's unique sense of style, correct and sufficiently developed aesthetic taste, which is a necessary condition for the formation of a new level of speech culture and language culture of a person.

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