



PECULIARITIES OF TEACHING SPEECH ETIQUETTE IN HIGHER EDUCATION

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Abstract *The main goal of the subject of speech etiquette is to teach students to speak fluently, write and develop communicative skills. Through this subject, students learn not only to clearly express their thoughts, but also to maintain a culture of speech in various social situations. This subject is especially important in pedagogy, journalism, law and other humanitarian areas. In the art of oratory, much attention is paid to intonation, gradation, gestures, especially, hand and facial movements.*

Key words: *speech culture, clear and effective ways of speaking, communicative skills, clear expression of thought, social situation, pedagogy, journalism, law, humanities, public speaking.*

Introduction

Speech etiquette has an incomparable role in the spiritual and cultural development of any society. Teaching to students in higher education, it is important not only for improving their professional skills, but also for personal and social relationships. This article discusses some issues encountered in the teaching of speech etiquette in higher educational institutions, their solutions, and ways to organize the educational process more effectively.

The main goal of the subject of speech etiquette is to teach students to speak correctly, clearly and effectively, write and develop communicative skills. Through this subject, students learn not only to accurately express their minds, but also to maintain a culture of speech in various social situations. This subject is especially important in pedagogy, journalism, business and other fields.

In the art of oratory, much attention is paid to intonation, gradation, gestures or in other words body language. However, in both cases, the idea is evaluated in comparison with a good exemplary speech, depending on whether it reaches the reader or listener and has a certain effect. The goal of speech is to convey an idea. After all, this is also the task of language. One idea can be expressed in language using various means. Therefore, the speaker must have a perfect command of speech culture and be able to choose the most appropriate language means. To do this, he must, of course, know his native language thoroughly and be able to skillfully use all its riches. Speech must be clear and concise, but also clean, otherwise the power of the idea will be lost, and the speaker's speech will not have a good effect on the listener. Being able to speak Uzbek does not mean that he knows this language well. Good knowledge of the language is determined by a thorough mastery of the grammatical rules, vocabulary, and phonetic and stylistic features of the language. Often, before speaking, a speaker prepares his thoughts in writing: he writes down what he wants to talk about and what examples he wants to give. Some people, especially students, try to express their intentions orally, but most of them get carried away and lose their words or read what they have written without looking up. In order to express their thoughts clearly and clearly in a given short time, it is necessary to work systematically and diligently. There should be no rewriting or changing of sentences in the speech. The speaker should also have a sufficient vocabulary. In this, not only the number of words is taken into account, but their meaning is also of primary importance. The speaker should also skillfully use synonyms. The use of such words provides variety of speech.

Problems in teaching speech culture in higher education:

- Methodological problems: in the teaching of speech etiquette in higher educational institutions, it is observed that in some cases the lessons are more oriented to the theoretical aspect. The lack of practical training for students limits their opportunities to test their speaking skills in practice.

In any situation, it is necessary to think and act thoughtfully in the process of expressing thoughts. It is our main task to correctly explain and teach such admonishing thoughts to today's young generation. That is why in the subject of "Speech etiquette " we will compete with students in discussions on the topic, round tables, oratory, use various teaching methods such as the art of beautiful speech, the art of beautiful writing, and help them master the secrets of free communication. Only in this way will we achieve that our great future generation, which is a mature generation, will have clear and lucid thoughts. For this, in the process of teaching, we can pay attention to the oral and written speech of students on each topic, give various additional tasks, and achieve the goals we have set for ourselves.

- Problems with the use of information technologies: today, the introduction of information and communication technologies into the educational process is of great importance. However, in some higher education institutions, difficulties arise in this process due to the lack of a technical base or the lack of skills of teachers in using modern programs.

Information technology is a set of methods, production processes and software and hardware tools combined in a technological chain, providing the ability to collect, process, store, transmit and display information, allowing for the systematic organization of interaction between the teacher and the student to achieve educational results. It is difficult to imagine any scientific research work, any scientific and technical changes, any country that has entered a period of growth and development without modern information technologies ¹. In turn, any modern visualized pedagogical technology can be called information technology, since the basis of the technological educational process is information and its processed form. In practice, information technology refers to technologies that use computers, audio and video equipment, which are technical means of education.

¹of the President of the Republic of Uzbekistan No. PP-4851 dated September 6, 2020 "On measures to further improve the education system in the field of information technologies, develop scientific research and integrate it with the IT industry . " - <https://lex.uz/docs/5032128>

Solutions and suggestions:

- ✓ Increasing the number of practical exercises can support student engagement, conducting role-plays, games, debates, and various trainings in the class.

In educational institutions, subject is carried out not only in the form of classes or lectures and seminars, but also in the form of practical exercises and experimental work. These exercises can also take place outside the classroom and the auditorium. Since the lesson is the main form of education, it must be scientific, systematic, understandable, conscious and active, ensure a solid assimilation of knowledge, and be organized taking into account the personal characteristics of students. The lesson process can be the basis for clear and clear speech. The growth of the student's speech will be ensured if the following parts are observed during the lesson:

- each session is aimed at achieving a specific goal and should be carefully planned or drafted. In this process, the teacher determines the educational and educational goal of the lesson. He decides in advance the stages of the lesson, that is, how to start, how to move on to new materials, how to end, how to use exhibits and other didactic materials, etc;
- each lesson should have a clear ideological and political direction;
- each lesson should be linked to practice and equipped with instructional tools, taking into account the capabilities of the educational institution and social environment;
- each lesson should be organized with the effective use of various methods and techniques;
- time allocated for the lesson and its minutes should be used sparingly and productively;
- during the lesson, the teacher and students should actively interact with each other;

- activities must be conducted with the entire class or group and with each student, taking into account their individual characteristics;
- depending on the content and character of the lesson, it is appropriate to make good use of the rich spiritual heritage of our people;
- depending on the content of the topic being taught, it is necessary to inform students about the changes in independent Uzbekistan.

These requirements help both the teacher and the student to take a responsible approach and increase their verbal fluency.

Effective use of information technologies sessions can be made more interesting and effective through online platforms, multimedia tools and interactive teaching materials. When using information technologies, the teacher must create conditions for the all-round development of students; to develop cognitive interest, creative thinking, communication skills, and the desire to evaluate aesthetically. Therefore, not only the teacher's high professional qualifications and competence in the field of information technologies are very important, but also the ability to use these technologies in the pedagogical model of his work. If during the period of economic growth the need for adult education was connected with the dynamics of social and scientific and technological development, increased opportunities for free time and its rational use, then later, during the recession, the direction in adult education will be determined by the labor market, the main requirements of which will be the formation of competence and professional attitudes to the profession. This will require retraining many adults and acquiring new skills that will ensure their competitiveness. This demonstrates the social role of adult education, which helps to develop society and at the same time the development of the elderly person.

To conclude, it is essential to improve the teaching process of speech etiquette in higher educational institutions, through the effective use of modern methods of education and information technologies. Development of speech culture of students

lays the groundwork for their professional and personal growth, for their appearance as active and cultured individuals in society.

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