

## SPEECH ART AND SPEECH CULTURE

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### ABSTRACT

*Public speaking (oratory) mostly focuses on the content, logical principles, and structure of the speech. At the same time, it teaches ways to create accurate, effective speech based on theoretical knowledge gained from disciplines such as linguistics, philosophy, and logics. Speech culture as a field of linguistics discusses literary language norms, speech, and communicative qualities of speech, speech styles, possible shortcomings and errors in speech, problems with speech pronunciation.*

**KEYWORDS:** *Speech, Speech Culture, Oratory, Speech Styles, Communicative Qualities Of Speech, Intonation, Gradation, Gesture.*

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### INTRODUCTION

It is clear that one of the significant symbols of any state's independence is that having state language. Considering Uzbek language as a state language and the introduction of the law on the state language became the basis of our independence. Thanks to independence, the status of the Uzbek language has been further restored, and great opportunities have been created for its application in all spheres of social life. So, the implementation of the law "On the state language" in all spheres is being consistently promoted, large-scale work is being done. Speech culture and public speaking have been included in the curricula of higher educational institutions based on their specialties. Teaching such kinds of subjects as "Teacher's speech culture" in pedagogical universities, "Lawyer's speech culture" in law schools, "Economist's speech culture" in the sphere of finance, "National Art and Design", "Oratory" in art and culture institutes. Can be an example for this. The teaching of these subjects plays an important role in ensuring perfect, skilled and, at the same time, competitive professionals to find their place in society.

Nowadays there are people who see the art of oratory and the culture of speech as the same concept. It should not be forgotten that the sciences that represent these two concepts are very close to each other, while one is complementary to the other, but a different discipline. The art of oratory is basically an oral form of speech. Speech culture, on the other hand, is a concept that applies to both oral and written forms of speech. Oratory involves conveying, explaining, influencing, and mobilizing people for a specific purpose through speech. The speaker's speech will be intended for a large audience that is to a wide audience. Oratory mostly focuses on the content, logical principles, and structure of the speech. At the same time, it teaches ways to create accurate, effective speech based on theoretical knowledge gained from disciplines such as linguistics, philosophy, and logics.

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Speech culture, on the other hand, discusses cultural speech as a field of linguistics, literary language norms, speech, and communicative qualities of speech, speech styles, possible shortcomings and errors in speech, problems with speech pronunciation. First of all, it requires that the speech should be clear, fluent, logically correct, pure, effective, and purposeful. In order to attract attention and increase the effectiveness of public speaking, there is a tendency to use dialectal and slang words in certain places

This is not allowed in speech culture. In the art of speech, a lot of attention is paid to intonation, gradation, gestures (hand, face movements). However, in both cases, a good speech is considered if the thought reaches the reader or listener and has a certain effect. The purpose of speaking is to express an opinion. Actually, this is the function of language. An idea can be expressed in language using a variety of ways.

This means that the speaker must have a gained a perfect culture of speech, must be able to choose the most appropriate of the language means. To do this, he must, of course, know his native language well and be able to use all its riches skillfully. The speech must be clear and concise as well as clear, otherwise the power of thought will be lost, and the speaker's speech will not have a good effect on the listener. Being able to speak Uzbek does not mean that you know the language well.

Good knowledge of the language is determined by a thorough practice of grammatical rules, vocabulary, as well as phonetic and stylistic features of the language. Often the speaker prepares his speech in writing before speaking: what he wants to talk about, what examples he wants to give, he writes down. While some people, especially students, try to articulate their goals orally but before the audience they lose their words, or read what they have written without stopping.

It is necessary to work diligently, regularly, in order to express the idea orally clearly and clearly in a short period of time. There should be no re-editing, alteration of sentences in the speech. The vocabulary of the speaker should also be sufficient. It is not only the quantity of words that is meant, but also their meaning. The speaker should also use synonyms skillfully. The use of such words ensures the diversity of speech. The speaker must also have mastered the grammar of the language. Only following the rules of grammar adds content and logic to speech. The purpose of the word alone cannot be understood. In order to express an idea, that word must enter into a grammatical and semantic connection with other words in the speech. Sometimes speakers use dialectal words that are not used in our literary language, but are known only to the locals where the speaker himself lives.

In fact, such dialectal words should not be used in speaker speech. In the speech of some speakers, words such as "I mean", "well", "afterwards", "that is", "for example", "for example", "let's say" are often used, which is not correct to call them orators. Such "inappropriate" words, used inappropriately, make speech slurred. Sometimes listeners, students, pupils seem to hear the words of the speaker, the educator, but do not feel the content of the thought, they are busy counting and counting such unnecessary words in the speaker's speech.

They can also give nicknames if necessary. In addition, words and phrases that have become overused and have taken on the appearance of overused words also remove the effect of speech, making it impenetrable or dull. An overly used but pleasant words, which is inappropriately

thought out, also irritates a person and has a negative effect on the general content and essence of the speech.

The inappropriate use of Russian or words that come from other languages through it also confuses speech and make it troublesome . Such words are not helpful for the brain or the heart, they have a strong effect on the person and cause him to protest. Abdullah Qadiri said, "It takes a long time to speak and compose sentences." These words of a well-known writer to writers apply to everyone. Abdulla Qahhor's stories "Painful Teeth", "Speaker", and "Sunshine" also depict the image of such a clumsy speaker very well.

Islam Karimov's words , the first President of the Republic of Uzbekistan, "Knowing own native language and learning it- is learning great spirits and it is a symbol of loyalty to our country and people" is the proof of our words. Islam Karimov's book "High spirituality is an invincible force" contains very impressive and exemplary ideas that the mother tongue is the soul and pride of the nation. This leadership perspective shows that the status of our mother tongue is still at the level of public policy.

This also shows the importance of the issue of speech culture, which is considered an important sign of the cultural development of society, the spiritual maturity of the nation. Today, the time itself shows the need to teach young people the exact sciences, to work on modern computers, as well as to form a sense of love for the mother tongue, devotion to the country.

Therefore, the speaker should speak in a simple and fluent language that everyone can understand. It is better not to use pompous, lofty words, words that come from outside, words that are unfamiliar to the audience. It is difficult for a speaker to be a truly modern teacher-speaker if he is not constantly aware of scientific achievements in his field and changes in social life, and without working independently and continuously every day, every hour.

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