

PEDAGOGICAL AND LINGUISTIC ESSENCE OF THE CONCEPT OF SPEECH CULTURE

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Annotation: This article analyzes the pedagogical and linguistic essence of the concept of speech culture. It highlights the role of speech culture in the development of society and personality, its importance in pedagogical activity, and the main features of speech based on literary language norms. In addition, the article discusses the theoretical foundations and effective methods of forming speech culture in future teachers.

Keywords: speech culture, pedagogical speech, linguistics, communicative competence, literary language norms, pedagogical mastery, speech activity.

In today’s globalization and informatization processes, the issue of speech culture has become one of the key factors of social development. A person’s intellectual level, thinking, and cultural development are reflected in their speech. In particular, a teacher’s speech culture plays a significant role in the intellectual and moral development of the younger generation.

Speech culture is one of the important research objects of both linguistics and pedagogy. In linguistics, it is associated with adherence to literary language norms and the ability to express ideas clearly and effectively, while in pedagogy it is considered an essential tool for ensuring the effectiveness of the teaching and learning process.

Speech culture is the ability to express thoughts correctly, clearly, fluently, and expressively in accordance with the norms of the literary language. It is one of the key indicators of a person’s overall culture and spirituality.

Speech culture includes the following components:

- pronunciation culture;
- vocabulary richness;
- grammatical literacy;
- stylistic appropriateness;
- logical coherence of speech;
- adherence to communicative ethics.

Speech that does not follow language norms reduces the effectiveness of communication. Therefore, speech culture is an important factor in ensuring social relations and effective communication in society.

From a linguistic perspective, speech culture is based on the norms of the literary language. In linguistics, correct phonetic, lexical, grammatical, and stylistic organization of speech is essential.

The linguistic foundations of speech culture include:

- norms of literary pronunciation;
- appropriate use of words;
- adherence to grammatical rules;
- stylistically appropriate speech construction.

Effective use of language resources increases the expressiveness of speech. In particular, in pedagogical activity, a teacher's correct use of linguistic means positively influences students' speech development. In pedagogical practice, speech culture is a key factor determining a teacher's professional competence. A teacher's speech serves as a model for students and influences their thinking and worldview formation.

Pedagogical speech should have the following characteristics:

- accuracy;
- fluency;
- logical consistency;
- expressiveness;
- emotional impact;
- ethical appropriateness.

At the primary education stage, a teacher's speech is especially important because young learners directly perceive and imitate it.

Developing speech culture in future teachers is one of the main tasks of higher education. For this purpose, it is necessary to:

- develop reading culture;
- organize public speaking activities;
- use interactive methods;
- conduct pedagogical trainings;
- form communicative competence.

A teacher with a well-developed speech culture can effectively communicate with students and improve the quality of education.

Conclusion

In conclusion, the concept of speech culture is one of the important scientific categories in both pedagogical and linguistic aspects. Speech culture determines a person's spiritual development, communicative ability, and professional competence.

In pedagogical activity, speech culture serves as one of the main factors for improving the effectiveness of education and upbringing. Therefore, forming a high level of speech culture in future teachers should be a priority task of the pedagogical education system.

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