

Culture of speech and communication efficiency

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Annotation

The culture of speech and communication are important in the development and formation of a person as a person and today education places great emphasis on this aspect. In the meantime, the education and culture are two interrelated processes, language can introduce education into the context of culture. In the history of mankind, the role of language in the life of society is increasing. The volume of circulating information per capital can be an indicator of the level of development of a society. The purpose of writing this work is to study the features of culture and the conditions for the effectiveness of communication. The main tasks of this work are to analyze the literature on the research topic, to reveal the main concepts and problems of the topic, to summarize the work done.

Key words: speech, communication, effectiveness

Introduction

Language is a mirror of culture, it reflects not only the real world surrounding a person, not only the real conditions of his life, but also the public consciousness of the people, their mentality, national character, lifestyle, traditions, customs, morality, value system, attitude, vision peace.

It is a treasury, pantry, treasury of culture. It stores cultural values - in vocabulary, in grammar, in proverbs, sayings, in folklore, in fiction and scientific literature, in forms of written and oral speech.

Language is not only a means of communication and expression of thought, but also the accumulation of cultural values. One of the most important indicators of the level of human culture, his thinking, intelligence is his speech. Well-developed speech is one of the most important means of active human activity in modern society. Speech is a way of knowing reality. On the one hand, the richness of speech depends to a large extent on the enrichment of a person with new ideas and concepts; on the other hand, a good command of the language and speech contributes to the successful knowledge of complex relationships in nature and in the life of society.

Speech is one of the types of communication that people need in their joint activities, in social life, the exchange of information, in cognition, in education, it enriches a person spiritually, serves as a subject of art.

The culture of speech, as a rule, is understood as a concept common in Soviet and Russian linguistics of the 20th century, which combines the knowledge of the language norm of oral and written language, as well as "the ability to use expressive language means in different communication conditions".

The culture of speech as the main constituent aspect of the high general culture of a person

Basic concepts of speech culture

In the life of a modern person, speech activity occupies a particularly important place; without it, neither the mastery of professional knowledge nor general cultural development is inconceivable. The ability to conduct a dialogue becomes one of the main characteristics of a person as a social phenomenon.

Also the concept of "Culture of speech" is interpreted as the possession of the norms of the literary language in its oral and written form, in which the choice and organization of language means are carried out, which allow, in a certain situation of communication and while observing the ethics of communication, to ensure the greatest effect in achieving the goals of communication.

"So, the culture of speech is such a choice and such an organization of language means that, in a certain situation of communication, while observing modern language norms and ethics of communication, can provide the greatest effect in achieving the set communicative tasks," - said E.N. Shiryaev.

In order to understand the ways and means of independent development of speech culture, it is necessary to clearly understand the content and scope of the concepts of this discipline.

The central concept of this discipline is the concept of language. Language is "naturally arising in human society and developing a system of sign units clothed in sound form, capable of expressing the totality of concepts and thoughts of a person and intended primarily for the purposes of communication".

The ability to correlate sound and meaning is the most important characteristic of language. Language at the same time is a system of signs that replace objects and speech and a set of meanings that have concentrated the spiritual experience of people.

The concept of speech is closely related to language. Speech is "concrete speaking, taking place in time and clothed in sound (including internal pronunciation) or written form. Speech is commonly understood as the process of speaking itself, and the result of this process, i.e. both speech activity and speech works, fixed by memory or writing" Speech is perceived, concrete and unique, deliberate and directed towards a specific goal, it is situational, subjective and arbitrary. In speech, the functions of language appear in various combinations with the predominance of one of them.

Communication between people is both a socio-psychological interaction and a channel for transmitting information. Therefore, textbooks on the culture of speech use the term communication. Communication - communication between people, the process of exchanging information, a process that supports the functioning of society and interpersonal relationships. Communication consists of communicative acts in which communicants (the author and addressee of the message) participate, generate statements (texts) and interpret them. The process of communication begins with the intention of the speaker and aims at understanding the utterance by the addressee.

