

THEORETICAL ASPECTS OF THE FORMATION OF NATIONAL SPEECH CULTURE**Shelaykina Svetlana Yurievna**

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**ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ ФОРМИРОВАНИЯ НАЦИОНАЛЬНОЙ РЕЧЕВОЙ
КУЛЬТУРЫ****Шелайкина Светлана Юрьевна***студент, Белгородский государственный национальный исследовательский университет, РФ, г. Белгород***Бузина Евгения Игоревна***научный руководитель, Белгородский государственный национальный исследовательский университет, РФ, г. Белгород*

Oral speech in the modern world is of paramount importance. Competent oral speech is a priceless diamond. In the progressive world, the requirements for it are increasing in order to avoid misunderstandings during communication. The study of speech norms is occupied by orthoepy.

Orthoepy is an independent linguistic discipline that has its own subject and object. In linguistics, the term "orthoepy" is a branch of linguistics that studies normalized literary pronunciation [13, p. 456].

However, scientists have different opinions about the definition of the concept of "orthoepy". So, A.N. Gvozdev, D.E. Rosenthal, M.V. Panov, L.A. Verbitskaya, V.V. Ivanov argue that orthoepy is "a set of norms for the pronunciation of sounds and their combinations, as well as words, excluding the pronunciation of accentological norms" [8, p. 241]. Another group of scientists - L.I. Skvortsov, R.I. Avanesov, L.L. Kasatkin, A.A. Reformed gives such an interpretation to the term "orthoepy" - it is "a set of norms of pronunciation and stress" [15, p. 96].

Methodist R.B. Sabatkoev tends to the second version of the concept: "pronunciation and stress are specific manifestations of oral speech, interconnected and interdependent, usually not adequately reflected in writing; a comprehensive study of the norms of pronunciation and stress within the framework of orthoepy allows you to optimally solve the problems of the formation and development of pronunciation skills and abilities" [17, 292].

Researcher V.V. Lvov states: "Orthoepy is a set of norms of the literary language associated with the sound design of significant units: morphemes, words, sentences" [12, 43]. He also notes that "among such norms, there are pronunciation norms (the composition of phonemes, their

implementation in various positions, the phonemic composition of individual morphemes) and the norms of supersegmental phonetics (stress and intonation)" [12, p. 46].

The most extensive meaning of the concepts of "pronunciation" and "stress" was provided by the linguist R.I. Avanesov: "The concept of "pronunciation" includes the phonetic system of the language, the composition of phonemes, their strong and weak positions under certain phonetic conditions (for example, the so-called akanye, stunning and voicing of consonants, etc.)" [1, p. 24].

So, teaching literate speech is an integral and basic process for the formation of a student's personality. A person who does not follow the rules and makes mistakes in speaking or writing may not be understood by others. Usually during communication, we primarily focus on the meaning of what is said or written, and not on the sound of speech or letters in the case of writing. But with constant gross errors, the essence may be lost, which will interfere with communication. This opinion is shared by R.I. Avanesov, who says that "deviations from the literary, orthoepic pronunciation interfere with linguistic communication almost as much as illiterate writing" [1, p. 14].

A.A. Bondarenko draws attention to the fact that "the factors of assimilation of the norms of orthoepy by native speakers are a trigger mechanism, the driving force behind the process of forming a pronunciation culture, which largely determine its effectiveness" [3, p. 43].

When the national language was formed, there was a need for a single competent sound and pronunciation design, so that during public speaking all people understood the information being spoken.

In different languages, the formation of a single orthoepic norm occurs in different ways. The norms of our native language took shape for a long time, until the 17th century, when they were systematized and formed. At that moment, Moscow was the center of cultural and economic development in the country, so the so-called "Moscow dialect" was the first to form. He gave the starting point for the nationwide development of the spoken language: "The Moscow dialect is not ... for the importance of the capital city, but also for its excellent beauty, it is rightly preferred by others ..." [11, p. 354].

The modern pronunciation norm consists of the features of Moscow and St. Petersburg pronunciation. According to the researchers, at the moment, orthoepy is "a historically established system, which, along with new features, to a large extent preserves the old, traditional features that reflect the historical path traveled by the literary language" [4, p. 321].

Scientific worker L.V. Shcherba noted: "First of all, it is quite obvious that in the pronunciation of the future everything too local, Moscow or Leningrad, Oryol or Novgorod, will be swept aside, not to mention the various distinctive features of other languages, such as the Caucasian or Central Asian "guttural" x, Ukrainian r, Tatar s, etc. The second thing that is undoubted is the desire to rely on something solid and obvious to everyone. It is clear that writing is so firm and obvious, and therefore it is no less clear that the future Russian exemplary pronunciation will follow the path of rapprochement with writing. From this, by the way, certain obligations also follow for writing: if we do not want people to pronounce Daudet or Goethe with soft d and t, and with e in accordance with the German y, then we must write Daudet and Goethe, and not Daudet and Goethe" .

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