

LITERARY LANGUAGE AND SPEECH ETHICS

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ABSTRACT: The article contains an analysis of the normative, communicative and ethical aspects of speech culture, According to the author's definition, speech culture, reading culture, text processing culture, and information culture together with the organization of the language culture structure of a person were informed.

Key words: theory of culture, language culture, speech culture, speech norms, qualities of communicative speech.

Speech ethics is a relatively young field of science. As an independent branch of this science, it was formed under the influence of the fundamental social changes that occurred in our country. The attraction of a wide range of people to active social activities required increased attention to increasing their speech etiquette" [Ahmadjonova Nilufarkhan Yaqubovna speech culture and the main qualities that shape it]. Literature, art, radio, television and the periodical press have a special role in the formation and development of speech culture. Especially important in the development of the normalization of literary language and the theory of speech culture are lexicography, in particular, explanatory, spelling, pronunciation, educational and other special dictionaries.

Speech skill, on the other hand, is the skill not only to follow literary standards, but also to choose the most correct, most accurate, most macbular and expressive from the mutually available options in terms of content, style and situation (Mas., aka — oka — ako; is coming — kevotti — the choice of one of the kelopti variants as the literary norm). The culture of high speech manifests the general high culture of a person, the culture of thinking, conscious love for language. Professor E. It is appropriate to quote begmatov's thoughts: 1. Speech culture, in a genuine sense, is a phenomenon associated with literary language. Its emergence, human basis, demand and criteria are associated with the literary language and its criteria. For the art of public speaking, these are not the main characters. Among speakers, those who do not follow the requirements of the literary language to the fullest, those who demonstrate genuine oratory art even in a particular dialect or dialect are found. Fluency, oratory is determined not by the character of the language material, but by the impressiveness of speech, oratory art. : a) to follow the logic of concepts; b) to follow the methodological norm; c) compliance with the lexical-semantic and syntactic norm. Examples of statements that have compromised their logic:

- A three-year plan to sell water to the state was completed.
- He sells for 10 rubles in two notebooks.
- Fish have children.
- The price of female socks has become 40 percent cheaper.

The parts of the thought expressed in the speech and the proportionality of the individual thought are considered logical. In logical speech, thoughts from sentences are parts of thought that arise from the whole speech. There will be no conflict between them. Logic relies on accuracy. Vague speech cannot make sense. To achieve logic in speech, their subject meanings must be appropriate with the words used in it. Logic can also be broken when words are applied in strict accuracy. [2. R.Koungurov and b. Fundamentals of speech culture and methodology. T.,- Teacherl, 1992. 2. E.A.Begmatov. The speaker's rare wealth. T.,- Uzbekistanl, 1980.] Literature, art, radio, TV and the periodical press have a special place in the formation and development of speech culture.

Especially important in the development of the normalization of literary language and the theory of speech culture are lexicography, in particular, explanatory, spelling, pronunciation, educational and other special dictionaries. As early as the 15th century, the Uzbek literary language had a culture of speech and its own norms. Alisher Navoi, with his life and creative work, made a huge contribution to the culture of speech, speech etiquette of his time, while the language of the works of later poets such as Babur, Gulkhani, Nodira, Ogahi, Furqat, Muqimi also became the basis of the culture of speech of that time. The appearance of Proverbs and sayings, such as "good word is soul mate", "let wheat be your word, even if you speak while playing", "eating the one who comes to you is the work of an animal, and the one who comes to your mouth is the work of a fool", also indicates that in the Uzbek people there has long been a strong [<https://oyina.uz/uz/teahause/2120>]. language is used not only as a means of communication, but also as a sign or indicator of a person's cultural identity. Knowing the expressive means of the language, being able to use its methodological and semantic wealth in all its structural diversity-every native language should strive for this. [SCIENTIFIC PROGRESS VOLUME 4 | ISSUE 5 | 2023 ISSN: 2181-1601 Scientific Journal Impact Factor (SJIF 2022=5.016) Passport: <http://sjifactor.com/passport.php?id=22257> Uzbekistan www.scientificprogress.uz Page 90]. N.I.Tolstoy believes that " language can be perceived as a component of culture or as a weapon of culture (which is not the same thing), especially when it comes to literary language or folkloric language. However, language is simultaneously autonomous towards the entire culture, and can be viewed separately from culture (which is continuous) or equivalently compared to culture and done through equal phenomena" [Tolstoy 1995: 16].

The task of the subject "speech ethics", which is generally taught as a separate course in philological and other faculties of higher state educational standards, including the Faculty of linguistics, is to give a comprehensive understanding of literary speech, teach its theoretical foundations and important signs, and show ways to put it into practice within the framework of the specialty. language is a social phenomenon. It is impossible to master it without social relationships, without communicating with other people. One of its most important features is that it is very important if its basic vocabulary, rules of speech, applying it following the norms of the literary language.

Literature used:

- 1.Ahmadjonova Nilufarkhan Yaqubovna speech culture and the main qualities that shape it
- 2.R.Koungurov and b. Fundamentals of speech culture and methodology. T.,- Teacher, 1992. 2. E.A.Begmatov. The speaker's rare wealth. T.,- Uzbekistan, 1980.
3. <https://ayina.oz/oz/teahause/2120>
4. SCIENTIFIC PROGRESS VOLUME 4 | ISSUE 5 | 2023 ISSN: 2181-1601 Scientific Journal Impact Factor (SJIF 2022=5.016) Passport: <http://sjifactor.com/passport.php?id=22257> Uzbekistan www.scientificprogress.uz Page 90