



Speech Culture As A Tool For Effective Communication In The Professional Sphere

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ABSTRACT

The article examines the significance of speech culture as an important aspect of professional and personal communication, especially for students of non-linguistic universities. It emphasizes that speech culture includes not only literacy but also the ability to correctly choose words, construct coherent statements, observe speech etiquette, and consider the context of communication. The author reveals the role of speech culture in successful professional interaction, effective learning, and harmonious interpersonal relationships. Special attention is given to methods of developing speech culture: reading, written and oral practice, self-analysis, receiving feedback, and rhetoric training. In conclusion, it is emphasized that the development of speech culture contributes not only to enhancing professional competence but also to the comprehensive development of personality, strengthening trust, and improving the quality of communication in various areas of life.

Keywords:

Speech culture, aspect, communication, speech etiquette, harmony, self-analysis, competence.

Речевая Культура Как Инструмент Успешной Коммуникации В Профессиональной Сфере

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Аннотация: В статье рассматривается значение культуры речи как важного аспекта профессиональной и личной коммуникации, особенно для студентов неязыковых вузов. Подчеркивается, что культура речи включает не только грамотность, но и умение правильно подбирать слова, строить связные высказывания, соблюдать речевой этикет и учитывать контекст общения. Автор раскрывает роль культуры речи в успешном профессиональном взаимодействии, эффективном обучении и гармоничных межличностных отношениях. Особое внимание уделяется способам развития культуры речи: чтению, письменной и устной практике, самоанализу, получению обратной связи и обучению риторике. В заключении подчеркивается, что развитие речевой культуры способствует не только повышению профессиональной компетентности, но и всестороннему развитию личности, укреплению доверия и улучшению качества общения в различных сферах жизни.

Ключевые слова: Культура речи, аспект, коммуникация, речевой этикет, гармоничность, самоанализ, компетентность.

In the contemporary world, speech culture plays a crucial role in both professional and personal communication. For students of non-linguistic higher education institutions, whose primary focus lies in technical, natural science, or economic disciplines, the ability to express thoughts clearly, accurately, and eloquently often becomes a competitive advantage in the labor market. The development of speech culture among this group of learners is therefore one of the pressing tasks of modern higher education. The ability to communicate competently and expressively constitutes a key competence in both professional and personal life. Speech culture is not merely knowledge of linguistic rules; it also encompasses the ability to select appropriate vocabulary, structure ideas effectively, and take into account the communicative context. It exerts a significant influence on career success, relationship building, and the way an individual is perceived by others.

In the modern educational environment, increasing attention is being paid not only to students' professional training but also to the development of their general cultural and communicative competencies. One of the central components in this regard is speech culture—the ability to express thoughts clearly, correctly, and appropriately. For students in non-linguistic fields (technical, economic, medical, natural sciences, and others), speech culture acquires particular importance, despite the fact that language is not their primary subject of study.

Speech culture can be defined as a set of knowledge and skills that ensure the correct, precise, expressive, and contextually appropriate use of language in various spheres of communication. It includes:

- literacy (spelling, punctuation, morphology);
- logical coherence and cohesion of statements;
- a rich and appropriate vocabulary;
- command of different speech styles;
- adherence to norms of speech etiquette.

In professional activity, speech culture becomes an instrument of effective interaction

with colleagues, management, clients, and partners. Clear and accurate expression of ideas helps to avoid misunderstandings, fosters trust, and enhances the professional image of a specialist.

The ability to conduct business correspondence is an essential aspect of professional activity. Well-written letters, reports, and presentations reflect professionalism and attention to detail. The ability to present ideas persuasively increases the likelihood of project success and career advancement. Politeness and precision in speech contribute to maintaining a positive working atmosphere. Modern society places high demands not only on professional knowledge but also on an individual's level of communication. The ability to express thoughts clearly, correctly, and appropriately is not merely a useful skill but a vital necessity. This is especially important for students of non-linguistic institutions, whose future professional activities are not directly related to philology, yet require constant interaction with people, documentation, public speaking, and teamwork.

At first glance, it may seem that students in technical, economic, or medical fields can do without advanced language proficiency. However, in practice, the situation is quite different. A specialist in any field must be able to formulate thoughts clearly, present ideas accurately, prepare reports and instructions competently, and interact effectively with colleagues and clients. In this context, speech culture becomes an integral part of professional competence.

Moreover, good speech is an indicator of general culture, intellectual level, and self-respect. A person who speaks competently creates a more favorable impression, inspires trust, and commands respect. In a competitive labor market, this can play a decisive role in hiring and career advancement. For students, speech serves as a tool of learning. They write term papers and theses, participate in conferences, take oral examinations, and undergo interviews. Without a well-developed speech culture, these tasks become difficult, and sometimes even impossible. The development of speech skills

helps students better understand material, structure their thoughts, and express them logically and coherently.

