



## IMPROVING SPEECH CULTURE IN A PROFESSIONAL ENVIRONMENT

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### ABSTRACT

The purpose of this article is to consider the actual problems of developing speech culture of students in modern conditions for the formation of a speech environment, the main tasks at the same time were: a study of interest in speech culture, clarifying the causes of "clogging" of the language. For a practical solution, the problem proposed recommendations for improving speech culture of students.

**Keywords:** speech culture, rate, language rate, modern Russian literary language, speech situation, speech environment, style, reading types, text, statement.

### I. INTRODUCTION

At all times, the Russian language was influenced by other languages, which was not at all impoverished him, but the opposite enriched. But there are circumstances that negatively affect the state of culture of speech. The reasons for "clogging" of the speech environment are many, for example: the use of word-parasites, violation of literary norms of pronunciation, wording, to build proposals, matching words, free use of normative vocabulary in various speech situations, depletion of language expressions or use of them on the household level as a spacious. It should also be noted that the vocabulary is reduced. The level of speech culture is an indicator of the state of the general culture of man. Sometimes educated, cultural people deliberately violate the speech norms either in order to popularize their person (approach the people, look like an idle), or in order to attract attention to themselves.

One of the main indicators of the educational and general culture of the young man-century is the culture of speech, the ability to competently and clearly convey their thoughts and ideas to the interlocutor. This applies to the standards not only oral, but also a written speech. The culture of the speech of a modern and competent person is the ability to competently use various linguistic means in any conditions of communication. In general, the possession of the culture of speech can be conditionally divided into "correctness of speech" and on speech skills. Culture of speech cannot be perfect, therefore, native speakers and other language individuals need to be developed and improved, both their means of communication and the speech as a whole.

### II. METHODS

Now in our rapidly developing society, where one of the most important incentives for such rapid development is communication, this is also a language poly-tick defined by the state and promoting language norms in society. Speech and culture of communication play a significant role in the formation of a person, in its formation as a person. Language in this case is a human culture mirror. However, it



is an equally important element of the cultural development system. In the modern world, it performs the role of a rod of human activity. Therefore, without it, general cultural interaction and mastery of professional skills [1, p were impossible. 34]. Now in a youth environment, the idea of a person is usually formed during communication with him, i.e. in the communicative environment. Therefore, the education of the culture of communication in modern society is one of its priority tasks. It should be noted that with the introduction of modern gadgets, social networks in the practice of life, personal communication becomes not so important and full of what it was just a few years ago.

Based on the study of theoretical literature on this topic, it is possible to allocate six main directions of the culture of communication, which consist in the development:

- sociability as an individual sustainable personality property;
- high level of personal relationships;
- high level of development of the group;
- high level of integration of joint aimed activities;
- public activity;
- Ability to quick adaptation in various activities.

A person's speech is a litmus paper of its common culture. The possession of the literary language is the necessary component of the formation, human intelligence. These concepts are inextricably linked with the concept of speech culture. Culture of speech includes in itself, firstly, the requirement of speech correctness, knowledge and observance of language standards (pronunciation standards, accepted, color consumption) and, secondly, the desire for expressiveness, the greatest effectiveness of the statement. Now the term "norm" firmly entered the pedagogical use. There is no need to prove how great the role of educational institutions in increasing the culture of speech, in the assimilation of the norms of the literary language. It is in the walls of the school and the university that linguistic skills are corrected, and the correct literary speech is formed here.

Today, many universities of Uzbekistan, in the curricula of all specialties and directions, disciplines are introduced, one way or another the culture of Russian speech: "Russian language and culture of speech", "culture of oral and written speech", "Culture of speech and business communication" and so Further. Sometimes it's enough from an unfamiliar person to hear a few incorrectly used words (whether the wrong accepted in the word, for example, a contract instead of a contract, a kilometer, a catalog, understood; or use, for example, their own, it, etc.) so that you can make The idea of its speech culture, intelligence and education.

The fact is that when we say, we observe a number of generally accepted linguistic rules. And to own the norm is not only able to speak correctly and beautiful, but to be able to use such languages that are relevant in accordance with the objectives of speech and with the established situation of communication. In connection with the development of science and technology, the language is developing. The vocabulary is enriched with new words that are becoming regulatory, for example, "computerization", "Internet" and others.

One of the rational methods and techniques of organizing stylistic work is a stylistic analysis, the value of which is that it helps students see the system of language units hidden for an inexperienced eye,



which forms the stylistic appearance of the text being studied. A focused analysis of various styles and genres of speech makes it possible to deepen knowledge about the functional styles of speech, about the functioning of various language funds in them, to develop a sense of style. With the help of stylistic analysis, students control the results of their speech activities. The purpose of the stylistic analysis is to clarify the relationship between the tasks of communication in one or another sphere of speech activity. In the practice of the practical course of the Russian language, we introduce students with the texts of a scientific style in accordance with the profile of their future specialty. Features of the style of scientific texts are determined by their content and objectives of the message - to transfer scientific information is extremely accurately, fully, logically constructed, objectively, reveal the causal relationships between phenomena. The stylistic analysis of such text makes it possible to establish how the author of the text is reaches the strict, underlined logic, accuracy and clarity of the presentation. Much attention is paid to identifying the characteristics of the linguistic means, to combine them in the text. For example, attention is drawn to the nominal nature of scientific speech, which makes it possible to make generalizations.

