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FUTURE ECONOMIC SPECIALISTS SPEECH CULTURE FORMATION

Tymkova V.*Candidate of philological sciences, (PhD),**Assistant Professor of the Department of Foreign Philology and Translation**Vinnitsia Institute of Trade and Economics of**Kyiv National University of Trade and Economics)**ORCID: 0000-0002-3852-6847***Abstract**

The article analyzes formation of the speech culture of economic specialists, violation of accent, spelling and lexical norms of modern Ukrainian literary language, relevant ethical norms and rules of communication. The reasons for deviations from the norms of the Ukrainian language, typical mistakes in conditions of Ukrainian-Russian bilingualism and their avoidance in the speech of students, future economic specialists are considered, as insufficient level of speech culture among other things can cause significant economic losses. The purpose of the article is to highlight the problem of forming a culture of oral and written business speech, which is an organic component of professionalism of a business person. The study is based on theoretical methods, including analysis and generalization of results of the professional business language culture research, conclusions.

Suggestions to add a linguistic characteristic to the description of a person's business qualities remain relevant today: whether or not he or she is able to express his or her thoughts clearly and concisely, after all the culture of speech is an important aspect of a diverse and multidirectional influence on the listener. Proper oral and written speech can ensure the quickness of mutual understanding between the participants of the communicative act. Urgency of the study is conditioned by the need to cultivate a conscious desire to master the culture of professional speech. It is substantiated that the important aspect of professional language training of future economic specialists is knowledge of the norms of modern Ukrainian literary language and constant skillful use of them. It is concluded that the culture of speech is a part of the general professional culture of a specialist in any field of activity, including economic profile, and its absence is a sign of earthliness and illiteracy of a person.

Keywords: culture of speech, culture of thinking, specialists of economic profile, norms of literary language, oral and written language.

Problem statement. Modern society cannot exist without language – the most important means of communication, means of expression and transfer of the experience to contemporaries and descendants. Speech is not just a system of words, but also the order of thoughts and feelings. It is also important to learn and use language correctly for the conveying of thoughts, depending on the purpose and content of the phrasing, which is achieved only through the culture of speech.

Speech culture is the observance of the established language norms of oral and written language, as well as conscious, purposeful, skillful use of language means depending on the purpose and circumstances of communication. Thus, the culture of speech is both the culture of thinking and the culture of social and spiritual relations of a person.

Today's students of higher educational institutions belong mainly to the so-termed Internet generation, for whom the electronic way of obtaining information, including educational information, is a normal part of life. With the help of e-learning, students have the opportunity to acquire modern knowledge at any time and in any place, which makes higher education available to all the interested persons, including those who have physical disabilities.

Each professional Ukrainian language lesson at the Vinnitsia Institute of Trade and Economics of the Kyiv National University of Trade and Economics is conducted both in classrooms with multimedia support and distantly using Zoom and the Moodle educational platforms, when two types of information work simultaneously – audio and visual. According to the theory of multimedia learning, optimal learning takes place

under the condition of synchronous presentation of verbal and visual learning material. The theory of multimedia learning was developed by Richard E. Meyer, psychologist, who demonstrated its effectiveness by the relevant research. The results of those psychological studies have shown that verbal information is better remembered when accompanied by a visual image. The Baddelley and Hitch theory of working memory explains the effectiveness of mixed learning, according to which it consists of two largely independent components – visual and acoustic, which work, as a rule, in parallel [8, p. 123]. This allows simultaneous processing of information coming from our visual and auditory analyzers.

The aim of the article is to highlight the problem of forming a culture of oral and written business speech, which should become a dynamic system of knowledge that students acquire in the process of comprehension of the economic laws of development, studying the specifics of those industries in which they will work. The basis of speech culture is the observance of generally accepted literary norms in the use of lexical, phonetic, morphological, syntactic and stylistic means of language, which is an organic component of professionalism of a business person.

Analysis of the recent research. Issues of language culture have always been the object of scientific attention in linguistics, they were considered by many well-known linguists, in particular: I. Ohienko, O. Potebnya, V. Vinogradov. Later on, specialists in the field of public administration and linguistics – N. Babych, V. Knyazev, I. Plotnytska, P. Redin, S. Shumovytska – emphasized the need to determine the optimal behavior

in a given situation, drew attention to the importance of speech culture in professional and qualification characteristics of specialists of any profile. The scientific and methodological basis for solving the problem of culture of professional speech is the research of domestic methodologists: O. Bilyaieva, M. Vashulenko, L. Matsko, L. Miroshnychenko, L. Palamar, M. Pentilyuk, O. Semenog, M. Stelmakhovych, L. Skuratovsky, P. Khropko and others.

Presentation of the main material. Professional culture of a specialist is not only everything that had been created by human hands and mind, but also a way of social behavior developed over the years, which is reproduced in specific business situations, where speech culture comes out as its spiritual face.

