

CULTURE SPEECH AS A SIGNIFICANT COMPONENT OF GENERAL CULTURAL IDENTITY

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Culture of speech as a part of general culture of personality is one of the most important indicators of civilized society. Perfect proficiency in speaking is an important component of cultural identity. It facilitates competent training in various areas, because the creative use of speech patterns displays full professional talent of any personality and helps reveal self-creation and self-expression.

Today, when Ukrainian language plays a crucial role in society, science development, culture and education, there are problems in increasing the level of speech as an important factor in the formation of an integrated cultural and national identity.

Analyzing modern theory and practice of specialists' speech training in various areas of modern life, it can be argued that theoretical base of individual speech competence is insufficiently studied and developed. There is an urgent need of processing and dissemination of relevant studies and experiences of this trend in educational activities.

The term "language culture" is understood not only as compliance modern literary standards, but also as other qualities that indicate communicative excellence, accuracy, consistency, clarity, expressiveness, wealth, etc.

You can not talk about the culture of language and speech, not referring to the culture in general. Culture is a historically determined level of social development and human and manifested in types and forms of life and human activities, and those material and spiritual values that people create.

The category "culture of speech" is closely linked to laws and patterns of development and functioning of languages, and also with a variety of speech activity. Language system provides opportunities to find a new form of speech to express certain content in each real situation of speech communication.

Resources:

1. Kenyon J.S. Cultural Levels and Functional Varieties of English // Reading in Applied English Linguistics. N.Y., 1958. P. 215-220.

2. Culture and communication – [Digital resources] – Access mode:
<http://2012books.lardbucket.org/books/a-primer-on-communication-studies/s08-culture-and-communication.html>