

COMMUNICATIVE QUALITIES OF SPEECH AND THE NEED TO MASTER IT

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Annotation. *The article explores the calculation of speech cultural speech, which embodies all of the communicative qualities of correctness, clarity, logic, expressiveness, purity that make up the culture of speech. The importance of speech that responds to communicative qualities is highlighted in the occurrence of cultural speech.*

Keywords: *speech, communicative quality, communication, innovation, cultural speech.*

Although the doctrine of the culture of speech was formed in Ancient Rome and Athens, it is known from the experience of oratory art that before it appeared in countries such as Egypt, Assyria, Vavilon and India. Cicero's works such as "on oratory", "orator", "Brut", Marcus Fabius Quintilianus's "on oratorical knowledge", Aristotle's "rhetoric" also show that cultural discourse, oratory theory, was much more advanced in ancient Greece and Rome.

Speech culture also has a special position in the history of Central Asian culture. The concept of "speech culture", referred to by the names of "speech etiquette", "attitude culture", has long attracted the attention of scientists, intellectuals: such nobles as Abu Rayhan Beruniy, Abu Nasr Farabi, Ibn Sino, Abu Abdullah al-Khwarazmiy, Mahmud Koshgari, Mahmud Zamakhshari, Yusuf Khos Hajib, Ahmad Yugnakiy, Sofi Olloyor, Abdurahman Jomiy, Alisher Navoi, while giving serious attention to speech matters of speech in general, those who have written works on vocabulary, grammar and logic.

The literary norm, along with the literary language, develops with the development of fiction, folk culture, strengthening its own laws and regulations. Today, the attention to our native language is incredibly large. The development of speech of young people in particular is one of the urgent tasks of today. About it A. It is appropriate to cite the following comments of Mamatov: "the fact that young people speak, following the norms of literary language, not only testifies to their erudition, but also indicates their wit and culturology at the same time. Therefore, young people should try to speak all the time, strictly adhering to the culture of speech and speech etiquette. Every sound, word, phrase, pronounced must sound clearly and fluently. Young people do not have to be orators (maybe), but it is only necessary to express their opinion, concepts in correct, clear phrases, because maintaining the purity of our native language is an honorable duty of every young generation".

As language improves bab-fold with the development of society in accordance with its social nature, the norms of language also change and become more perfect. "By correctness," writes V.G.Kostomarov, - as a necessary and first condition of the culture of speech, it will be necessary to understand that the literary language Strictly and accurately corresponds to the norm adopted at a certain time, mastering its pronunciation, spelling and grammatical norms.

In addition to being correct, the speech that can provide communication between people at the required level is required to have a quality of accuracy. The ancient Greek sage Aristotle, in his book "rhetoric", states that the main quality of speech is in its clarity, stating that "if speech is not clear, it will not achieve its purpose". In order for a colloquial expression to be clear, first of all, the speech developer must clarify the opinion that he wants to say. Most often, researchers say that the Russian adibi L.N.They quote Tolstoy's statement that "verbal ambiguity is undoubtedly a symptom of thought ambiguity".

It is natural that an inappropriate foreign word, that is, words that do not enter the norms of the literary language, as well as the penetration of consonants and phrases into speech, as well as the construction of a sentence based on other linguistic syntactic molds, impair the purity of speech. In his "rules of literature", Adib Fitrat, who analyzes correctness ("honesty"), accuracy ("openness"), purity in the manner of general necessary qualities ("cases") of speech ("style"), in particular, defines purity as: "purity in style is not to show bedlessness in vocabulary, not to lay out words in speech, not to let old unthinkable words into the work, not to make statements according to the Nahvious rules of foreign languages". Therefore, the wealth of speech is also one of the necessary communicative qualities. As ulughmutafakkir Alisher Navoi said,"it is not pleasant to say one saying two, the word chu died again, not a beggar". Therefore, this quality of speech is also interpreted in the manner of colorfulness, that is, it is emphasized that wealth is measured by the variety, variety of linguistic units applied to the expression of relevant thought. Dionysius of Galicarnassus, the ancient Greek philosopher, in his work "on the addition of words", writes about the need for the quality of the color (wealth) of speech: "in general, like all pleasant things, even any beauty, if repeated incessantly, touches the soul; in diverse, colorful variations, this beauty will remain forever New."

In order to thoroughly master the norms of the Uzbek literary language, achieve high literacy, culture and skill of speech, to fully demonstrate the qualities of oratory, each educator must, first of all, have theoretical knowledge and be able to apply it in practice. Speech, which embodies all of the communicative qualities such as correctness, accuracy, logicism, expressiveness, wealth, purity, which ensure the culture of speech, is considered cultural speech. So, in order to bring cultural speech to the surface, it is necessary to draw up a speech that meets the above communicative qualities.

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