

SPEECH CULTURE AS A FACTOR IN DEVELOPING COMMUNICATIVE COMPETENCE IN MODERN EDUCATION

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Abstract: This study explores the role of speech culture as a key factor in developing communicative competence in modern education. In the context of globalization and increasing digital interaction, effective communication has become essential for students' academic success and social integration. The research aims to analyze the theoretical foundations of speech culture and identify effective pedagogical strategies for its development in educational settings.

The study is based on qualitative methods, including comparative analysis of teaching approaches, observation of classroom communication, and evaluation of students' oral and written performance. The findings indicate that speech culture enhances learners' ability to express ideas clearly, logically, and appropriately in various contexts, while also fostering critical thinking and active participation.

The research also identifies key challenges, such as declining reading habits, the influence of informal digital language, and limited opportunities for structured communication practice. To address these issues, the study recommends integrating interactive teaching methods, increasing communicative activities, and promoting adherence to language norms.

The results demonstrate that systematic pedagogical approaches significantly improve communicative competence. Therefore, fostering speech culture should be considered a priority in modern education systems.

Keywords: speech culture; communicative competence; language norms; pedagogical strategies; communication skills; discourse competence; academic writing; oral communication; interactive teaching methods; student engagement; digital literacy; educational technologies; language development; critical thinking; classroom communication

1. Introduction

In the era of globalization and rapid technological advancement, communication skills have become one of the most essential competencies for individuals. Speech culture plays a critical role in shaping these skills, as it ensures clarity, accuracy, and effectiveness in communication. In modern education systems, developing communicative competence is a fundamental objective, making speech culture a key area of focus for educators.



Components and strategies of speech culture in modern education

2. Literature review

Speech culture has been extensively studied in linguistics and pedagogy. It is generally defined as the ability to use language in accordance with established norms while maintaining clarity, coherence, and appropriateness. Modern theories emphasize the integration of linguistic, sociolinguistic, and pragmatic competencies.

3. Methodology

This study employs qualitative research methods, including comparative analysis, classroom observation, and assessment of students' speech performance. These methods allow for identifying effective pedagogical practices.

4. Results and discussion

4.1 Role of speech culture

Speech culture is an essential component of both teaching effectiveness and student development. It directly influences learners' ability to communicate and think critically.

4.2 Teaching methods

Interactive teaching methods such as debates, discussions, and role-playing significantly enhance communication skills. Practice-oriented tasks and digital tools also contribute to effective learning.

4.3 Challenges

Major challenges include declining reading habits, excessive use of informal language, and lack of structured communication practice.

5. Conclusion

Speech culture is a vital element of communicative competence. Its systematic development through modern pedagogical approaches can significantly enhance students' academic and social success.

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