High language culture means good command of the richness of language, avoidance of newspaper stamps in the language practice, clericalisms, dialectisms, achievement of such an oral and written form of communication, which would most fully, most accurately convey the meaning of the thought. This is especially important for the economic professionals, because their ability to establish feedback with people, partners, i.e. the art of business communication, is the key factor in full realization of their interests. The level of observance of speech etiquette, culture of communication sometimes affects the behavior of the interlocutor to a greater extent than the substantive content of speech [10, p. 36].

The basis of the speech culture of an economic specialist is literacy, i.e. compliance with generally accepted literary norms in the use of lexical, phonetic, morphological, syntactic and stylistic means of speech. But this does not exhaust the concept of speech culture. Speech should be not only correct, but also lexically rich, syntactically diverse. To achieve this, it is necessary to adhere to the norms of literary language, use dictionaries, carefully read political, economic, scientific literature, paying attention to the use of individual words, especially felicitous statements, to the construction of sentences. It is necessary to actively develop your speech: learn to express the thoughts orally and in writing, correct yourself, build statements properly, look for the best and most appropriate options for expression your idea [10, p. 36].

The culture of speech is closely related to the culture of thinking. After all, if a manager or an economist thinks clearly, logically, then his speech is clear and logical. If a person does not have a logical idea, if he speaks about what he does not understand or does not know, then his speech is confusing, meaningless, cluttered with unnecessary words [10, p. 37].

One of the important areas of language training and professional culture formation is improving the language skills of the profession, i.e. knowledge of terminology, gaining skills in introducing special vocabulary to professional texts. It is advisable to emphasize three aspects of this problem: the culture of professional speech as an integral part of the image of the specialist; formulas of Ukrainian language etiquette in professional communication; specific features of the economic terminology functioning in the sphere of

management. Emphasis is placed only on the peculiarities of the economic terminology functioning, as from its thorough mastering, continuous improvement depends the level of professional knowledge, professional competence (manager, accountant, tax inspector, financier), the level of professionalism, language and speech culture.

An important aspect of professional language training of students is acquisition of paronyms – lexical items, similar in sound, but different in meaning. This category of words occupies a significant place in vocabulary of the Ukrainian language, and therefore students should become acquainted with the most used of them and understand the denotative differences in their lexical meanings. Examples of such paronymic lexical units are: *банковий – банківський* (coincide in meaning, but somewhat different in combination with other words: both of them are used with the words *документ, внесок, капітал, книжка, операція, переказ, політика*, but only with the lexical item *банківський* – the words *актив, контроль, кредит, працівник, робота, система, службовець актив, контроль, кредит, працівник, робота, система, службовець*); *чисельний* (expressed in any quantity) – *численний* (which contains a large number; which occurs often) – *числовий* (associated with the number by which the quantity, singularity, duality or plurality of objects is expressed) and many others [3].

Speech culture is evaluated in terms of accuracy, clarity, expressiveness, speaker's skill in using speech options. Given this, the main communicative signs of the culture of speech are correctness, content, sufficiency, accuracy, clarity, brevity, logic, purity, relevance, expressiveness, emotionality. Of course, all these features are combined by the concept of correctness, as they depend on whether or not the rules of the language system organization are violated in individual speech.

Low speech culture of economic specialists is characterized by a violation of the rules of word usage, grammar, pronunciation and stress, writing. For example, they mistakenly use the phrase *добро пожалувати* instead of *ласкаво просимо, відношення до тебе – ставлення до тебе, дякувати йому – дякувати йому*; incorrectly stress the words: *ро'блю, пишу, піде'мо* instead of *роблю', пишу', підемо* and so on. A sign of low speech culture is unvoicing of sonant consonants at the end of words and syllables (*грип* instead of *гриб*, *каска* instead of *казка*, *міх* instead of *міг*, *ванташ* instead of *вантаж*, which lead to a change in word semantics), soft pronunciation of hush consonants: *чьому, шчьо, чьорний, чьоти* instead of *чому, що, чорний, чути*, etc.

Violation of the norms of word usage may occur due to the mixing of similar in form and scope of use, but different in formation and content words (paronyms: *дільниця – ділянка; громадський – громадянський; особовий – особистий; тактовний – тактичний; поверховий – поверхневий*), use in a particular language situation words or phrases of another functional style, misunderstanding of the literal meaning of rarely used or obsolete words, incorrect use of borrowings, violation of combinability norms, etc.

Every educated person should adhere to the culture of their language, especially professionals who must exclude mistakes in their professional activity [2].

Correct pronunciation, free, casual use of words, avoidance of vulgarisms, archaisms, word-parasites, unnecessary foreign words, emphasis on the main ideas, phonetic expressiveness, intonation variety, clear diction, controlled pace of speech, correct use of logical accents and psychological intervals, correlation between content and tone, between words, gestures and facial expressions are the necessary elements of the language culture of a manager.

The speech culture of an economic specialist is characterized by the following features:

1. *Correctness*, i.e. compliance with the accepted orthoepic, spelling, grammar, lexical norms. As a standard of correctness serve norms, rules of pronunciation, stress, word changes, word usage, spelling rules in written speech, etc. In this way the information-informative function of speech is realized, the purposeful influence on the human consciousness is carried out.

