

ABSTRACTS

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CULTURE OF SPEECH AS AN INDICATOR OF GENERAL CULTURAL IDENTITY

The issues of today's youth culture of speech are researched. The interrelation between a high level of speech culture and individual spirituality development is demonstrated.

High speech culture is an ability to use modern literary language with all its means of expression and diversity inherent in literary language norms. The culture of speech as the basic means of communication and an essential component of the overall cultural identity is one of the most important indicators of education in civilized society and provides correct and optimal use of speech means. Speech culture is a complex system of linguistic signs based on linguistic and moral rules and norms of behavior.

The reasons for decline in speech culture are discussed, and the most common mistakes in pronunciation that violate the purity of language are specified.

Reducing the culture of our speech is the result of actively using slang and jargon. The language is often full of different kinds of dialect, tautology, pleonasm, jargon that significantly reduce the level of language development.

The most common errors in speech are: violation of logic in content; insufficient arsenal of vocabulary and stylistic devices; rarely used epithets, metaphors, comparisons, and other expressive means of the language; ignorance of the importance of phraseology; inability to properly coordinate related words; ignorance of language rules.

Ways of overcoming low verbal culture are suggested.

Key words: language culture, culture of speech, slang, the most common speech errors, bilingualism.