



## THE IMPORTANCE OF "LANGUAGE CULTURE" AND "SPEECH CULTURE" IN SPEAKING PROFESSIONAL

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### Annotation

This article discusses the application of professional norms in the development of field-specific spoken language culture and speech culture in the process of use in speech by professionals.

**Keywords:** language culture, speech culture, speech linguistics, free connections, scientific field connections, ethics, aesthetics.

### Introduction

What is the object of the subject "Speech culture of technical specialists"?

The process of language use by technical professionals is very complex. They will have to communicate in a multi-lingual, not only scientific, but popular style. This means that they are required to master the vocabulary of the terms they are learning along with their mother tongues, and to use them freely and competently.

In communication, people convey this or that message to each other, express this or that opinion, ask about this or that thing. So, the speech activity is done. Before embarking on this activity, it is necessary to engage in a verbal communication - communication. It's less noticeable because it's become a habit for everyone. For example: when we see each other, we do some service.

The concepts of "language culture" and "speech culture" are inseparable. Although "speech culture" literally means that the norm of using language units in the speech process is appropriate, it generally refers to the scope of a particular nation's culture. Proper speech is a complex process involving linguistic and non-linguistic factors, and it deals with issues of logic, psychology, pedagogy, ethics, aesthetics. However, no one denies that language comes first for speech.

Before we talk about speech culture, we need to find an answer to the question of what speech is and whether it is different from language. As with any culture, speech has its own culture.

Language and speech are interrelated phenomena, and it is unreasonable to distinguish them from each other. Language is a material material for speech. On this





basis, the speech is formed. There is spiritual and material material in language, the images of the word in people's memory are spiritual material, the word forms, materials, sounds used in the process of creating speech are material material. While the spiritual phenomenon of language is its preservation in the mind, the material phenomenon is the sounds in it. Speech is a process that uses a unique weapon called a language, which performs a very important function. The ability of language combinations to manifest itself in relation to phenomena such as being, thinking, consciousness, and situation. Speech is a language in action, which arises in the process of movement of the members of speech and consists of phrases, free combinations, word order, and sentences.

The notion of striving to speak culturally is an ancient phenomenon in the languages of all peoples. This concept is related to the requirements of etiquette and sophistication.

Hence, the concept of speech culture is a category of etiquette and sophistication that defines or reflects the spirituality of each people's language and nation.

The phenomenon and scientific problem posed by the term speech culture today has a much broader meaning. Speech culture is also an activity that serves to raise the general culture of the nation, to educate people in the taste of a particular language.

### **Literature Review**

Speech culture is the name of three different phenomena:

1. The name of a cultural discourse, i.e. a discourse event;
2. The name of a scientific problem related to the concept of cultural speech and referred to as speech culture (problem study);
3. The name of the department of linguistics, which specializes in the study of the problem of speech culture.

Each of these three phenomena has its own complex appearance, edges, which should not be confused with each other.

These explanations allow us to conclude that the understanding and definition of the concept of speech culture in linguistics now has the following appearances:

Speech culture is one of the distinctive features of the development of literary language;

1. Speech culture is an activity that consists in helping to form and refine the norms of literary language, that is, a conscious intervention in the development of language;
2. Speech culture is the ability to consciously understand the language, its rules, to compose clear, clear, expressive speech; (A. Gurachyov et al.).





3. The culture of speech is the complete and deep thinking of people, the thorough mastery of all the possibilities and means of language; (B.N. Golovin et al.).
4. Speech culture is not only correct speech, but also reading and eloquence; (G. O. Vinokur).
5. Speech culture is the art of speaking and writing purposefully using language tools appropriately; (A. N. Efimov).
6. Speech culture is primarily a culture of thinking; (D. E. Rozental).
7. National, distinctive speech is cultural speech. (M. Agofanova).

### **Methodology**

Speech culture is the attitude towards the use of this language as a communication tool. In language representatives, the attitude to the possibilities of this unique weapon, other factors in its use: thinking, consciousness, being, different situations and situations, the higher the attitude to the goal, the higher the speech culture, otherwise the speech culture will be low.

