



SPEECH CULTURE AND LANGUAGE PURITY

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ABSTRACT

This article is aimed at consideration of issues concerning the speech culture in everyday life. The issues of violating the main principles of business relations ethicality during public speaking and deviation from the language norms have been considered. Besides, the conclusions as to formal speech peculiarities have been made. The article covers the public speaking stages, methods of due speech formation, preparation for meeting the listeners and techniques to control the audience. The explanations related to the courtly use of speech tokens according to the ethic standards and the ways to improve the ones, which express the respectful attitude towards listeners, have been given.

KEYWORDS

speech culture, language norm, public speaking, public officers, business relations, communication, language structure.

INTRODUCTION

Word culture, speech skills play an important role in the process of language and speech relations, therefore, he works with people in his profession, organizes and manages their services, conducts business negotiations, educates, teaches, treats, etc. People who perform various household services need air. Looking at the way a person speaks, one can determine his spiritual and rational field, the level of his inner culture. Speaking culture is the ability to master the forms of oral and written literary language (pronunciation of words, accent, word usage, rules of grammar, stylistics) and the ability to use expressive means of language according to their goals and situations in various situations of communication. One of the main measures to increase the culture of using words is language purity. When we say purity of language, we demand that our thoughts and words are not mixed with extraneous elements. Of course, there is no such thing as a literary language that lives only on the basis of pure native language material, without taking words from a foreign language. A work of art

cannot be written in a "pure literary" language without any deviations from the literary norm, without adding foreign language elements. After all, masters of art aim to show people the sphere of life that they have raised in a comprehensive way, to increase their worldview and aesthetic taste.

MATERIALS AND METHODS

No matter what kind of person he is, the extent of his thinking, knowledge, culture and spirituality can be seen from his writings and speeches. "Don't take a person by his word, take a person by his word," said his son Abay. A person who has mastered the richness of his mother tongue, understands its power, bows down to its power, can make demands on himself and others, and does not allow to use the word as it should be. If we keep speech culture and our own culture side by side, cherish and care for both, our love for our mother tongue is undeniable.

The way to form a language culture is to inculcate the folk character of the language in children through examples of oral literature and fiction. Being able to express thoughts artistically based on the work read is one of the conditions for mastering language culture. Every citizen should inherit the language and culture of his people.

RESULTS AND DISCUSSION

The clarity and intelligibility of the expressed thought, opinion requires that the word be understood by the listener (addressee). It is carried out by using words, terms, phrases, grammatical expressions, foreign words, dialects, slangs, historical, old (archaism) and new words (neologisms) related to the profession in a precise and unambiguous sense. Clarity begets clarity, but not all opinions expressed will be clear to everyone.

Expressiveness of speech is its qualities that attract the attention and interest of listeners and students. The speaker should influence not only the mind of the listeners, but also his consciousness and imagination. Imagery and emotional power of the word makes it well accepted, easy to understand and remember, listeners get aesthetic pleasure from a good word. Expressiveness of speech is divided into informational (when the spoken information is needed by the listeners) and emotional (when the listeners are interested in the pronunciation and speaking skills) [1,23].

In general, there is no profession that does not require mastery of speech. The ability to speak competently and eloquently makes it possible to establish positive human relations and maintain them for a long time. A word whose meaning is obscure and even seemingly unnecessary can become an incomparably powerful tool if a skillful and honest one can use it in its proper place and at the right time.

As a high form of the culture of the national spoken language today, eloquence is strongly felt and recognized as an integral part of the wider culture. Today, the lack of eloquence of an intelligent person, i.e., the low level of speech culture of a business professional, should be seen as uncomfortable as the inability of a human being to read and write. It is not enough to know a language, its grammar and vocabulary in order for our human business relations to be realized immediately. In order to seduce your interlocutor, to influence him, to draw his attention to your direction, to be able to talk with people you like, even with your opponents, to be able to participate in a conversation between friends, it is very important to learn to coordinate your words appropriately.

