

THE IMPORTANCE OF SPEECH CULTURE IN MORAL-AESTHETIC EDUCATION OF STUDENTS

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ABSTRACT

We all know that speaking has a great role in providing students with moral and aesthetic education. An important role in this is to consider the structure of the speaker's speech and to know the basic rules that must be followed when developing the content of the speech. Many of our scientists have studied this and achieved effective results. This article talks about these ideas, and the main goal of the article is to develop aesthetic education by forming the speech culture of students.

Keywords: speech, oratory, rhetoric, preaching, society, aesthetic beauty, beautiful speaking, culture, ability, grammar, poetics, lexicography, textual studies, stylistics.

INTRODUCTION

The new radical changes taking place in the Republic of Uzbekistan, the changes in the third renaissance period, require new reforms in the education system. In the Address of the President of the Republic of Uzbekistan Sh.M. Mirziyoyev to the Oliy Majlis on January 24, 2020: the programmatic idea "From national revival to national rise" is to educate young people in the spirit of loyalty to the Motherland, to form initiative, dedication, and moral qualities in them - it is very honorable stated that it is a task[3].

Based on these issues, everyone can comment on changes and updates in society and participate in this process as a direct participant. In particular, we should pay special attention to these aspects when providing moral and aesthetic education to young people. At the same time, speaking at meetings, large and small events, and in mass media is one of our daily tasks. In this, the knowledge and ability of public speaking will help a person.

It is known that the task of the speaker is never limited to presenting a certain amount of information. As a rule, the speaker is obliged to defend his point of view, convince him that it is right, etc. This is one of the main tasks of the speaker. Here, let's focus on the origin of eloquence and its definitions.

Based on the generalization of the experiences of the advanced countries of the world, it will be possible to form a new social culture among young people, to help them to correctly define their paths based on the principles of development, not to repeat the mistakes of the past, and to learn the necessary lessons from them. If we look at it from this point of view, the development of speaking skills in students is one of the main links of the educational system of our society. Their further improvement, expansion and increase in efficiency is one of the urgent issues of the day[4].

ANALYSIS AND RESULTS

It is known from the textbooks that the term rhetoric comes from the Greek language, and its synonyms are the ancient term oratory (Latin oratory) and the words of oratory. What do all these concepts mean? Eloquence means, first of all, a high level of oratory skills, the quality of eloquence,

mastery of the living word. In addition, public speaking is the art of constructing a speech and delivering it in public to have the desired effect on the audience.

A similar interpretation of oratory was adopted in ancient times. For example, Aristotle defined rhetoric as "the ability to find possible ways of persuasion on any subject." Kaikovus was right when he said in his works about public speaking, "The best of all skills is the ability to speak", and we clearly understand this in the era of globalization.

Speaking of eloquence, let us recall the opinions of Western scientists. For example, Blaise Pascal wrote: "Oratory is a beautiful representation of an idea, if the speaker expresses the idea and adds a few lines to it, he creates a picture, not a portrait."

Lomonosov writes in his "Brief Guide to Public Speaking": "Public speaking is the art of speaking eloquently about any issue and thereby persuading others to one's opinion about it."

M.Speransky in his book "Rules of High Oratory" states that "Eloquy is a gift that shakes hearts, pours out their passions, conveys to them the form of their understanding."

Oratory is also called a historically formed oratory science and an academic science that defines the foundations of oratory. Elocution as a subject of systematic education developed before other philological subjects. Grammar, poetics, lexicography, textual studies, literary history, stylistics emerged later than rhetoric and over time developed as an auxiliary or preparatory subject for studying rhetoric[6].

If public speaking is considered a type of oral creation, such as poetry or drama, we understand the high emotionality transmitted from the speaker to the audience, the ability to influence one and many listeners, the beauty of speech and performance that acts as a work of art. .

Oratory is a complex intellectual and emotional creation of public speech, and it is also considered a special type of human activity. A true speaker cannot be imagined without inspiration, imagination and fantasy. And to inspire the listeners, aesthetic principles must be infused with emotion. For example: looking beautiful in clothes, melodiousness and melodiousness of speech, sounds and speech in general, stirring hearts, etc. are among these.

