

Some Methods of Teaching Speech Etiquette and Culture of Speech

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Abstract: The problem of teaching speech etiquette and culture of speech in a foreign language is one of the most interesting, but not fully studied. The article makes a clear and detailed analysis of the process of forming correct and cultured speech in a foreign language. Attention is drawn to the question of factors that directly affect the formation of a person's speech culture. The practical value of the work consists in the opportunity to apply the results of the conducted research in the further professional activities of graduate students of language faculties in their communication with foreign partners, tourists and in international cooperation. The expansion of scientific relations, visits of specialists abroad in order to study the experience of foreign colleagues to participate in international scientific symposiums and conferences also increases the demand for proficiency not only in a foreign language itself, but also in cultural communication.

Keywords: speech etiquette, culture of speech, intercultural communication, sociolinguistics, slang, borrowings.

Introduction

The twentieth-first century turned out to be extremely interesting not only for historians, but also for linguists. In fact, an amazing sociolinguistic experiment was conducted on the English language in terms of scale and results. Currently, slang is one of the most interesting language systems of modern linguistics [1, p.74].

If we turn to non-public speech, it has changed somewhat less, although it has also experienced various influences. However, this did not affect the most educated part of the English people. The English language in general has become more diverse, since it combines heterogeneous elements from once incompatible forms of language [4, p.32].

In today's speech, a young and quite intelligent person flashes a variety of words: youth slang, a bit of classic lexis, professionalism, jargon, etc. As for other claims to the modern English language, then everything is not so simple here either.

Results and discussion

The flow of borrowings from other foreign languages has increased dramatically: Italian, French, Spanish, German, etc. The largest number of borrowings falls on new areas where the system of English terms or names has not yet developed. The number of borrowings in any language is huge, which is not always felt by native speakers themselves. Language is an extremely stable system and is able to "digest" quite alien phenomena, that is, adapt them.

Often, in the public consciousness, one or another state of the language is evaluated, and usually just the "bad" state of the language is noted. Such criticism is usually caused by too rapid changes in language and the resulting gap between discourses of different generations. We are in a similar situation now.

The entire vocabulary of a particular language is divided into literary and non-literary. The literary category includes:

1. Bookish words
2. Standard spoken words
3. Neutral words.

There is also non-literary vocabulary, we divide it into:

- 1) Professionalism
- 2) Vulgarisms
- 3) Jargon
- 4) Slang.

Professionalisms are words used by small groups of people united by a certain profession.

Vulgarisms are rude words that are not usually used by educated people in society.

Jargonisms are words used by certain social groups or groups united by common interests that carry a secret meaning that is incomprehensible to everyone.

Slang is a word that is often considered a violation of the norms of the standard language. These are very expressive, ironic words that serve to denote objects that are spoken about in everyday life [5, p. 440].

From the point of view of stylistics, general jargon, slang or sociodialect is not a harmful growth on the body of the language, which vulgarizes the speaker's oral speech, but an organic and to some extent necessary part of this system.

There are a huge number of ways to form functional units of slang, thereby confirming the thesis about the constant updating of the vocabulary of slang.

Jargons who have delegated their representatives to the so-called slang do not part with them. Slang is a feast of metaphors and expression. English youth slang is an interesting linguistic phenomenon, the existence of which is limited not only by certain age limits, as is clear from its very nomination, but also by social, temporal and spatial limits. It exists among urban students – and individual more or less closed reference groups.

Researchers dealing with youth slang include the age from 14-15 to 24-25 years in the field of study. The comparison shows that the lexicon of different reference groups coincides only partially.

Slangisms are very intensively seeping into the language of the press. Almost all materials dealing with the lives of young people, interests, their holidays and idols, which contain slangisms in greater or lesser concentrations. And not only in the youth press, but also in popular newspapers and magazines addressed to readers of all ages. Newspapers are a valuable source because they promptly reflect the current state of the language.

The proposed material on the study of youth slang also allows us to obtain some evidence of the evolution of youth slang. It can be isolated as a closed subsystem, as an object of observation, only conditionally. The gradual spread of youth slang goes from the center to the periphery, and it takes root minimally on the periphery.

In addition, slangisms served as encodings that hid the meaning of the conversation from the uninitiated. Let's say one of his own reproaches in front of outsiders for an unseemly act. You can start a controversy and bring the public up to date. Slang is characterized more by semantic humor. The first reason for such a rapid appearance of new words in youth slang is, of course, the rapid development of life. If we look at the numerous magazines covering the novelties of the market, we will see that almost every week there are more or less significant phenomena.

In the context of such a technological revolution, each new phenomenon should receive its own verbal designation, its own name. And since almost all of them (with rare exceptions) appear in America and Europe, we naturally get it in the dominant English language. This again served as a powerful source of new words.

Slang doesn't stay constant. With the change of one fashion phenomenon to another, old words are forgotten, they are replaced by others [2, p.20-21]. This process is very rapid. If in any other slang a word can exist for decades, then in youth slang only over the past decade of rapid world progress an incredible number of words have appeared and gone down in history.

But there are also some things that have not undergone any special changes. But their slang designations do not remain unchanged either. The process of generational change is underway, and those words that seemed fashionable and funny five or seven years ago now look outdated. Fashion is changing, trends in society are changing, some words just get boring.

If we take into account the importance of taking care of language, it is quite possible to improve the situation with the culture of speech. To do this, it is necessary:

- to explain to persons whose speech comes into the center of public attention the need to take care of a foreign language;
- to explain to the heads of mass media the need for high-quality editorial work on the style of published texts;
- organize an English language advisory service;
- promote classical literature;
- provide libraries with new dictionaries and textbooks on the English language and speech culture;
- prepare and publish a new edition of the official set of rules for spelling and punctuation;
- promote respect for the English language [3, p.56].

Conclusion

The researchers note that graduates of the faculties of foreign languages of pedagogical universities should freely and culturally communicate on professional topics. This is because in the traditional training system of language faculties, language teaching does not have a professional and cultural orientation. Communicative interaction in a specific situation aimed at solving practical problems allows for the unity of professional activity and professional communication.

By modeling situations of professional interaction in the educational process, the world of professional foreign language communication and its rules are learned, skills of identification and generation of speech models of professional cooperation, adequate speech behavior, effective influence on a partner are developed. The modeling method is integrative, it allows you to combine theoretical and practical knowledge in the educational process, thus contributing to the implementation of high-quality professional training of a future specialist.

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