



Speech Technique and Culture of Bloggers and Journalists

Bazarov Sherali Abdinazarovich

Termiz Institute of Agrotechnologies and Innovative Development Teacher of the Uzbek language and literature department

Abstract: *This article describes speech techniques and culture, as well as ways to increase the effectiveness of the speech of bloggers and journalists.*

The article talks about situations that negatively affect speech effectiveness, communicative qualities of journalists' speech, and ways to improve speech. Reasonable opinions, conclusions and suggestions are given at the end of the article.

Keywords: *speech technique, speech culture, journalist, blogger, communicative qualities.*

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INTRODUCTION

Language plays a special role in the spiritual and cultural development of every person. Language is a means of human communication and exchange of ideas and information.

Language is the foundation stone of a nation. Also, the process of studying the heritage of ancestors, gaining experience, and exchange cannot be imagined without language.

It is known that language is the highest and main tool of human mental activity. Because language is what separates man from other creatures. Therefore, the highest products of human mental activity - the fruits of thinking - are realized through language and speech. Language is a powerful tool that enables the products of thought to be put into practice. In the explanatory dictionary of the Uzbek language, it is defined as "language - a system of sounds, words, and grammatical tools that serve as a tool for expressing thoughts and communication", then speech is defined as "the ability, skill to express thoughts through language" or " is defined as "language in the process of conversation".

The noble possibilities of language are revealed through speech. As long as there is no speech, the limitless possibilities of the language will not be revealed. A. Navoi explains the relationship between language and speech in this way: "Language is a tool of speech with all its dignity. If the speech turns out to be inappropriate, it is a disaster for the language." So, no matter how powerful the language is, it serves as a tool for speech. His power is manifested in the process of speech. If language is an arrow, speech is a bow. The power of the arrow also depends on the ability of the bow.

METHOD AND METHODOLOGY

Language is a unique treasure of the nation and has always been expressed in oral and written form. A rich, bright, interesting speech, no matter who he was, was considered the light of a person.

Speech culture is a very large and wide field, which includes all speech processes, from a child's daily simple greetings to who says what, when, where and how. Speech culture educates not only the ways of acquiring speech, but also the culture of using it. Speech culture should serve to form and develop the skills of creativity, independent thinking, correct and fluent expression of the product of creative thought in oral and written forms in accordance with the conditions of speech, and education of language intuition in bloggers and journalists. Based on this, the culture of speech: the means of expressing one's opinion in different conditions in accordance with the conditions of speech, the ways of giving meaning in different forms, studying artistic, scientific, social works, thinking about them, personal represents the culture of being able to correctly express the attitude in oral and written forms.

A person breathes in two ways: physiological and phonation.

In physiological breathing, air is taken in through the nose, inhalation and exhalation are equal and uniform. It occurs in the following sequence: a short inhalation, a short exhalation and a pause.

In phonation breathing, a short breath is taken, a pause and a long breath are released. Because air flow is necessary to produce sound.

If the phonation breath is not formed, during the speech there are situations such as sputum, heart rate increases, face turns red.

Depending on the muscles involved in the breathing process, breathing is divided into four types.

Upper breathing is a type of light breathing that involves the shoulders, chest and upper part of the lungs.

Chest breathing takes place with the participation of the rib muscles, and the circumference of the chest changes. In this case, the aperture almost does not change.

RESEARCH RESULTS

Diaphragmatic breathing is performed as a result of longitudinal changes in the volume of the chest.

Diaphragmatic-abdominal breathing is formed on the basis of transverse and longitudinal changes of chest muscles, changes of abdominal muscles. This breath is the most convenient for phonation breath.

Speech sounds are formed during prolonged exhalation. Therefore, it is necessary to use exercises that develop diaphragmatic-abdominal breathing to improve the process of phonation breathing and sound production.

The sound is produced as a result of the blockage of the air flow from the lungs by the vocal cords. The important aspects of the sound depend on the degree to which the sound apparatus is formed. Important aspects of journalistic pitch include:

1. Sound transmission and control over a certain distance.
2. Flexibility of sound - change according to the content of the speech.
3. The pitch of the sound is the level of tonality of the sound. The movement of sound depends on its pitch. The human voice can easily vary in height by 2 octaves, but in our daily speech, 3-5 notes can be used.
4. Range - sound range, width. A set of sounds of different pitches with the highest and lowest limits of human capabilities.
5. Timbre - the unique quality of each sound, sound decoration, its softness or thickness, brightness.

