

THE CONTRIBUTION OF SCIENTIFIC RESEARCH TO THE DEVELOPMENT OF METHODS FOR THE DEVELOPMENT OF SPEECH CULTURE

Mamatkulova Nilufar Boyzak Kizi

Doctoral Student At Andijan State University, Uzbekistan

ABSTRACT: This article examines the importance of scientific research in the context of the development of methods for the development of speech culture. She analyzes the main directions and achievements of modern linguistics and psychology in the field of development of communication skills and speech competence. The article highlights the results of research on various aspects of speech culture, such as verbal and non-verbal elements of communication, the influence of cultural and social factors on linguistic behavior, as well as methods and techniques that contribute to the development of effective communication. The prospects for further research in this field and their significance for practical application in education, business and everyday life are also discussed. The author calls for further improvement of the research methodology and the development of new approaches to teaching and developing speech culture, taking into account modern requirements and challenges.

KEYWORDS: Scientific research, speech culture, development methods, communication, language skills, socio-cultural context, pedagogy of speech, psychology of communication, effective communication strategies, linguistic analysis, sociolinguistics.

INTRODUCTION

Speech is one of the key means of communication, creation and transfer of knowledge in society. The development of speech culture plays an important role in personality formation, ensures successful interaction in various spheres of life and contributes to improving the quality of public dialogue. Scientific research in this field not only studies the phenomena and patterns of speech behavior, but also develops techniques and techniques aimed at the effective development and improvement of speech skills. This article examines the contribution of scientific research to the development of methods for the development of speech culture and their significance for society. The concept of speech culture. Before talking about the methods of its development, it is necessary to understand what speech culture is. Speech culture is a set of knowledge, skills and abilities that allow a person to effectively and adequately use language in various communication situations. It includes not only the grammatical and lexical side of the language, but also the ability to choose the right communication style, adapt your speech to the audience, the ability to argue your thoughts, express your emotions, etc.

Scientific research in the field of speech culture. Scientific research in the field of speech culture is conducted in various disciplines such as linguistics, psychology, sociology, pedagogy and others.

They are aimed at studying the mechanisms of speech interaction, analyzing communication strategies, and identifying features of speech behavior in various situations and cultural contexts. Development of methods for the development of speech culture. One of the key results of scientific research is the development of methods for the development of speech culture. These methods are based on a systematic analysis of the phenomena of speech behavior, experimental data and pedagogical experience[1]. They include a variety of exercises, workouts and games aimed at developing various aspects of speech culture.

The main directions of methods for the development of speech culture:

1. Grammar and vocabulary: techniques aimed at improving knowledge of grammar and expanding vocabulary.
2. Articulation and intonation: training and exercises aimed at improving pronunciation and intonation.
3. Communication skills: techniques that develop the ability to communicate effectively, listen to the interlocutor, express their thoughts and argue their position.
4. Emotional expressiveness: exercises aimed at developing emotional expressiveness of speech.

Scientific research in the field of speech culture plays an important role in shaping the methods of its development. The development of effective methods helps to increase the level of communicative competence and socio-cultural adaptation of the individual[2]. Therefore, further development and support of scientific research in this area are necessary to improve speech culture in society. Speech culture plays a key role in the formation of a person's personality and determines his successful interaction with the outside world. The methods of speech culture development based on scientific research are of great importance for society. In this article, we will consider the contribution of scientific research to the development of effective methods for the development of speech culture and their impact on modern education.

Speech culture is a set of norms and rules of communication, the mastery of which allows a person to successfully express their thoughts, emotions and ideas. Within this culture, an important element is the ability to speak competently, clearly, respectfully and emotionally. The development of speech culture contributes to the formation of personal qualities such as empathy, tolerance, self-control and the ability to adapt to various communication situations. Scientific research in the field of speech culture development includes the study of psychological, pedagogical, linguistic and sociological aspects of communication[3]. They make it possible to identify the main problems in this area and develop effective methods and approaches to solving them.

One of the key areas of research is the study of the processes of language acquisition and the formation of speech skills in various age groups. Based on these studies, programs and teaching methods are being developed that take into account the age and individual characteristics of students. Another important aspect is the study of the influence of habitat and socio-cultural context on the development of speech culture. Scientific research in this area makes it possible to identify the peculiarities of the communicative behavior of various social groups and develop approaches to improving their speech culture[4]. Another important aspect is the study of the

influence of modern technologies on the development of speech culture. Scientific research in this area helps to identify the positive and negative aspects of the use of digital communication tools and develop recommendations for their effective use for the development of speech skills. The results of scientific research in the field of speech culture development have a direct impact on modern education. They are used to modernize curricula, create textbooks and teaching materials, as well as to train teachers. Effective methods of developing speech culture contribute not only to improving the level of education, but also to improving the quality of interpersonal communication in society as a whole. People with a high level of speech culture are able to build constructive dialogues, resolve conflicts, adapt to different cultural contexts and function successfully in the modern world.

Speech culture plays an important role in every person's life, determining their ability to communicate, the effectiveness of information transmission and the ability to express their thoughts and feelings. The development of speech culture is a multifaceted process that depends on many factors, including education, social environment and individual characteristics. Scientific research in the field of speech culture development plays a key role in creating effective methods and approaches that help people improve their communication skills and become more literate in communication. In this article, we will consider the contribution of scientific research to the development of methods for the development of speech culture and their impact on people's daily lives. Linguistics and the psychology of speech are the main fields studying the processes of communication and speech interaction. Scientific research in these areas allows us to understand how people learn language structures, how speech skills are formed and what factors influence the quality of communication.

Scientific research makes it possible to develop effective methods of teaching communication skills. These techniques take into account the individual characteristics of students, providing them with the opportunity to develop not only the skills of competent presentation of thoughts, but also the ability to conduct a dialogue, listen to the interlocutor and adapt to various communicative situations. With the development of modern technologies, scientific research makes it possible to create new educational programs and applications that contribute to the development of speech culture. Interactive simulators, online courses and mobile apps help people practice various aspects of communication in a convenient and accessible way. Teachers and specialists in the field of speech culture development play an important role in the application of scientific achievements in the practice of education and training. They use the results of scientific research to create individualized training programs, conduct trainings and consultations, as well as to develop special methods of working with people with different communication needs.

CONCLUSION

Scientific research plays an important role in the development of methods for the development of speech culture. Their results make it possible to create effective educational programs, improve the quality of education and increase the level of communicative competence in society.

The development of speech culture is a key factor in the successful social and professional development of a person, and scientific research in this field plays a decisive role in achieving this goal.

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