

SPEECH CULTURE AS AN INDICATOR OF AN INDIVIDUAL'S GENERAL CULTURE IN THE MODERN WORLD**Saidova Olima Botirovna**

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Abstract

This article examines speech culture as one of the most important indicators of an individual's general culture in contemporary society. The paper analyzes the main components of speech culture, its role in shaping personality, and its impact on interpersonal and professional communication. Special attention is paid to the challenges of declining speech culture in the digital age, as well as possible ways to improve linguistic competence. The study highlights that a high level of speech culture contributes not only to effective communication but also to intellectual and social development.

Keywords

speech culture, language, communication, personality, linguistic norms, digital communication, education, social interaction

Introduction

In the modern world, characterized by rapid technological development, globalization, and the expansion of digital communication, the importance of speech culture has significantly increased. Language is not merely a tool for conveying information; it is also a reflection of an individual's intellectual level, social status, and cultural background. The ability to express thoughts clearly, accurately, and appropriately has become a key skill in both personal and professional life.

Speech culture serves as a bridge between individuals and society. It influences how people perceive each other and how effectively they interact. In an era where communication often occurs through digital platforms, maintaining a high level of speech culture has become more challenging yet more essential than ever.

Speech culture can be defined as a set of knowledge, skills, and abilities that ensure the correct, appropriate, expressive, and effective use of language in various communicative situations. It is a multidimensional concept that includes several components:

- Normative component – adherence to grammatical, lexical, phonetic, and stylistic norms of the language;
- Communicative component – the ability to select appropriate linguistic means depending on the context and purpose of communication;
- Ethical component – observance of politeness norms and respect for interlocutors;
- Aesthetic component – the ability to make speech expressive, rich, and stylistically appropriate.

A person with a high level of speech culture not only speaks correctly but also communicates effectively, taking into account the situation, audience, and purpose of communication.

Speech culture plays a crucial role in shaping an individual's personality. Language is closely connected with thinking, and the level of speech development often reflects the level of cognitive and intellectual growth.

Individuals with well-developed speech skills are able to:

- express their thoughts clearly and logically,
- argue and defend their opinions,
- influence others through persuasion,
- build meaningful interpersonal relationships.

Moreover, speech culture reflects a person's inner world, including their values, attitudes, and education. A rich vocabulary, correct grammar, and expressive language indicate a high level of intellectual and cultural development.

In addition, speech culture contributes to self-confidence. People who can articulate their ideas effectively tend to feel more confident in social and professional situations. This, in turn, enhances their opportunities for success.

MAIN BODY.

In contemporary society, speech culture performs several important functions:

1. Communicative Function

It ensures effective interaction between individuals in both formal and informal settings.

2. Cognitive Function

Language plays a key role in the formation and development of thinking. The richer the language, the more complex and nuanced the thinking process becomes.

3. Social Function

Speech culture helps individuals integrate into society, establish social connections, and achieve a certain social status.

4. Cultural Function

Language serves as a carrier of cultural values, traditions, and collective experience. Through language, cultural heritage is preserved and transmitted across generations.

5. Professional Function

In many professions (such as teaching, law, journalism, and management), speech competence is a critical factor for success. Effective communication skills often determine career advancement.

The digital era has significantly transformed communication. While it has created new opportunities for interaction, it has also introduced serious challenges to speech culture.

Main problems include:

- **Simplification of language in online communication;**
- **Widespread use of slang and informal expressions;**
- **Neglect of grammatical and punctuation rules;**
- **Reduction in reading habits, especially classical literature;**
- **Dominance of short-form communication (messages, comments, emojis).**

Social media platforms and messaging applications prioritize speed over accuracy. As a result, users often ignore linguistic norms, which leads to a decline in overall language competence.

Another issue is the influence of multilingual environments, where languages mix, sometimes leading to the loss of linguistic purity and clarity.

In the modern competitive environment, speech culture plays a vital role in professional development. Employers increasingly value communication skills alongside technical knowledge.

A person with a high level of speech culture can:

- present ideas clearly and persuasively,
- participate effectively in discussions and negotiations,
- write professional documents,
- establish positive relationships with colleagues and clients.

In contrast, poor speech skills may lead to misunderstandings, reduced credibility, and limited career opportunities.

Improving speech culture requires both institutional and individual efforts. The following approaches are essential:

1. Education

Educational institutions should place greater emphasis on developing students' speech and communication skills.

2. Reading

Reading high-quality literature enriches vocabulary, improves grammar, and enhances expressive abilities.

3. Self-development

Individuals should actively work on improving their language skills through practice, learning, and reflection.

4. Media Responsibility

Mass media should promote correct and high-quality language use.

5. Digital Communication Awareness

Users should be encouraged to maintain linguistic standards even in informal online communication.

6. Practice and Interaction

Regular participation in discussions, debates, and public speaking activities helps improve speech competence.

Conclusion

In conclusion, speech culture is a fundamental indicator of an individual's general culture and intellectual development. It reflects not only a person's level of education but also their ability to interact effectively within society. In the modern world, where communication plays a central role, mastering speech culture is essential for personal, social, and professional success. Despite the challenges posed by digital communication, it is possible to maintain and improve speech culture through conscious effort and continuous learning. Preserving the richness and correctness of language is not only an individual responsibility but also a societal task. A high level of speech culture contributes to the development of a more educated, respectful, and cohesive society.

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