When it comes to speech culture, there is naturally a debate about the use of appropriate or inappropriate words used in speech. When the unit of language used is said to be right or wrong, it is certain that it is based on a certain criterion. This criterion is called the norm of literary language in linguistics. Just as every dialect, spoken language, and literary language has its own norms, so do slangs, jargons, which are separate manifestations of speech. Specific principles are as follows:

### **Dialectical Principle**

1. The norm of colloquial speech.
2. The norm of slang, slang.
3. Literary language norm (literary norm).

Literary norm. The capabilities distributed in a given area will be understandable to the population living in that area without exception, i.e., allowing communication to take place easily. This shows that language itself is the norm. The norm is the living form of language. It is based on a literary norm, derived from it. Literary norm is born along with literary language, develops with the development of fiction, folk culture and strengthens its rules.

The literary norm is clear to all because it is derived from. It therefore plays an important role in the development of society. Literary language and its norms are extremely important for the society in organizing the members of the society, in jumping to great tasks.



### **The Relevance of the Article is Explained by:**

The norms of the Uzbek literary language are classified in scientific works as follows:

Lexical-semantic norms

1. Pronunciation (orthoepic) norm
2. The norm of writing (spelling)
3. Phonetic norm
4. Accentological (emphasis placed) norm
5. Grammatical (morphological, syntactic) norm
6. Principles of word formation
7. Spelling norm
8. Methodological norm
9. Punctuation norm.

There are oral and written versions of the literary norm, and the contribution of written literature to the development of the oral literary norm is unlimited.

In general, the study of literary language norms is not a new phenomenon. Language norms and literary norms have been studied as a problem even before speech culture was recognized as a scientific field. The norm of literary language, the laws of its formation, development, stabilization are the object of examination in the field of speech culture.

The approach of the field of speech culture to the norm of literary language differs in grammatical approach with the following features:

- a)** The culture of speech should constantly develop the norms of literary language, find the features that create the ever-changing speech defects and strive to correct them;
- b)** The culture of speech should examine the norm of literary language as a constantly evolving phenomenon and take into account new cases in the system of norms of language, changing, changing circumstances.
- c)** Speech culture should identify contradictions in the system of language norms and be examined at all levels.

Speech culture studies the literary norm in order to define the boundaries and means of cultural speech with a specific purpose. Therefore, the field of speech culture evaluates and monitors literary language and its normative system. The field of speech culture is actively involved in literary language.

The emergence and development of language is inextricably linked with the development of society. It is a social phenomenon that occurs in the process of social development, labor activity, and exists only in society, among people. As society





develops, so does language. This means that the spirituality of the nation that speaks this language will increase and its speaking skills will increase. Otherwise, the language will decline. This leads to the extinction of speaking skills and the impoverishment of spirituality.

Each person living in the community is considered a separate speaker. But the common weapon of speech for all of them is the language of this society.

A person achieves speech activity independently with a perfect knowledge of the rules of literary language culture, especially through reading fiction, newspapers and magazines, listening to radio and television, and acquires speaking skills as a result of continuous practice. By deeply mastering the culture of literary language, one acquires a culture of speech. Attention to language, true love and respect for it play an important role in mastering the culture of literary language. Literary language and norms cannot be mastered by mere curiosity and dealing with it in name only. Human speech activity comes in three forms. these are speaking, reading, and hearing.

### **Conclusion**

Speaking is understood as the speaker giving information, giving advice, ordering, asking about things that are unknown to him. When speaking, the knowledge, culture, morals, etiquette of the speaker are revealed. There are dialogue and monologue views of the speech.

Reading is the communication of a professional with the author, emblems of the work through a written speech. As a result of reading, he becomes aware of the events reflected in the written speech. Society entrusts the young generation, that is, its future, to the teacher. The speech of future experts is very important in its development. So, this profession requires humanity, patriotism, high culture, speech skills.

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