In his time, Aristotle determined that all human beings are related to the teaching of rhetoric to a certain extent. Therefore, if a businessman, teacher, lawyer, agronomist, social worker, politician,

manager, religious preacher wants to reach the pinnacle of his profession, he must master the art of speech. Because they have to constantly communicate with people, talk, give advice, teach, and speak in front of a square group in an official manner. And to speak in front of a square group, it is not enough to know what to say, in addition, it is important to know how to say it. At the first stage of preparation for a speech, a business professional should consider "To whom will I speak?", "What will I say to them?", "Why will I say this to them?" should think about these questions.

Even if the text is developed by someone else, it is only a lifeless outline of words. Therefore, it is not possible for the speaker to create a false impression with this. The listeners immediately perceive the disharmony of the speaker on the podium. The legality and natural channel of the business specialist's speech culture originates from ancient times. This is reflected in the words of great sages related to the art of oratory. Considering the nature of legality, it is not superfluous to take into account the following points. Summing up, the following are the requirements for a business professional to have a high-level speech culture: the ability to appreciate the listener; that the spoken word is clear, accurate, clearly audible; involve the movements of your face and hands in speech. Keeping an eye on the listeners; do not start the speech with familiar words; make sure your speech is short and concise [2,13].

Scientists show that the ways of the spread of slang in modern society are revolutionary and evolutionary in the following cases: first new slangs appear and function in closed social systems. Then, under the influence of mental and social change, the resistant factors in society begin to weaken. The oral and written language features of the style become slang after losing its initial social status (division by age) [3,67].

The slang periphery of the language is the place of the emergence of new phenomena in social and habitual life and the application of new meanings introduced through life itself. Jargon is mostly used by students of higher and secondary educational institutions, pupils, in a word, young people. It is clear that the basis of youth slang is student slang. Today, young people speak in slang. This, of course, harms the purity of the language.

The tradition of studying professional slangs, which appeared in the 19th century, immediately continues in a new direction, that is, in a social direction, with the study of youth slang. If the boundary between professional jargon and vocabulary is clearly visible, defining the limits of youth jargons creates some problems. There are also different views on the origin of youth slang. Some linguists consider slang to be a "special vocabulary" of a social group because it lacks consistency and integrity. And now some linguists show that jargon serves a very important purpose for the consumer [4,81].

Such slangs, which prevent the preservation of language purity, will undoubtedly have a negative impact on the youth, who are considered the future of the country. Therefore, it is better to remove the jargons that are often found in the colloquial speech of schoolchildren. Because this is another threat to the Kazakh language. We are talking a lot about smart ads and direct translations. However, the most important thing is that such gaps in the style of speaking should not be ignored.

R. Syzdykova, a well-known academician of Kazakh linguistics, says: "The problems of language and culture are closely related to family education, school work, and in general, the actual work of various educational institutions. If we look at it from a higher level, language culture is directly related to the change of the social base of the national literary language and its relationship with other languages. This idea can be continued by Professor B.Momynova's words: "It is the task of linguoecology to prevent not only the written form of the language, but also the spoken language from succumbing to

negative phenomena, the endless increase of artificiality in the language of young people, the attempt to substitute language and speech with technical words" [2, 23].

CONCLUSION

In the speech culture of young people, there are linguistic elements other than the dialect, which has its own linguistic features. For example, it can be observed that there are differences in the colloquial language of students studying in different schools, even if they live in the same city. One of these features is slang. Researcher Li Yin says: "Slang is a special language in a language that is different from general folk vocabulary and phraseology" and points out the following functions of slang in spoken and written language:

1) systematic reporting of new life, political and economic changes;
2) to serve a style of speech intended for a special possibility in terms of the effect on the reader or interlocutor. It is not characteristic of slang that the language serves a poetic and thought function. It is very difficult to find slang equivalents of abstract concepts and logical categories, scientific terms. Slang is a stylistic form of written and spoken language, but it has nothing to do with the established norms of the language.

A person who knows how to speak correctly can fully explain his thoughts and what he said to the listener. Speaking skillfully and eloquently in public requires a lot of hard work, study and learning. In eloquent people, eloquence comes naturally from a flood of thoughts. Only a person who knows how to use artistic taste, speech culture and rhetorical methods can have the power of aesthetic influence.

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