

The Aspect of Modern Speech Culture

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Abstract: Speaking ability has always been the main differentiation of a human and it is considered the most essential sign of them. However, gaining speaking culture can be half gifted and practiced.

Keywords: *speech culture, normative; communicative; ethical: subjective, objective and gynecological, melody, intensity, duration, speech tempo, pronunciation timbre (tone), expressiveness*

1. INTRODUCTION

The culture of speech is a basis for development of general human culture and as a scientific discipline started to form in Russian Philology from the 20s of the XX century. Before that time the main cycle of humanitarian and linguistic knowledge of educational profile in Russia was connected with rhetoric. We can suppose that introduction of another nomination was due to the change of social status of all sectors of society. In the post-revolutionary period a new cultural-ideological civilization has been created.

2. MAIN PART

Among the most important works of the time should be called work of G. O. Vinokur "Language Culture" (1929), A. Gornfeld "New words and old words" (1922), A. M. Selischev "Language of revolutionary era." (1928). These works have been devoted to the study of the factors leading to the destruction of the norms of the literary language, the identification and description of the areas of the language system, the most sensitive to disruption of the literary norms and methods of literacy, the dissemination of knowledge about the language, fostering respect for the right of speech. Culture of speech is investigated in several sections of linguistics. Functional style studies features of speech norms in connection with the various functional styles of language, possession of styles, stylistic changes in language and speech. The theory of speech acts studies the speech acts of the speaker and the listener, and the rules of effective dialogue and monologue preparation.

The term culture of speech has many meanings. Among its main values are the following: "Culture speech — a combination of knowledge, skills and abilities, providing the author of speech which not labored construction of speech utterances for the optimal solution of problems of communication. Culture of speech — a set of system properties and qualities of speech, speaking about its perfection; Culture

of speech — is the area of linguistic knowledge about the system of communicative qualities of speech". (Turaeva M. A "Culture of speech: the subject and discipline problems in foreign language learning"

"*Speech culture*" cannot be limited by the correctness. It includes other aspects too. For its more precise specification and concretization we should refer to G.O. Vinokur's investigations: "The concept of speech culture

can be explained in two ways depending on having only correct speech or skillful and sharp". That idea divides it into two stages of speech culture-*correctness of speech and art of speech*. G.O. Viunokur was the first

to express that idea in 1967. Another communicative aspect of speech culture found its expression in that definition which is closely connected with linguistic regularities in general. M.A Turaeva's viewpoint differs from this. According to her culture of speech includes three aspects: *the normative; communicative; ethical*.

The normative aspect of speech is one of the most important but not the only one. It presupposes knowledge of literary norms and the ability to apply them in a speech. However, the effectiveness of communication is not always achieved a correct speech. It is important to take into account, to whom is addressed the text, taking into account the knowledge and interests of the recipient. Language has a rich arsenal of tools allows you to find the right words to explain the fact to anyone. Among the linguistic resources it's necessary to select those that most effectively fulfills its communication objectives. Skills selection of such funds constitutes the communicative aspect of speech.

Compliance with codes of conduct, respect for the participants of the dialogue, kindness, tact and sensitivity make the ethics of communication.

Ethical standards are a necessary part of speech, and in turn, is an important part of the human culture. "So, the culture of speech — it is a choice and an organization of language means that in a certain situation of communication in compliance with modern standards of language and ethics of communication allow for the greatest effect in achieving communicative tasks' — defines the concept of speech known contemporary linguist.

Developing G.O.Vinokur's law about speech culture B.N. Golovin pointed three significant meanings: *subjective, objective and gynecological*. Subjective meaning is totality of knowledge, skills and abilities providing not difficult structure of linguistic expressions for optimal communicational tasks.

Objective meaning is totality and a system of features and qualities of speech speaking about its perfection.

Gynecological meaning is an area of linguistic knowledge, a subject about a system of communicative qualities of speech. Totality of knowledge, skills and speech abilities speech culture is defined as "a choice and organization of linguistic

means which in a definite communicational situation fulfills special contemporary linguistic standards and ethics of communication make it possible to provide maximum effect in reaching of the formulated communicative task”.

As M.A.Turaeva pointed about aspects of speech culture that definition also shows one more aspect of “speech culture”, *ethic*, which can be considered as concretization of standardized and communicative towards speech behavior in concrete communicative situation. In reality it is communicational etiquette but when following its standards, it’s necessary to pay attention to social status of the member of communication, his age, character of relations, time and place of speech interaction. So, we have considered subjective and objective meanings of “speech culture”. In its gynecological aspect “speech culture” is a special area of linguistic knowledge, a scientific discipline containing definite units, subunits

and rules devoted to that field of linguistics. The most important things of speech culture as a special linguistic discipline are:

- a) a problem of literary standard with its theoretical and culturological interpretation
- b) a regulative aspect providing support, protection and security.