### **III. REZULTS**

Professional communication is a speech interaction of a specialist with other specialists and customers of the organization in the course of professional activities.

The culture of professional activity largely determines its effectiveness, as well as the reputation of the organization as a whole and a separate specialist.

The culture of communication is an important part of professional culture, and for such professions, for example, a teacher, a journalist, manager, a lawyer, is a leading part, because for these professions, it is a major instrument of labor.

Professional culture includes the ownership of special skills and skills of professional activity, culture of behavior, emotional culture, general culture of speech and culture of professional communication. [2] Special skills are acquired in the process of training. Culture of behavior is formed by the personality in accordance with the ethical norms of the Company. Emotional culture includes the ability to regulate its mental state, understand the emotional state of the interlocutor, to manage its emotions, to shoot excitement, overcome indecision, establish emotional contact.

The overall culture of speech provides for the norms of speech behavior and the requirements for speech in any communication situations, the culture of professional communication is characterized by a number of requirements with respect to the overall speech culture.

In the professional culture of communication, there is a particularly high role of the social and psychological characteristics of speech, such as the compliance of speech by the emotional state of the interlocutor, the business orientation of speech, compliance with the speech of social roles.

It is a means of acquiring, implementing, developing and transferring professional skills.

Professional speech culture includes:

- ownership of the terminology of this specialty;
- the ability to build a performance on a professional topic;



- the ability to organize a professional dialogue and manage it;
- Ability to communicate with non-specialists on professional activities.

Knowledge of terminology, the ability to establish links between previously known and new terms, the ability to use scientific concepts and terms in practical analysis of production situations, knowledge of the characteristics of professional speech style make up linguistic competence in professional communication.

Estimated attitude to the statement, awareness of the target installation of communication, accounting for the situation of communication, its place, relationship with the interlocutor, predicting the impact of the statement on the interlocutor, the ability to create a favorable atmosphere for communication, the ability to maintain contacts with people of different psychological type and the level of education are included in the communicative competence of a specialist . Communicable competence includes both the ability to communicate, exchange information and the ability to establish appropriate relations with the participants of the production process, to organize joint creative activities.

The ability to control emotions, send a dialogue in accordance with the needs of professional activities, compliance with ethical standards and the requirements of etiquette constitutes behavioral competence. Communicative behavior implies such a speech organization and its corresponding speech behavior that affect the creation and maintenance of an emotionally psychological atmosphere of communicating with colleagues and customers, on the nature of the relationship between the participants in the production process, on the style of their work. For success in professional activities, the modern specialist is necessary to own the skills of speech culture, possess linguistic, communicative and behavioral competence in professional communication. [3]

This requires the following qualities:

- knowledge of the norms of the literary language and sustainable skills of their use in speech;
- the ability to monitor the accuracy, logicity and expressiveness of speech;
- possession of professional terminology, knowledge of the correspondences between terms and concepts;
- possession of professional speech style;
- the ability to determine the goal and understand the situation of communication;
- the ability to take into account the social and individual features of the personality of the interlocutor;
- skills for predicting the development of dialogue, interlocutor reactions;
- the ability to create and maintain a benevolent communication atmosphere;
- high degree of control of the emotional state and expression of emotions;
- the ability to send a dialogue in accordance with the objectives of professional activities;
- Knowledge of etiquette and clarity of execution of its rules.



#### **IV. CONCLUSION**

High level of speech culture is an integral line of cultural person. Improve your speech - the task of each of us. To do this, you need to follow your speech in order to avoid mistakes in pronunciation, in the use of words, in building a sentence. You need to constantly enrich your dictionary, learn to feel your interlocutor, be able to select the most suitable for each case of the word and design.

The problem is "language and society" wide and multifacene. First of all, the language is socially in its essence. The main function is to be a means, a tool to communicate people. On the basis of this function and in connection with it, they are carried out by language and other functions - impacts, messages, formation and expression we are. These functions are also social can be said that society has such a language that is created, and uses the language as it can and can. The influence of the language on society is strengthened together with the development of society itself - this influence increases with the development of production, technology, science, culture and state. The language participates in the organization of labor, in managing social production, activities of the institution, in the implementation of the process of education and education of members of society, in the development of literature and science. The Company affects the language, but also the language, in turn, affects society, participating in the personal areas of the life and activities of people.

Mastering the art of communication is necessary for each person, regardless of what kind of activity he does or will be engaged, since success in the personal, industrial and social spheres of life will depend on the level and quality of its communication.

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