



## THE CONCEPT OF SPEECH CULTURE AND ITS FUNDAMENTAL PRINCIPLES

**Bobokhodjaev Rashidjon Khashimovich**

*PhD in Philology, Associate Professor, Head of the “Editorial Publishing  
and Printing” Department, Tashkent State Transport University*

**Annotation:** *This article analyzes the importance of speech culture for leaders. Effective communication skills enable leaders to express their ideas, inspire teams, influence situations, build trust, and manage crises. A leader's clear, confident, and persuasive speech plays a key role in organizational productivity and strategic decision-making.*

**Keywords:** *Leader, speech culture, effective communication, motivation, team management, trust, decision-making, crisis management.*

**Introduction.** In every society, successful communication and the ability to establish effective interaction with others depend on a person's level of speech culture. Speech culture is not merely about knowing a language, but about using it in accordance with ethical, cultural, and social norms. This article analyzes the concept of speech culture and its core principles in detail.

Speech culture is the ability of a person to express their thoughts, emotions, desires, and needs clearly and effectively to others, as well as to ensure clear, respectful, and purposeful communication in society. It is not only about the correct use of language and speech, but also reflects a person's attitude towards social and ethical matters. The goal of speech culture is to deliver a clear and understandable message effectively through a presentation, speech, or public speaking. Key Principles of Speech Culture accuracy (clear and correct speech): One of the fundamental principles of speech culture is the correct and precise use of words. A speaker's words must be understandable and clear to others. Otherwise, there is a risk of the message being misunderstood or misinterpreted. Linguistic and verbal etiquette (moral and cultural language): In speech culture, language must comply with moral norms. This includes understanding who to speak to, when, and in what context. Ethical and cultured language helps establish positive communication in society. Peaceful and calm communication: Speech culture requires maintaining a peaceful and calm environment when solving problems or during discussions. Speeches, debates, and conversations should always occur in an atmosphere of respect and understanding. Listening and understanding: Speech culture also includes listening. Listening attentively and analyzing what others say or write is key to effective and positive cooperation. In speech culture, speaking is important, but so is listening. Description and confirmation: Empty or careless expressions should be avoided in speech. Arguments and ideas should be based on detailed and accurate



description. Errors and mistakes must be avoided, as they reduce the effectiveness and clarity of communication. Persuasiveness:

Another important principle of speech culture is the speaker's ability to be persuasive. For speech to be effective and influential, it must be credible and motivating. To achieve this, speakers should use real-life examples, facts, descriptions, and persuasive techniques such as rhetorical questions and repetition.

Purpose and relevance of every sentence: One of the main principles of speech culture is that every word or sentence must have a clear purpose. A speaker must use each word and phrase appropriately and meaningfully. Positive impact and informati vepurpose: Speech culture is aimed at having a positive influence, leaving a good impression after discussions or speeches, and inspiring the audience toward new ideas or at least positive thinking. Speech culture is a comprehensive concept that includes not only the correct use of language and speech but also ethical, social, and cultural principles. Proper speech culture strengthens a person's status in society and builds relationships through mutual understanding and positive communication. Structural Components of Speech Culture: Speech culture consists of several components that help a person communicate in a complete and effective way. These elements are important not only for clear and accurate speech but also for meaningful, persuasive, and easily understandable communication. Grammatical accuracy this is a key component of speech culture. Grammar provides the rules and structure of language, ensuring correct usage of words, phrases, and sentences. Correct word order: Words must be placed properly within a sentence. Verbs should be actively used, and each phrase must contain the correct tenses, forms, and grammatical relationships.Functional use: Grammatical accuracy includes correct use of tenses, sentence structure, forms of address, written forms, compound words, and specialized expressions.Complex structures and expressions: Correct grammatical forms make speech clear and understandable. Lexical richnessLexical richness refers to the variety and proper usage of words, phrases, and terms in speech. It depends on the speaker's ability to choose and use appropriate vocabulary.Proper word selection: Using appropriate words is essential in every speech. Avoid using the same word in multiple meanings unnecessarily. Accurate and clear words are key to conveying the message effectively.Use of diverse vocabulary: In addition to general and meaningful words, it is also important to use context-specific, jargon, and technical terms when necessary.Relevance of speech: Lexical richness should match the intended audience. Different groups respond to different linguistic choices, so it is crucial to tailor vocabulary accordingly.

Conclusion: In conclusion, speech culture is not only a reflection of a person's ability to speak, but also of their ethical mindset, cultural level, and social values. Developing strong speech culture skills strengthens mutual respect, understanding, and cooperation within society. A well-formed speech culture enhances a person's effectiveness in both personal and professional communication, making it a vital aspect of human development.





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