The result of the speech activity of the speaker is the text. A text is a complete speech work (written or oral), the main properties of which are integrity and coherence. The correct construction of the text is in accordance with the requirements of external coherence, internal meaningfulness, the possibility of timely perception, the implementation of the necessary conditions for communication. The correct perception of the text is ensured not only by language units and their combinations, but also by the necessary general background of knowledge.

The concept of speech qualities is important. The qualities of speech are the properties of speech that ensure the effectiveness of communication and characterize the level of speech culture of the speaker.

In philology, there are the speech culture of the individual and the speech culture of society. The speech culture of a person is individual. It depends on erudition in the field of speech culture of society and represents the ability to use this erudition. The speech culture of the individual borrows part of the speech culture of society, but at the same time it is wider than the speech culture of society. Proper use of the tongue presupposes one's own sense of style, a correct and sufficiently developed taste.

The speech culture of society is the selection, collection and storage of the best examples of speech activity, the formation of literary classics and adherence to the norms of the literary language. Rozhdestvensky adheres to this understanding of speech culture. Of course, within the framework of the science of the culture of speech, not only examples of a high level of mastery of literary norms and rules of communication are considered, but also cases of violation of norms, both in the speech activity of an individual and in the speech practice of society.

The basic concepts of speech culture are also such concepts as literary language, language norms, style, language standard, language personality, types and forms of speech, speech etiquette.

Definition of norms of cultural speech

Language norms (norms of the literary language, literary norms) are the rules for the use of linguistic means in a certain period of development of the literary language, i.e. rules of

pronunciation, spelling, word usage, grammar. A norm is an example of a uniform, generally recognized use of language elements (words, phrases, sentences).

A linguistic phenomenon is considered normative if it is characterized by such features as: compliance with the structure of the language; mass and regular reproducibility in the process of speech activity of the majority of speakers; public approval and recognition.

Language norms are not invented by philologists, they reflect a certain stage in the development of the literary language of the whole people. The norms of the language cannot be introduced or canceled by decree; they cannot be reformed by administrative means. The activity of linguists who study language norms is different: they identify, describe and codify language norms, as well as explain and promote them.

The main sources of the language norm include:

- the works of classical writers;
- works by contemporary writers who continue the classical traditions;
- media publications;
- common modern usage;
- linguistic research data.

Characteristic features of language norms are: relative stability; prevalence; general use; general obligation; conformity with the use, custom and possibilities of the language system. Norms help the literary language to maintain its integrity and general intelligibility. They protect the literary language from the flow of dialect speech, social and professional jargon, and vernacular. This allows the literary language to perform one of the most important functions - cultural.

A speech norm is a set of the most stable traditional implementations of a language system, selected and fixed in the process of public communication.

The normalization of speech is its correspondence to the literary and linguistic ideal. S.I. Ozhegov emphasized the social side of the concept of the norm, which consists of the selection of linguistic elements of cash, formed again and extracted from the passive stock. S.I. Ozhegov drew attention to the fact that the norms are supported by public speech practice (fiction, stage speech, broadcasting).

Until the end of the twentieth century literary works and radio broadcasts could indeed serve as a model for normative usage. Today the situation has changed, not every literary work and not every radio and television broadcast can serve as a model for the normative use of language. The sphere of strict adherence to the norms of the language has narrowed significantly, only some programs and periodicals can be used as examples of literary-standardized speech.

B.N. Golovin defined the norm as a functional property of language skills: "The norm is a property of the functioning structure of the language, created by the team using it due to the constantly acting need for better mutual understanding."

The language system, being in constant use, is created and modified by the collective efforts of those who use it. What is new in speech experience, which does not fit into the framework of the language system, but works, is functionally expedient, leads to a restructuring in it, and each next state of the language system serves as a basis for comparison in the subsequent processing of speech experience. Thus, the language in the process of speech functioning develops, changes, and at each stage of this development, the language system inevitably contains elements that have not completed the process of change. Therefore, various fluctuations, variants are inevitable in any language.