It is also important to understand that speech culture is not limited to correctness; it also involves respect for the interlocutor, the ability to listen, adherence to speech etiquette, and contextual appropriateness. It forms the foundation of effective communication in both professional and personal domains.

Thus, speech culture is not an additional skill but a vital component of comprehensive personal development. For students of non-linguistic higher education institutions, it serves as a support in learning, a means of self-expression, and a factor in successful professional formation. By developing their speech, students develop themselves, opening new horizons for growth, cooperation, and self-realization. Communication is an integral part of human life. We constantly interact with family, friends, and colleagues, and the quality of this interaction determines mutual understanding, trust, and respect. In this context, speech culture emerges as one of the most important factors shaping successful and harmonious interpersonal relationships.

Speech culture in personal communication involves the ability to speak clearly, respectfully, and appropriately, choosing words that convey thoughts and emotions without causing discomfort to the interlocutor. It is manifested not only in grammatical correctness but also in the emotional tone of speech and the ability to listen attentively.

Why is this so important? First, speech culture helps build trust. When we speak clearly and politely, our words are received with respect, creating an atmosphere of mutual understanding. Conversely, rude or careless statements may lead to misunderstandings and conflicts, undermining closeness and friendship. Second, speech culture facilitates the expression of genuine thoughts and feelings. People often hesitate to open up because they do not know how to choose words without offending others or being misunderstood. With a developed speech culture, one can communicate honestly yet tactfully, strengthening emotional

connections. Furthermore, speech culture fosters empathy and listening skills. In personal communication, not only the speaker's speech but also the listener's attentiveness is essential. Respectful and attentive engagement with the interlocutor is an integral part of speech culture; without it, dialogue turns into a monologue.

Finally, speech culture is a means of self-expression and identity formation. Language is the instrument through which individuals present themselves to the world. The ability to speak correctly and eloquently makes communication vivid, engaging, and meaningful. Thus, speech culture in personal communication is the key to understanding, harmony, and strong relationships. By developing this skill, individuals not only become better communicators but also gain deeper insight into themselves and others, fostering a world based on respect and trust.

Outside the workplace, speech culture also plays an important role. It helps individuals express their thoughts and emotions in a way that ensures they are understood and heard, while also promoting trust and mutual understanding.

Speech culture implies not only speaking but also attentive listening. The appropriate choice of words helps to avoid conflicts and maintain harmony in relationships. Well-developed speech contributes to a more precise and vivid expression of individuality. Speech culture is not merely knowledge of grammatical rules or a rich vocabulary. It is the ability to express thoughts clearly, logically, and eloquently, taking into account the situation and the interlocutor. It plays an essential role in all areas of life—education, work, and personal communication—making its development a key task for anyone striving for self-improvement and effective interaction.

The first step in developing speech culture is reading. Reading books, newspapers, and academic articles enriches vocabulary and introduces various styles and forms of expression. It is especially beneficial to engage with diverse types of texts—from literary works to business documents—in order to learn how to adapt speech to different contexts. The second important aspect is written practice.

Regular writing of essays, notes, and reports helps structure thoughts and reinforce correct sentence construction. Writing provides an opportunity to carefully select words and refine one's style.

The third method is oral practice. Participation in discussions, debates, and public speaking develops confidence and the ability to articulate thoughts clearly in real time. Communication with diverse audiences enhances listening skills and adaptability. Self-analysis and feedback are also essential. Recording one's speech or asking others to identify mistakes helps to determine areas for improvement. Modern technologies offer numerous tools for self-assessment, including online dictionaries, grammar references, and speech-training applications.

Finally, specialized courses and training in rhetoric, stylistics, and communication etiquette can be highly beneficial. Professional instructors not only provide theoretical knowledge but also help develop practical skills.

The development of speech culture is a continuous and multifaceted process that requires time, patience, and dedication. However, the results are worthwhile: competent and expressive speech opens new opportunities, improves relationships, and enhances both personal and professional competence.

Improving speech culture requires systematic effort:

- expanding vocabulary and mastering various speech styles;
- writing essays, participating in discussions, and engaging in public speaking;
- analyzing and correcting one's mistakes;
- attending courses and training sessions.

Speech culture forms the foundation of effective communication in all areas of life. It shapes the impression an individual creates, facilitates the achievement of goals, and improves the quality of interpersonal relationships. By developing speech, individuals develop themselves as both personalities and professionals, unlocking new opportunities for growth and self-realization.

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