
ON THE FORMATION OF SPEECH CULTURE OF THE YOUNG GENERATION**Bakhramova Munira Madaminovna**

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Annotation:In this article we discuss the culture of speech and communication, the negative influences on the state of speech culture, and violation of literary norms. Forming a culture of communication is a very complex and labor-intensive process. Speech is an equally important element of the system of cultural development. In the modern world, it plays the role of the core of human activity.

Key words:Speech culture, correctness of speech, development, communication, mutual understanding, oral and written speech, online, offline, communication.

At all times, the Russian language has been influenced by other languages, which enriched it. But there are circumstances that negatively affect the state of speech culture. Violation of literary norms of pronunciation, word usage, sentence construction, impoverishment of the means of linguistic expression, the use of filler words, uncommon vocabulary (jargon, slang) leads to “clogging” of the speech environment. The level of speech culture is an indicator of the state of a person’s general culture.

The concept of speech culture is closely related to the literary language. The ability to express one’s thoughts clearly and clearly, to speak competently, the ability not only to attract attention with one’s speech, but also to influence listeners, mastery of speech culture is a unique characteristic of professional suitability for people of various professions: diplomats, lawyers, politicians, school and university teachers, radio and television workers, managers, journalists.

It is very important to have a culture of speech for everyone who connected with people, organizes and directs their work, conducts business negotiations, educates, takes care of their health, and provides various services to people.

To the culture of speech was given close attention in the works of domestic linguists of the 20th century, such as V.I. Chernyshev, V.V. Vinogradov, etc. However, in other linguistic traditions, the problem of colloquial speech is part of the study of normative stylistics and is not allocated to a separate category.

One of the main indicators of a young person’s education and general culture is the culture of speech, i.e. the ability to competently and clearly convey your thoughts and ideas to your interlocutor. This applies to the norms of not only oral, but also written speech. The speech culture of a modern and literate person is the ability to competently use various linguistic means in any communication conditions. In general, mastery of speech culture can be divided into “correct speech” and speech mastery. The culture of speech cannot be ideal, therefore native speakers and other linguistic individuals need to develop and improve both their manner and speech in general. A distinctive feature of a literate person is not only the ability to avoid mistakes in speech, but also the constant enrichment of one’s vocabulary. Moreover, in the modern world, speech culture is understood not only as a certain theoretical discipline. Now in our rapidly developing society, where one of the most important incentives for such rapid development is communication, this is also a language policy determined by the state and promoting language norms in society.

Issues of speech culture arise especially acutely in the era of the formation of literary languages and the formation of a system of literary norms. Such phenomena are characteristic of periods of various social transformations. Intensive changes in the Russian language took place in the 20th century and continue today.

S.I. Ozhegov worked fruitfully in this area, making a significant contribution to the theory and practice of Russian speech, calling on his colleagues to concentrate all their efforts on the issue of improving the speech culture of the people. "Two mutually related tasks face linguists," he wrote, "the creation of manuals accessible to broad layers of working people, and at the same time the theoretical development of linguistic problems directly related to issues of language normalization and thereby to issues of improving the culture of speech."

The basic role here belongs equally to linguists, teachers and writers. Speech and culture of communication play a significant role in the formation of a person in his development as an individual. Language in this case is a mirror of human culture, since it serves as a kind of indicator of those factors and artifacts that surround a given individual. However, speech is an equally important element of the system of cultural development. In the modern world, it plays the role of the core of human activity. Therefore, without it, general cultural interaction and mastery of professional skills are impossible [1, p.34].

The culture of a person's personality is expressed most clearly and accurately in his speech. Nowadays, among young people, an idea of a person is usually formed during communication with him, i.e. in a communication environment. Therefore, fostering a culture of communication in modern society is one of its priorities. It should be noted that with the introduction of modern gadgets and social networks into the practice of life, personal communication becomes not as important and complete as it was just a few years ago. Young people communicate much more easily and make friends on the Internet, sometimes spending hours communicating with their interlocutor online, but at the same time never seeing or talking to him in real life. That is why it is very important to form a culture of communication for a person from childhood, so that it can only develop in the future and help him in interpersonal interaction.

Forming a culture of communication is a very complex and labor-intensive process. As a rule, it is carried out in two main social institutions - the family and the school. The task of a culture of pedagogical communication is to develop the basis of a general culture of communicative interaction among students.

In a family, parents are responsible for this. Well-constructed speech helps them in the upbringing and psychological formation of children (2., p. 62). In view of all of the above, it is necessary to clarify that there are a significant number of forms and types of communication. The choice of these forms includes many factors (level of acquaintance with a person, social and public norms, status in society), etc. a culture of address, oriented towards humanistic values, includes the ability to choose such forms of address that would elevate a person, as in the eyes of those around him, and in his own eyes. All norms and rules of communication are very important; they require careful treatment, since violation of these norms leads to unpredictable, but most often negative consequences. In general, communication and communication are a diverse process. It is determined, first of all, by mutually directed activity, which includes the exchange of opinions, the formation of a certain unified concept, which in turn leads to the perception and, most importantly, understanding of the other person, his point of view.

Based on the study of theoretical literature on this topic, we can distinguish six main directions of communication culture, which consist in the development of:

- sociability as an individual stable personality trait;
- high level of group development;
- high level of integration of jointly directed activities;
- social activity;
- ability to quickly adapt in various types of activities.

To summarize, it is worth noting that one of the most important tasks in educating a modern functional speech culture among young people is their mastery of the skills and abilities to analyze complex communication situations, first of all, using examples of practical exercises on current communicative areas and situations. On this basis, appropriate productive skills can be acquired through self-education and education in natural speech practice.

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