

IMPACT OF SPEECH BEHAVIOR ON LINGUO CULTURE

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Abstract: *This article explores the issues of speech behavior in conjunction with linguistic culture. The author within the framework of the study gives recommendations for improving linguistic culture.*

Key words: *linguistic culture, speech behavior, Uzbek language, Russian language, language teaching methodology.*

In our study, we would like to consider the issues of speech behavior in conjunction with linguistic culture. Linguistic culture is the linguistic culture of each person. Today, very often we are faced with issues of mixing languages, and often this situation can be traced at the everyday level. Suppose the mixing of Russian and Uzbek languages becomes a frequent occurrence.

We all know that every language is unique. The originality of a language decreases when it is exposed to another language. In the speech behavior of a person, it is necessary to avoid the assimilation of languages.

Each individual, being a representative of a particular nation, must first of all strive to preserve the purity of his native language, although terms of international origin may be an exception to the rule.

Many representatives of any nation stand up for the originality of their language. Human speech behavior is a complex phenomenon associated with the characteristics of education; with the place of birth and education, with the environment in which a person habitually communicates, with all the features characteristic of him as an individual, as a representative of a social group, as well as a national community.

As a person grows up, speech behavior becomes habitual for him,

The foundations of speech behavior are laid at an early age. It should be noted here that this also depends on the upbringing in the family.

The established directions of linguistic science come from such linguistic units as the word, its lexical and grammatical meaning, as well as the sentence, superphrasal unity, text.

With the development of the pragmatic direction, researchers in this field began to turn to the activity side of the language.

As a rule, in real communication, its participants build statements not only in accordance with the phonetic, lexical and grammatical rules of the language, but also depending on the goals of the communicants and the resulting communicative conditions.

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Linguopragmatics in the broad sense of this concept refers to the process of verbal communication and is aimed at studying the needs, goals, motives, intentions and speech actions of communicants. Modern linguopragmatics includes the study of the explicit and hidden goals of the speaker's statements, speech strategies and types of behavior, as well as the influence of the addresser on the addressee.

Issues related to the problem of human behavior since ancient times and are actively studied in physiology, sociology, psychology, political science. Since the middle of the 20th century, an increasing interest in this phenomenon has also been observed in linguistic science.

The modern complex discursive-pragmatic approach focuses on the study of the speaker and involves a more accurate description of his speech actions, intentions, communicative environment and communication principles.

In our study, we would like to consider the impact of speech on human consciousness and on its linguistic culture. In principle, speech is the most powerful weapon of influence that a person possesses. But here it is necessary to mention the art of oratory.

Let us recall the great leaders who, having mastered the art of oratory, could lead to millions of followers. As part of our study, we also consider authority as a communicative category. Imagine the speech of a person who has a certain authority, of course, his statements will have a corresponding effect on the listeners.

Facts are known from history when commanders, statesmen and even commoners who possessed speech abilities within the framework of oratory could entail thousands of people. Therefore, in the process of verbal communication, we can distinguish two types of communicative categories: categories required for any communicative process (actually communicative, opposed to structural-forming and informative) with a communicative-organizing function and related (qualifying) with a regulatory function.

Thus, for speech behavior and linguistic culture in various areas of communication, the speech design of the social and role status of communication participants is of primary importance. It must be remembered that each native speaker of a particular language is responsible for the purity of its content, pronunciation, transmission to future generations.

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