

FUNDAMENTALS OF SPEECH CULTURE AND PUBLIC SPEAKING

Kurbanova Nigorakhan Nabiyevna

Fergana region legal technical school, official language teacher

@NigoraNabiyevna, 913292651

Abstract

In linguistics, it is not consistent to divide the concept of speech culture into the concept of language culture and speech culture. In general, these two concepts are mainly used together or mixed with the term speech culture or language culture.

Keywords: linguistic, languages, oratory, speech, culture, non-linguistic, principles and etc. Oratory is the art of words, and when it is the art of words, it is also about tone is the art of words polished with pronunciation in dress. As long as only the great scholars who deeply understood the power of "word" and felt that the gift of "word" was given by God only to man, appreciated it and encouraged to respect it. In this sense the art of public speaking has a special status among other arts. In ancient times, only skilled orators were appointed to the positions of military leaders and statesmen. History has always taught us, is teaching us, and will continue to teach us.

So, in this case, the term culture of language is equivalent to the term culture of speech. For this reason, we are in favor of distinguishing between two cases of the concept (phenomenon) commonly referred to as speech culture: language culture and speech, i.e. speaking culture. The concept and term of speech culture can be understood in the form of a general idea and a common name for the two mentioned phenomena. So, what is the concept of language culture? The concept of language culture refers to the language system itself, for example, the means and possibilities of the Uzbek literary language, "culturalization" in the field of speech culture. Therefore, the concept called the term "language culture" indicates the level of culture of the language system, i.e. how well it is processed and normalized. It seems that, although the concepts of "language culture" and "speech culture" are different from each other as linguistic terms, in fact, one of them cannot be separated from the other, and one requires the other. Although "speech culture" in a specific sense means the norm and expediency of using language units in the speech process, in a general sense it is considered within the universal framework of a given nation. True, speech is a complex process that includes language and non-linguistic (linguistic and extralinguistic) factors, and it is also related to logic, psychology, pedagogy, ethics, and aesthetics. But no one can deny that language is at the first level for speech.

The main concept of the theory of speech culture is the norm of language. The main task of speech culture in the 2nd sense is to actively influence the social language practice (at all levels of language) to establish objective language norms in their stabilized forms, conflicts,

emerging principles, etc. is learning. Modern speech culture is a theoretical and practical science, which, in order to influence language practice, includes the history of literary language, grammar, stylistics, etc. summarizes the achievements and conclusions of linguistics departments. In the theory of speech culture, the literary language is recognized as the highest form of the national language; the language of artistic literature strengthens and enriches the cultural achievements and traditions of the nation with its best examples. Speech culture is a social phenomenon, which develops in close connection with the development of society, science and technology, cultural and literary life. As the cultural level of the members of the society increases, their speech becomes polished and polished, improving in accordance with the rules and standards of speech culture. Literature, art, radio, television and periodical press have a special place in the formation and development of speech culture. Especially in the standardization of the literary language and the development of the theory of speech culture, lexicography, in particular, spelling, pronunciation, education, etc. special vocabularies are important.

The expression "eloquence" has several meanings. First of all, the art of oratory refers to the high skill of the art of oratory, the quality of the oratorical speech, the mastery of the lively persuasive word. It is the art of public speaking as well as constructing a speech to make the desired impact on the audience. Oratory is also called the historically established science of oratory and the academic discipline that defines the foundations of public speaking. Many modern researchers consider public speaking to be one of the unique types of human activity, which should be mastered by everyone who is professionally connected with the spoken word. The term "eloquence" has Latin roots. Its synonyms are Greek words: eloquence, eloquence. Throughout its many centuries of history, public speaking has been used in various spheres of society. It has always found the widest application in jurisprudence and political activity. Many lawyers and politicians were distinguished speakers. It should be remembered that the art of oratory has always served and served the interests of certain social groups, classes, and individuals. It can serve both truth and falsehood equally; it can be used for moral or ethical purposes. Whom and how does public speaking serve - the main question to be solved throughout the history of the development of science, starting from Ancient Greece. Therefore, the speaker's morals, his moral responsibility for the content of the speech are very important in public speaking.

The professions of many people, which are related to the constant pronunciation of speech, cannot do without knowledge of special types of science, for example, the art of public speaking. We can easily say that eloquence is the most important pillar of culture. Knowing the basics of public speaking, they will succeed in building their careers. Today, public speech is considered as a special direction of science and art, because it can affect the feelings and thoughts of a person, change his worldview. Concepts such as public speaking, oratory and acting techniques and psychological techniques that contribute to persuasion are recognized

as the direction of creative activity of public speech. Everyone has found themselves in situations where words alone are not enough to convince them of their position. In such situations, the basics of conversation play an important role in achieving a goal or proving your position is correct. The art of persuasion plays an important role today. The art of public speaking is understood as a type of dialogue that appeals to a group of listeners with a specific goal in mind, in order to convince the stated problem and give a certain understanding. Speransky wrote: "eloquence is a gift to move souls, to pour out their passions and convey to them the image of their understanding".

Public speaking has a special place in the professional activity of a lawyer. In this case, it should be noted that some universities teach special courses on the professional activity and professional speech of a lawyer. A lawyer is not only a person with legal education, a lawyer. It is a practical indicator in the field of law that realizes the lofty mission of law to achieve a proper legal state. The crown is the final result of the operation of the law, and the latter, as it were, closes the main chain of supra-political events from the framework of the legal apparatus (law - legality - rule of law), where, in fact, the rule of law is "lawfulness, ideals and principles is the real, complete and consistent implementation of all the requirements of the law, the rule of law, first of all, the real and complete provision of human rights" *. The intersection of rhetoric and the field of legal regulation of public relations is also diverse. Even ancient thinkers rightly believed that the eloquence of a true orator should serve the high and noble goals of the struggle for common welfare, true justice and true legitimacy, creative activity. They saw in the jurist-orator a person who skillfully mastered the word, subordinated everything to the public mission, combined deep knowledge of laws, extraordinary honesty, incorruptibility, noble wisdom, patriotism, and high culture.

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