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DESCRIPTION OF METHODOLOGICAL SUPPORT TO INCREASE SPEAKING COMPETENCE

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Annotation: This article is devoted to the teaching of methods of teaching the culture of speech and reading in non-philological institutions of higher education. to be able to express themselves fluently with the effective use of information technology.

Keywords: speech culture, textbooks, spelling, pronunciation, professional-terminological dictionaries, oral, written speech, methodological support.

It is known that the development of industry in Uzbekistan puts before the education system the task of training personnel who can meet modern requirements. Young people graduating from general, secondary special and higher education institutions in our country face difficulties and difficulties in working and demonstrating their professional skills. Their lack of verbal competence, pronunciation, spelling of words in their field and lack of knowledge of the meaning of most words have a negative impact on their work.

The development of speech culture depends not only on the environment, but also on the person himself. We do a few exercises for good development at a conscious age. To do this, we need to do these exercises carefully. Gradually, we will be able to perform the tasks together, but separately. Initially, a similar lesson in speech culture lasts 15-20 minutes, but gradually increases to an hour.

Expanding vocabulary: To practice, we first take the dictionary we want and put the word groups under the noun, adjective, verb, form .Then we get the synonyms .This exercise helps to expand our passive vocabulary. This is definitely an effective and tried and tested method. It's no coincidence that we've got synonyms above, because it's much easier to find synonyms than some homonyms, paronyms, and antonyms. We will also cover the words omonim, paronym, and antonyms in our extensive lessons.

Mirror Conversation: For this exercise we will need the text of Exercise 2. We tell the story in the mirror without expressing our faces. Then we repeat the story a second time, expressing our faces. Do you like this facial expression and the information you provide? Or do others like it? This exercise is aimed at developing the habit of consciously controlling facial expressions. Of course, this is one of the most important exercises for students of finance and economics, because they deal with a lot of clients in this field. It will definitely help them to learn politeness, speech culture, quickly and easily.

Our next session is one of the most effective ways for the industry to do this. We will select a text for the audio and read it aloud and listen to it. It allows us to hear ourselves from the outside, and helps us to correct our mistakes, to work on our speech, to overcome our weaknesses. We also need written and oral speech, which are closely related. Spoken language is influenced by dialect. There is a tendency for parts of speech to fall off, to shrink, to change, to contain unnecessary elements. In written speech, however, we encounter spelling errors. Written speech correction can include other phrases. So we have to work on ourselves for a while to master the spoken word. Strength of memory plays an important role in making speech clear, fluent and, of course, clear. To summarize, a well-known psychologist, Professor Carl Sischer, writes about human memory:

"The average person uses no more than 10 percent of their innate memory capacity," he said. The remaining 90 percent of that opportunity is lost because people don't follow the natural laws of memory."

The Memory System, described by Carl Sischer as a "natural law," consists of three parts:

- 1. What is left in the memory, the impression;
- 2. Repetition or repetition;
- 3. Create a similar image.

The first condition to remember is that the impression does not come automatically, but to remember it, you need to have a deep, clear and lasting impression of the thing or event. To do this, you need to concentrate.

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After all, concentrating on a 5-minute deep and comprehensive thought is more rewarding than going through a vague idea all day long. There is another factor in strengthening the impression: - intelligence. Vigilance requires serious and in-depth observation. Visual and sensory organs play an important role in strengthening memory. Eye contact, in particular, is more effective. So seeing, hearing, and tasting are important factors in strengthening memory. Iroda Azimova's article says that reading is more effective.

Aristotle said, "If speech is vague, it will not achieve its goal," and Kaikous said, "O child, know the face and back of a word, follow it, and speak meaningfully when you speak, this is the sign of speech. If you don't know what the word is when you speak, you're like a bird ... "2. "Again, we call him a speaker, so that every word he speaks will be understood by the people, and every word of the people will be known to him."

Clarity is an important feature of speech, as a quality of expressing an idea vividly, it also obscures the meaning of the subject of speech, the knowledge of the meanings of words used in speech. Each speaker should be structured in accordance with the requirements of literary language, consisting of different language, non-literary language elements. The purity of our speech is mainly hampered by:

- 1. Words, phrases, as well as grammatical forms, pronunciation and emphasis of local dialects and dialects.
- 2. Inappropriate foreign words and phrases.
- 3. Jargons.
- 4. Vulgarisms.
- 5. Words that are overly repetitive in speech.

Misuse of the above can be seen in everyday speech as well as in the conformity of artistic speech to the linguistic norms of language. That's the decent thing to do, and it should end there. Improper use of dialects can ruin speech. But dialectics and barbarism can also serve a certain artistic and aesthetic function in the language of a work of art, to serve the realization of a certain idea and intention of the author. The attitude of the speaker is also important. Because that's the only way to get rid of clutter. The connection between the speaker and the listener is strengthened. The speaker becomes more convincing and effective if he tries to prove his point of view on the basis of examples from his own or the listener's life, expressing subjective opinions on the subject. It is advisable to use homonyms, synonyms, and paronyms, which are figurative means, to achieve the effectiveness of speech. Speech culture may seem simple, but a single wrong word or a wrong tone of voice can have a negative effect on the human mind. Therefore, we have considered a number of speech exercises to address these shortcomings. Speech culture is important for people from all walks of life, whether they are economists, linguists, physicists, doctors, educators, to speak fluently and clearly. That's why all higher education institutions teach a number of speech subjects. So we have to conclude that speech culture is very important. And it requires us to constantly work on our shortcomings.

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