Each new generation relies on already existing texts, stable turns of speech, ways of thinking. From the language of these texts, it chooses the most suitable words and turns of speech, takes from what was developed by previous generations what is relevant for itself, bringing its own to express new ideas, ideas, a new vision of the world. Naturally, new generations refuse what seems archaic, not consonant with the new manner of formulating thoughts, conveying their feelings, attitude to people and events. Sometimes they return to archaic forms, giving them new content, new perspectives of understanding. In every historical era, the norm is a complex phenomenon and exists in rather difficult conditions.

In the literary language, the following types of norms are distinguished:

- 1) norms of written and oral forms of speech;
- 2) norms of written speech;
- 3) norms of oral speech.

The norms common to oral and written speech include: lexical norms; grammatical norms; stylistic norms. Special norms of written speech are spelling norms and punctuation rules.

Only to oral speech are applicable: pronunciation norms; stress norms; intonation rules. The norms common to oral and written speech relate to the linguistic content and construction of texts. Lexical norms, or norms of word usage, are norms that determine the correct choice of a word from a number of units that are close to it in meaning or form, as well as its use in the meanings that it has in the literary language.

Culture of communication and culture of speech

Communication as a socio-psychological mechanism of human interaction

Without communication, neither an individual nor human society as a whole can exist. Communication for a person is his habitat. Without communication, it is impossible to form a person's personality, his upbringing, intellectual development, adaptation to life. Communication is necessary for people, both in the process of joint work, and to maintain interpersonal relationships, recreation, emotional relief, intellectual and artistic creativity.

The ability to communicate is both a natural quality of every person, given by nature, and a difficult art, involving constant improvement.

Communication is a process of interaction between individuals and social groups, in which there is an exchange of activities, information, experience, skills and results of activities. In the process of communication: social experience is transmitted and assimilated; there is a change in the structure and essence of interacting subjects; a variety of human personalities is formed; socialization takes place.

Communication exists not only by virtue of social necessity, but also by the personal necessity of individuals for each other.

In communication, an individual receives not only rational information, forms ways of mental activity, but also, through imitation and borrowing, empathy and identification, assimilates human emotions, moods, and behaviors.

As a result of communication, the necessary organization and unity of actions of individuals in the group is achieved, rational, emotional and volitional interaction of individuals is carried out, a commonality of feelings, thoughts and views is formed, mutual understanding and coordination of actions are achieved that characterize collective activity.

Since communication is a rather complex and multifaceted process, it is studied by representatives of various sciences - philosophers, sociologists, culturologists, psychologists and linguists.

Philosophers study the place of communication in human life and society, the role of communication in human development.

Sociologists explore the forms of communication within different social groups and between groups, differences in the types of communication caused by social causes.

Psychologists consider it as a form of human activity and behavior, consider individual psychotypical features of communication, as well as the place of communication in the structure of individual consciousness.

Culturologists establish relationships between types of cultures and forms of communication.

Linguists explore the linguistic and speech nature of social and interpersonal communication.

The social nature of human communication is manifested in its following qualities:

- historical connection of acts of communication with each other;
- the ability of communication to be a spokesman for public consciousness;
- the ability to communicate to shape and use culture.

Professor Yu.V. Rozhdestvensky writes about it this way: "Historical connection with social production, the ability to express social consciousness and be a bearer of culture constitute the social qualities of the language, which are manifested only in articulate speech". Articulation of speech,

according to the scientist, "is a social feature of the act of communication, as it allows build new statements from the material of the old ones and thereby satisfy the need for the growth of culture, changes in social consciousness and the organization of production.

Any act of communication is included in the historical sequence of other acts of social speech activity, and individual statements are correlated with others in form and content. People understand statements because they contain historical continuity.

The external cause of acts of communication is the social relations of people, which are established and developed with the help of language.

The division of labor and the exchange of its products, the organization of the collective life of social groups and the whole society are not possible without verbal communication. With the help of acts of speech, one can describe and predict the properties of objects, report on the state of affairs, agree on collective actions with things, establish a commonality of thoughts and direct feelings. This determines the important role of verbal communication in the life of society. It is no coincidence that the words communication and society are of the same root.

