## THE UNIQUE PLACE OF THE CONCEPT OF SPEECH CULTURE LINGUISTICS

Nigora Bafoyeva Azimovna, Buxoro davlat pedagogika instituti oʻqituvchisi, BuxDU mustaqil izlanuvchisi <u>bafoyevanigora@buxdpi.uz</u> Sayfilloyeva Olima Gʻanijon qizi

Buxoro davlat pedagogika instituti oʻqituvchisi

**Abstract:** In the article, the concept of speech culture is scientifically researched scientific opinions are based on facts.

Key words: Speech culture, concept, language, norm, thought, field, linguistics, science, tool, rule.

What is the concept of speech culture? What is its importance for mother tongue science? The concept of speech culture in science has two forms:

The degree of conformity of the speech to the norms of the literary language.
Linguistics is a branch of science, that is, it is a field dealing with further improvement and standardization of literary language.

Therefore, the main rules of correct, clear and effective expression of thoughts with language tools are called the basics of speech culture. Dealing with issues of speech culture in Uzbek linguistics began in the 1960s. In particular, the lecture given at the 1<sup>st</sup> Republican Conference dedicated to the speech culture of the Uzbek language in Tashkent in 1969 defined the basis of this science. A number of scientific articles, manuals, research results have been published and serious research in this regard is still ongoing. In this field, the researches of professors S. Ibrohimov, E .Bekmatov of the institute of linguistics of the UZFA are noteworthy.(1)

Speech culture is a component of universal human culture and people should master it at a high level. Nowadays, the language, which is a sharp weapon of today's ideological struggle, needs to be sharper than ever. What is the role of speech culture in the standards of the Uzbek literary language? For speech culture a measure of the standard of literary language is needed. So what is the standard of literary language? B. N. Golovin stated : "Language norms arose due to the need for mutual understanding of language units and its system ,by the people who use it created is a set of practical rules " That is, the norm of the literary language elements that are

- 3. Pronunciation ( Orphoepic ) norms ;
- 4. Accentological (accent correctness standard ;
- 5. Grammatical standards;
- 6.Rules of word formation;
- 7.Speeling standards;

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- 8.Graphic (writing)norms;
- 9. Punctuation standards;
- 10.Methodological norms;
- 11.Phonetic standard.

The use of vowels and consonants in the norm for the modern Uzbek literary language. Lexicon- semantic norm. The Lexical norm of the modern Uzbek language means choosing a form of word variants that is understandable to everyone. Lexical standards are reflected in speeling, pronunciation and translation dictionaries .Pronunciation standards. It is the conformity of language units to the norms of the literary language in the process of oral speech. However, the norms of oral speech, I, e pronunciation, are not strictly defined in Uzbek linguistics. Orphoepic dictionaries are of great importance in acquiring pronunciation standards. Accentological standard. In this, the norm of correct use of accent in words and sentence is understood. For example: In the words apple, apple, new, new, now, now not using the accent correctly affects the meaning of the word. Grammatical standard. In our current language, the most optimal variant of the genitive and accusative forms have been selected and they are used in a stable form in speech. Nevertheless, sometimes there are cases of incorrect use of – instead of –and la instead of laR. I saw the director in his room. I saw in the director's room. In the first example, the meaning of seeing the director himself and in the second, another person is understood.

The norm of word formation. The use of word – forming suffixes in the same pattern in terms of phonetic structure is the norm of word formation. Speeling (orthographic ) standard. It is one of the main criteria that determines the cultural level of the literary language. Graphical (writing) standard. Our current script is based on the Latin alphabet A script with upperace and both written and printed

forms is standard. Punctuation standard. Ten pauses works on the basis of the sign (..;...?!():,,"-)

Methodological standard. The methodological norm of the literary language is to use the most suitable language units in the speech depending on the situation. So, the conclusion is in order we can say that speech culture is a field of linguistics that studies the above.

## List of Refferences:

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