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METHODS AND WAYS OF ACQUIRING SPEECH CULTURE

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Abstract

This article discusses the problems of speech and its types in Modern linguistics. It gives information about methods and ways of acquiring speech culture.

Keywords Culture, speech, methods, ways, speech culture.

INTRODUCTION

The requirements and perceptions of speech culture before the emergence of the literary language differ from those of the period after the emergence of the literary language, that is, the perceptions of the speech culture associated with the literary language. Because speech culture is really related to literary language and its norms. First of all, let's briefly dwell on the essence of the concept of literary language. When we talk about the literary language, first of all, we come across the definition of the literary language - the highest form of the national language. The highest form of the literary language is seen in the uniqueness of this language, its specific signs and functions. Literary language is formed on the basis of vernacular language. The purpose of the emergence of the literary language and its creation is to create a universal mass communication tool. The use of the literary language as an official state language is the language of socio-political spheres, the language of official dealings and correspondence, the language of official affairs and documents, the language of diplomatic relations, the language of radio and television, the language

of oral propaganda and propaganda, the language of scientific methods, opens the way for development in many directions, such as fiction and stage language, education, cultural language. This situation creates a multitasking feature in the literary language. The multifaceted and complex tasks of the literary language lead to the branching of the literary language into styles, the emergence of various speech styles within the literary language, which is one of the important features of national literary language [1].

Literary language rises to the level of communication tool in all spheres of socio-political and scientific-cultural life. This situation turns the literary language into a mediator of culture and civilization, a tool that expresses, preserves, and transmits concepts and ideas related to this to future generations. Rich knowledge of various spheres of social and cultural life is embodied in the literary language. Literary language also serves as a tool for abstract and logical thinking. The listed features specific to the literary language are also specific to the oral form of the literary language. Because at present, there are many technical

methods and possibilities for recording spoken speech texts in their original state and keeping them for a long time [2].

The expansion of the task of the literary language, the occurrence of complex methodological branching in it, requires the development and enrichment of the means and possibilities of the literary language. Therefore, the literary language? Compared to other forms of the language, it is distinguished by its rich vocabulary, improved grammatical structure, and developed stylistic branches. But the literary language is not only a normal language, it is also a normalized language - a language subject to certain norms. Standardization, the need for standardization is one of the important features of literary language. There are lexical (word usage) norms, morphological and syntactic norms, spelling and pronunciation norms of the literary language. Literary language norm consists of naturally formed norms as well as consciously developed and consciously evaluated norms. These norms are summarized in specific grammatical rules, textbooks and manuals, and lexicographic studies. A person who writes and speaks in a literary language learns the literary language based on these rules and learns its norms. Literary language always strives for its norms to be established and stable. For this reason, the headship is contrary to the literary language.

The normalization of the literary language, the adoption of these norms into specific rules, is actually related to the fact that the literary language is a national weapon, a national property. Literary language as a means of communication is common to all representatives of the nation it serves. Accepted, regulated norms of the literary language are followed everywhere, by all people (in writing and speaking). Because the literary language is accepted and recognized by everyone as an exemplary and refined form of the national

language. Accordingly, it is obligatory for everyone to follow and obey the norms of polite language accepted and approved by the majority, the rules related to these norms. Such general norms and rules exist in all areas of the literary language, such as word usage and word formation, sentence construction, writing and pronunciation of words. In order to speak and write correctly in literary language, it is necessary to know and master these norms and rules about them [3].

Sometimes we also face one-sided and misunderstanding and explanations of literary language. Literary language means only the language of newspapers, the language of scientific works, and the language of fiction. In this case, the oral form of the literary language is not taken into account, and in some cases, the literary language is molded only through the written language, and the norms of the literary language are fully preserved only in the written speech. From the mentioned opinions, it is possible to come to the wrong opinion that although the oral form of the literary language is not standardized, it is not necessary to fully comply with the norms of the literary language in the oral form of the literary language. Regarding the normalization of the literary language, some scientists believe that even within the framework of the literary language, it is impossible to achieve the same, uniform pronunciation, that there is no single model of pronunciation in the literary language. Also, such considerations remind the opinion of some researchers that there is no single recipe for oratory culture, specific conditions determine how the speech will be. Thinking in the above way is certainly one-sided and harms the work of improving oral speech and culture [4].

In order to demand from people the culture of speech, i.e. to speak and write correctly, it is necessary to define a tool that can be a tool for such speaking and writing. Such a weapon is literary language. It is impossible to imagine speech culture

without literary language. Literary language is the measure and criterion of speech culture - correct speaking and writing. But the literary language is not a phenomenon that appeared ready-made and suddenly fell from the sky. In fact, it is an integral part of the culture of speech, and it is a phenomenon that strives for culture.

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