In many acts of communication, there is an exchange of information that is new only for the participants in these acts, but in a number of speech acts there is an increase in information that is fundamentally new for the whole society. Such acts of communication have a general cultural significance.

Communication is not only a social, but also a psychological phenomenon, it is closely related to the structure of the individual consciousness of a person. The process of communication itself is impossible without the participation of psychological mechanisms for the generation and perception of speech.

Communication as a psychological phenomenon is determined by: the general patterns of the structure of the human mental system and the psychophysiology of speech; ethnopsychic features of the nation; socio-psychological characteristics of the social group; individual psychological characteristics of the individual.

Considering the psychological nature of communication, it is necessary to take into account that:

- 1) communication is a form of mental activity;
- 2) communication is a form of human behavior;
- 3) communication is an interpersonal interaction of individuals;
- 4) in communication, the psychological properties of the personality, its temperament and other psychological and typological characteristics are manifested;
- 5) a person's personality is formed in the process of communication.

Interpersonal interaction. Interpersonal interaction in communication is characterized both by objective data, indicating the influence of interlocutor relations on the nature of communication and speech actions on the development of these relations, and by the subjective perception of each other's speech actions by participants in communication.

Therefore, the psychology of communication studies the following areas of influence:

- interpersonal relations > the nature of communication;
- the nature of speech actions > the development of personal relationships;
- perception of the speech of the interlocutor > choice of further speech behavior and change (preservation) of the psychological attitude towards it;
- perception of the personality of the interlocutor > attitude to the speech of the interlocutor.

The role of communication in the formation of personality is enormous. Speech communication in all its forms and genres allows a person to receive ready-made social experience, meaningful and systematized by previous generations. In communication, there is a mastery of spiritual, intellectual and material culture, a person's knowledge of the world and himself, and as a result of this, the socialization of the individual and the adjustment of human behavior.

As psychologists testify, it is verbal interaction with adults that is of decisive importance both for the child's mastering the world around him and for mastering his ways of thinking. Verbal interaction is carried out with the help of speech communication skills, which, in turn, are developed

and improved in speech activity. Communicating with adults, the child not only learns the names of certain objects of the surrounding world, but also how to handle various objects, how the world works, how to relate to people and how to communicate with people. Outside the language environment, the child cannot develop either intellectually or morally.

As V.V. Sokolov, "the speech of others, their speech behavior, the sounding word addressed to the child from the first months of his life is the basis for the development and formation of the personality. Besides, what kind of speech it is, what qualities, properties it possesses, what content it carries - to a certain extent sets the direction of the cultural and spiritual development of the individual and the social prosperity of the citizen.

Conclusion

The culture of speech is - the ability to speak and write correctly, as well as to use language means in accordance with the goals and conditions of communication. Correct is speech that is consistent with the norms of the literary language (pronunciation, grammar, vocabulary). A true culture of speech is achieved by skillful and appropriate use of vocabulary of different styles, a variety of syntactic constructions; in oral speech, the richness of intonation is especially valuable. It is necessary to have a clear idea of the stylistic gradation of linguistic elements, of their different purposes.

When characterizing the totality of knowledge, skills and speech skills of a person, the culture of his speech is defined as follows: it is such a choice and such an organization of language means that, in a certain communication situation, while observing modern language norms and ethics of communication, can provide the greatest effect in achieving the set communicative tasks. For the successful implementation of communicative tasks, an understanding of the areas of communication is necessary. In the typology of functional varieties of language, a special place is occupied by the language of fiction and colloquial speech. As functional styles, which in their linguistic organization have significant differences, both from the language of fiction and from colloquial speech, official business, scientific and journalistic are distinguished.

The support, or rather the core, the backbone of the Russian literary language is the literary norm. In the process of active language policy in science, ideas have developed about the normalization of the language, its codification, deviations from the literary norm, errors and language variants.

Based on the foregoing, the following conclusion can be drawn: the main thing for the culture of speech is the observance of language norms and rules for the use of verbal language means, which allow you to comply with communicative norms in a given situation. The main thing in the field of effective communication is correctly delivered communication.

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