Artistic reading and public speech are built according to the laws of speech skills, including exclamations, gestures, facial expressions, pantomime, etc. And, of course, to the laws of speech technique. Art reading and public speaking complement each other. It is the students who become the speakers.

There is another type of public speaking that you will often hear. This is the art of natural speaking. Manifestations of natural eloquence are common in everyday life. Imagine the situation: one person is walking along the road, not seeing the danger that threatens him, and the other raises his voice and warns about it. Examples of natural oratory can be found in villages where people communicate loudly and emotionally, almost shouting at each other ("across the street"), or in a market where everyone has something to say about their product. Such manifestations of public speaking do not require special training. In such cases, the voice is raised naturally, under the influence of emotions and relevant circumstances[7].

There are several main qualities that distinguish public speaking from other types of speech. The speaker addresses the people with an eloquent speech. Such speech is always propaganda. For this, the speaker should be inspired by the topic of his speech and include in it what he considers necessary and useful for his audience.

Oratorical speech is an effective, persuasive speech addressed to the general public, delivered by a speech specialist (speaker) and aimed at changing the behavior of the audience, their views, beliefs, mood, etc. Changing the listener's behavior can affect different aspects of his life. Examples of this include persuading a deputy to vote, persuading him to make the right decision in the field of commercial activity, persuading him to buy certain goods, products, etc. The ability to persuade has always been valued by society. The role of a speech specialist is especially great in the field of politics and social activity. At this point, we would like to emphasize that there are stable, typical methods of speech development. The combination of these methods can be summarized as the following set of 11 recommendations:

1. It is mandatory to prepare for the lecture[8].
2. First of all, you should clearly formulate the topic of the speech by asking yourself questions.
3. Determine the purpose of the speech.
4. At the beginning of the speech, immediately form the main idea of the speech, the main thesis.
5. Determine the main idea, divide it into separate components.
6. Start presenting the content with the most important, fundamental theses.
7. If necessary, select the relevant information for each thesis.
8. Your opinion can be supported by a reference to a recognized authority.
9. It will be more convincing if you confirm the stated opinion with examples.
10. Organize the evidence to support your opinion.
11. Evaluate the consistency of the entire text as a whole.

From the above, it can be said that each speech preparation has its own characteristics, but this does not mean that there are no general principles for working on the text of the speech.

Monologue - the construction of artificial speech is considered very small or, more precisely, "small" in comparison with dialogic speech. Therefore, mastering and building a monologic speech requires special efforts and additional preparation. A monologue text is always more difficult to accept than a dialogue. Since public speaking is a monologue, it is very important to include elements of dialogue in the speech in order to successfully and continuously connect with the audience (Remember the Italian actor who counted to one hundred today and never wanted to reach one hundred)[9].

The formation of the necessary communicative situation that allows successful communication with the audience means the following:

Forbid yourself to think about extraneous things.

Focus on your audience.

Watch closely their reaction.

At this moment, convince yourself that there is nothing more important and meaningful than your performance and the attention of the audience.

Spending all physical and mental energy on the act of speech.

Be aggressive, lead the audience behind you and don't be led by the audience.

Realize that public speaking is a professional activity that involves the realization of your intention to achieve your goal[10].

The inner state of the speaker is reflected in facial expressions, facial expressions, the nature of appearance, posture, posture, and body movements. Such information is read by listeners at a subconscious level. It follows that your speech may fail even before the first word is spoken. You can't go in front of the audience and talk, you feel relaxed, weak-willed, apathetic, lack of initiative. All this

is immediately felt by the listener (even if he does not understand at first), and his reaction is uncomfortable, passive. Thus, when you are preparing for a speech, you should take care of the development of the topic and its well-informed. The speech design of the speech should ensure a constant connection with the audience and contribute to the rapid and reliable acquisition of the content.

The logical aspects of speech are deeply studied and developed and can be found in special literature. Here are some practical tips to keep in mind and keep in mind when giving a speech:

Be consistent in your speech. Do not move on to the next paragraph of the speech until you have finished the previous one. Repeatedly returning to what was not said leaves a very uncomfortable impression.