2. *Diversity*, which is command of the linguistic richness of economic and journalistic literature; active thinking; constant improvement and enrichment of speech.

3. *Expressiveness*, which is provided by the originality in expression of the opinions in order to effectively influence the communication partner.

4. *Clarity*, i.e. accessibility of speech for those who listen, it provides adequate understanding of what is said, without requiring special efforts in perception from the interlocutor. Clarity of speech is promoted by clear diction, logical and phonetic emphasis, correct intonation, modest and slow pace, calm and polite tone.

5. *Purity*, i.e. indefectibility of all elements of speech, avoidance of inappropriate, uncharacteristic of the Ukrainian language foreign borrowings. It is provided by a system of attitudes, language literacy.

6. *Conciseness* (rational choice of the language means for expression main idea, thesis). This feature forms the ability to stress the essence.

7. *Expediency*, i.e. compliance of speech with the purpose, conditions of communication, the status of the speaker.

Many issues of language nomination are closely related to the definition of the *norm* category in language, a complex, multifaceted, and sometimes contradictory phenomenon. The word *norm* comes from the Latin *norma* – “a guiding principle, rule, pattern”. O.S. Akhmanova defines the concept of language norm as follows: “It is an accepted use of language means, a set of rules (regulations) that organizes the use of the word, adopted in this language”, and the process of normalization is “the norm establishment”. There are two complementary approaches to the definition of “norm” in linguistics. The first considers the norm as a law governing the use of language, “norm, including linguistic, should be considered a set of requirements, rules and advice that is essential for implementation” [6, p.184-185]. Representatives of the second approach understand the norm as “a set of the most stable, traditional implementations of the elements of the language struc-

ture, reflected and enshrined in social language practice” [9]. Combining both approaches, S.I. Ozhegov defines the norm as follows: “... norm is a set of the most suitable (“correct”, “preferred”) for the service of the society means of speech, which is the result of selection of linguistic elements (lexical, phonetic, morphological, syntactic), existing, newly formed, in a broad sense, the assessment of these elements” [7, p. 5-33].

In many spheres of the society, discussions are taking place: whether a norm is the result of an objective process of language development and formation or it is established by linguists by a declarative method. Some scholars (including F.P. Filin, P.M. Alekseieva) believe that language itself is the norm. This thesis, in our opinion, reflects the current state of affairs: the norm is a product of language itself, but it cannot be simply the result of a spontaneous process, it must reflect the functioning of the laws of language development, consistent with the requirements of objective reality. A variant of this point of view is the concept of P.M. Alekseieva, according to which the norm is interpreted as a probable standard of use of the linguistic unit, a kind of filter that stands between the system and the speech.

The language norm should feel both the trends of cultural traditions of the people and its character, mood, social stratification, behavior of people in everyday life and their views on social problems, i.e. should be flexible, appropriate and worthy tool for reflecting language in a particular communication situation and specific circumstances.

R.O. Budagov emphasizes that “lexical world is always in motion on the path of improvement” [1]. D.M. Shmeliiov identifies the following main driving forces that determine development of language in general: 1) desire to motivate the language sign (or the tendency to expressiveness); 2) desire for an automatic language sign (or a tendency to regularity) [10]. The second trend, of course, is connected not only with the notion of usability, but also with the notion of language models. Creation and productivity of word-formation models also directly affect the first trend, i.e. the functioning of the category of motivation in language. So the two trends are interrelated.

V.O. Itskovich distinguishes the following criteria of the norm: 1) the conformity of the model, i.e. the productivity of word formation; 2) usability; 3) the need. That is why a modern economic specialist must keep up with the times, monitor changes and trends in the language norm, he must know what the real practice of use is, how it corresponds to the general laws of language and trends in its modern development. You can't pass by the deliberate misuse of words, unnatural, unjustified and incomprehensible use of language norms. In conditions of the overall Ukrainian-Russian bilingualism, vocabulary is the level at which the so-called negative interference, i.e. the mixture of elements of the lexical systems of the Ukrainian and Russian languages, is most clearly manifested. As a result of a large-scale, unsystematic penetration of Russian-language elements into the structure of the Ukrainian language, in conditions of their long-term unequal contact, the phenomenon of the Ukrainian-Russian language

“surzhyk”, as one of the forms of the Ukrainian sub-standard language, arose.

Conclusion. Thus, the culture of speech is part of the general professional competence of a specialist in any field of activity, including economic profile, and its absence is the evidence of earthliness and illiteracy. The art of communication has always been considered an organic component of professionalism of a new type manager who must have a non-standard view of things, be highly ethical in communication, flexibly distribute responsibilities, have charismatic ability to be well-liked, inspire people, lead them not by the force of order, but by the power of arguments, a convincing word, which has long been considered a divine gift. Reformation of higher education, as well as the standards for economic professionals, requires changes in learning methods. Modern tendencies are characterized by the transition to the humanistic development of the individual.

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