Each person's voice timbre can change based on the resonator system. There are 2 types of resonator system: upper (head) and lower (chest).

The upper or head resonator system includes the brain, mouth and nasal cavity. The lower or thoracic resonator system includes the trachea and bronchi. Different tones and overtones can be created using the resonator system.

6. Rhythmic - general speed, duration, rhythm or weight of sound and words. The pronunciation of some words, syllables, their speed is the pace of speech.
7. Temporitm - pauses between words.

Targeted and well-directed exercises, organized individually, affect the timbre of the voice, help to eliminate inappropriate additional sounds in the voice.

Diction. Diction is a clear, understandable pronunciation of sounds and words, that is, lips, tongue, jaw, soft and hard palate, tongue, larynx, and vocal cords are involved in the formation of sound. If the activity of one of them is disturbed, the diction is disturbed.

DISCUSSION

Diction-pronunciation style, the degree of clarity of pronunciation. Correct pronunciation is the most necessary weapon for a journalist, because in order to be understood by the audience, he must speak fluently, pronounce each syllable, word and sound clearly.

The pause, pace and pleasantness of the speech make up the tone of the speech.

Monotonous speech is boring and reduces interest and attention.

So, after having an understanding of the speech technique, it is necessary to move on to constant practice. It is necessary to regulate breathing, practice the level of clarity of pronunciation, and strengthen the vocal organs.

Some believe that sound and its uniqueness are also innate qualities that are given to humans. But modern physiological scientific experience confirms that it is possible to fundamentally change the quality of sound. Historical examples can also confirm this idea. For example, Demosthenes of Ancient Greece overcame some of his shortcomings and became a great orator. In this regard, we can give an example of wise words:

No wish can be achieved without effort.

The example of Imillan is invalid.

From that equal body, whose flesh is as thin as a flower

A rough porter is a thousand times better.

Khisrav Dehlavi

One of the main conditions is the conformity of the blogger's and journalist's speech to the standards of artistic speech. But this is not an important condition for increasing the effectiveness of the speech. It is important that journalists' speech is accurate and clear, and that it should be figurative and expressive. Proverbs, phraseology, expressions can also be used to increase the effectiveness of speech. It is also possible to achieve certain efficiency by using stylistic methods such as anaphora, gradation, inversion, and intonation.

Anaphora is the repeated use of certain words or phrases after each sentence. Such repetitions give the speech a unique rhythm and help to increase the expressiveness of the speech. For example, "Motherland is Motherland, Motherland is our home, Motherland is a garden where apricots blossomed white, and Motherland is the dirt streets I ran on as a child!" The repetition of the word

"Motherland - this" in this sentence gave the speech a unique rhythm and increased its effectiveness.

Gradation is the sequential placement of words or sentences in a sentence according to a change in quality. For example, "I fought to be born as a human, to live, to leave a name!" In this sentence, the words "to be born", "to live" and "to leave a name" are placed according to the order of realization.

Inversion - changing the usual order of words in order to emphasize the meaning of the sentence. For example, in the sentence "I got up early to see the white morning" to highlight the verb "to get up early", the order of the sentence can be changed as follows: "I got up early to see the white morning!"

Intonation - changing the tone of speech according to the content. Intonation can be logical and emotional-expressive.

The purpose of logical intonation is to distinguish the individual words and sentences that have an important place in the sentence.

Emotional-expressive intonation allows the journalist to express his attitude towards the people, events and events that he is commenting on during his speech. Such intonation should express the true feelings of the journalist. Otherwise, it may have a negative effect on the listener.

CONCLUSION

Speech activities of journalists and bloggers will be able to achieve the expected results only if they focus not only on providing objective information, but also on stimulating the senses of the listeners and activating their thoughts.

It is important to correctly and fully imagine the possibilities of all language tools - lexical-semantic, lexical-syntactic, syntactic, and intonation tools in forming the skill of composing an expressive speech.

In short, every journalist and blogger must have a culture of speech, because they are an example to others with their speech, beautiful and fluent reading, and culture of communication.

Therefore, it is necessary for them to constantly work on and improve their speech culture.

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