An important communicative quality of speech is its *richness*. A qualitative

- quantitative aspect of speech richness (diversity) lies in the following:

the more different and recognizable by the reader’s or listener’s mind.

Linguistic signs are on the same “speech square”, on the same linguistic space the richer and diverse the speech is. There are also structural linguistic

conditions providing speech richness: a great volume of active vocabulary, variety of used morphological forms and syntactic constructions. (Speech culture or communicative competence: Content Aspect G.G. Plotnikova)

According to G.G.Plotnikova another essential feature of a good speech is its *accuracy* which is understood as the usage of words in total correspondence to their linguistic meaning, strict correspondence of words to the phenomena of reality. At the communicative level speech accuracy is not only correct but optimal word usage: a choice of such linguistic means which best of all give the essence of

expression, depict its topic and the main idea or give the depicted situation adequately. To reach such precision or accuracy of speech it is necessary to

use synonymies. To evaluate the choice of linguistic means it is necessary to imagine the communicative task. In Plotnikov’s work a special attention is also given to the word semantic being that includes the whole big world of images described by the word and speech, concepts and the whole world of ideas and images born from outer textual combinations-between the lines and between the words. Musical being of the word, speech melody includes all sound structure of the word and speech: all musical rhythms,

euphony, timbres, tones, musical dynamic, accentuation, sound duration. Sound expressiveness of speech is included as well. Speech melody increases its influence on the listener. Even the most prosaic, informational text is unthinkable without melodious element, it becomes intolerable and its essence isn’t accepted by the listener.

L.V. Sherba [6] proved that the most powerful means of expression between the words and groups of words is “intonation”, in its widest meaning.

M.M. Bahtin notes that “Intonation always lies on the boarder of verbal and not verbal, pronounced and not pronounced. In intonation the word directly touches life. First of all, the speaker touches the listener with his intonation: intonation is social (predominantly)”. In its wide sense intonation is define a unity of interconnected components: melody, intensity, duration, speech tempo and pronunciation timbre (tone). Expressiveness depends on the brightness of vision, perspective of idea, activity of action but intonation is able to increase inner activity. Not only ideas fight during speech interactivity but intonations as well.

The next important communicative quality of speech is its *purity*, absence of strange to literary language elements. It’s difficult to understand speech full of introductory words, words - parasites “well”, “so...”,

“then...”, “as if...”. Words-parasites show the lack of lexical units, lack of confidence how to understand the matter of speech or the lack of knowledge about it or partially decrease the responsibility for what is said, because it introduces the uncertainty element, “diffusiveness” into the idea of the text.

Formal (official) words also make speech perception harder: they are used in formal documents as a stamp or pattern. K.I. Chukovsky considered that not strengthened ideas used automatically do not need formal stamps. He

thought that they present a dangerous illness of Russian language. Particularly language has enough destructive elements defiling its purity, for example, vulgarisms and slang and some others.

Speech consistency is revealed at the level of statement (text) and is based on the logical thinking, inductive and deductive forms. Thinking and speech are genetically and functionally independent and connected realities.

A word, being a language and speech unit, indicating an integrated object or phenomenon, comes out as an act of thinking. The word meaning serves as an object analyses, making generalization and sign abstracting, connecting unit between the language and speech, possible. So the word becomes a weapon of thinking and word meaning becomes its result of

speech and thinking unity. According to S.L. Rubinstein’s opinion word meaning is not a passive reflection of an object. It is defined through

the function of that object in the system of human activity, it’s a cognitive reflection of human consciousness to the object mediated by public relations

among people. Speech consistency is an ability to put down the thoughts sequentially, logically, with arguments: it characterizes the speech on the basis of connection with reality. Logic can be objective when speech is characterized from the point of correspondence of semantic connections and relations of language units and objects relations in reality. Conceptual logic is connected with observance of main logical laws (identity, non excluded contradiction, excluded third sufficient foundation) speech in this case is a reflexio0n of the idea structure in its development manifested in semantic connections of language elements. "High speech culture supposes high level general culture, conscious love to the language, thinking culture. The top of the speech culture, its standard and "starting point" of phenomena realized as a standard, is a literary language where all cultural traditions of the nation, achievements of masters of speech are fixed and saved like in the treasure.

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