

LINGUISTIC NORM AND SPEECH CULTURE

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Abstract. *This article explores the concepts of linguistic norm and speech culture as essential components of speech activity. It emphasizes the importance of adhering to the norms of modern Russian literary language in various areas of communication.*

The role of speech culture in effective, ethical, and appropriate communication is highlighted. Special attention is paid to the necessity of developing speech culture in the context of the modern information society.

Keywords: *linguistic norm, speech culture, speech activity, literary language, language norms, literacy, speech etiquette, speech style, communication, Russian language*

Linguistic norm and speech culture

Modern society increasingly pays attention to the culture of communication. In the information age, where the word becomes a powerful tool of influence, the importance of linguistic norm and speech culture grows significantly. To be understood, respected, and heard, it is necessary not only to express one's thoughts correctly but also to do so appropriately, clearly, and ethically.

A linguistic norm is a culturally established version of language, recognized as a standard and required for use in certain situations. Norms regulate pronunciation (orthoepy), spelling (orthography), word and sentence construction (morphology and syntax), and word choice (lexicon). Following these norms is the foundation of literacy.

However, literacy is only part of speech culture. Speech culture includes not only knowledge and observance of norms but also the ability to use speech according to the situation: choosing the right style, intonation, and appropriate expressions. It is more than correctness — it is the ability to speak clearly, persuasively, beautifully, and respectfully.

In everyday life, we encounter different types of speech — business, scientific, journalistic, artistic, and conversational. Each requires a specific approach. Colloquial speech is inappropriate in business correspondence, just as excessive formality is misplaced in friendly conversation. The ability to adapt speech to context is a key part of speech culture.

Violating linguistic norms or speech etiquette can lead to misunderstanding or even conflict. For example, rudeness, bureaucratic language, clichés, or slang in an inappropriate context make speech not only unattractive but also ineffective.

Speech culture is formed from childhood — through reading, live communication, education, and the personal example of others. Modern technology offers many opportunities for developing speech culture: online courses, podcasts, public lectures, and speeches by renowned speakers.

In conclusion, it is worth emphasizing that the linguistic norm is the foundation upon which speech culture is built. And speech culture itself is not just a skill but a part of a person's overall culture, a reflection of respect for the interlocutor and for language. By nurturing a literate and cultured manner of speaking, we not only become more successful but also preserve the richness and purity of the Russian language.

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