Start with the most important rules, leaving your speech personal and secondary until the end.

Don't waste time on things you don't need and could do without in your presentation.

Don't repeat yourself. If you feel it is necessary to repeat what was said, say it separately. Make it clear that this is an intentional repetition.

Do not stray from the topic at hand. Not to be distracted by extraneous problems, facts, data, examples, etc., which are of little importance for the essence of the matter[10].

Summarize what was said at the end of the presentation and make a conclusion.

When preparing a speech, it is necessary to take into account the basic logical laws.

1. The law of identity. In the process of thinking, each thought must be the same as itself. This law requires that any theme or idea about an event in speech should have a certain stable content, no matter how many times and in what form it is repeated.

2. The law of contradiction. Two contradictory propositions cannot be true at the same time: at least one of them must be false.

3. The released law of the middle. A proposition and its negation cannot be both true and false at the same time, one of them is necessarily true and the other is necessarily false. If a position is formed in the form of a sentence in speech, and then negates it, then one of these statements is true, and the other is false[11].

4. The law of sufficient cause. Any opinion is accepted as truth if it has sufficient grounds. Since our judgments and statements can be true or false, it is necessary to justify this fact by confirming the truth of the statement.

It should be remembered that the logic of speech is an integral part of a more general technical system called the argumentation system, which is used in influencing speech and persuasion.

The speaker's attitude to the audience should be absolutely sincere and professional. Good faith implies the impossibility of various forms of verbal behavior, such as aggression (expressions, threats, insults) and demagoguery (lies).

The speaker's speech is his professional activity, and he should subordinate his feelings, emotions and attitudes to it, and proceed from the interests of the work.

Making the speech more reliable and attractive helps to establish a closer relationship with the audience. This is largely due to the fact that visual and expressive means appeal to the world of feelings and emotions of the audience. In a conflict situation, the scales often turn in favor of the one who manages to capture the feelings and emotions of the audience. Here, let's compare some similarities between speech culture and eloquence.

Language and speech are compared as follows:

1. Language is a material of communication, speech is a form of communication.
 2. Language is created by the people, and speech is created by each individual.
 3. The life of the language is related to the life of the people; and the life of speech is short, it exists only when it is spoken[12].
 4. A person can know several languages at the same time, because he is not directly connected with time and place. The speech of a certain person is only one at the same time, because it happens at a certain time and in a certain place.
 5. The size of the tongue is uncertain; and the volume of the speech is clear: the speech can be in the form of a monologue, dialogue, polylogue, declamation, and some texts and books. The speech is delivered to the speaker with its volume in a specially defined order.
 6. Language is a stable static phenomenon, and speech is a moving, dynamic phenomenon.
- In order to be effective in front of an audience, a speaker should be familiar with the following points:
1. Arrive early for the presentation. Then you can interact with your guests and build relationships, which will help you communicate with your audience later. There is nothing worse than a late speaker[13].
 2. Leave listeners with something to remember. The best - lecture abstracts or presentation flash. First, guests will confirm your words and this will increase your credibility. Second, people already take information for granted.
 3. Use factual evidence. If there's something you're talking about and you can bring it into the room and show it, don't forget to bring it. This increases the credibility of the speaker's words.
 4. Ask to spend more time than you need and finish it earlier than promised.
 5. Say less than you know. Include as many items as possible in your handouts.
- The most important thing is to read a lot of literature, art, science, poetry, prose, and refer to dictionaries in order to understand and guide the concepts of words and meanings. It is also useful to read the scientific works of philosophers and other intellectuals[14]. When you fill yourself with such a load of knowledge, you are sure to give the best speech and act as a great speaker!

CONCLUSION

Analyzing the structure of the speech, we can come to the conclusion that a good and effective performance is a whole performance in terms of rhythm and intonation and morally. But without knowing the rules of speech construction, the effectiveness of influencing the audience is rapidly decreasing. Also, you should not forget the lexical and syntactic features that will help you build your speech competently, correctly and professionally.

So, when preparing for a speech, we need to take care of the development of the topic, its well-informed. The speech design of the speech should ensure a constant connection with the audience and contribute to the rapid and reliable acquisition of the content.

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