



Speech Culture of the Librarian in Increasing the Reading and Information Culture of the Society

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Abstract: This article highlights the importance of speech culture and oratorical skills and art in increasing the level of professional skills of library staff.

Keywords: Librarian, speech, speech culture, user, image, correctness, text, basis.

Providing services in library and information institutions requires being an active participant in the social-economic, cultural-spiritual reforms being carried out in our country today, and being an intellectual expert who has deep knowledge of theoretical knowledge related to the education of a perfect human being. Due to the fact that the activity related to the provision of library-information services has a complex collective nature, certain professional requirements are imposed on the person of the librarian. In particular, a librarian must have the culture of speech and the ability and art of public speaking. Since he communicates continuously with his colleagues and users, it is important that his speech is concise, meaningful, melodious, has a certain rhythm, intonation and diction, tempo, and a pleasant tone of voice. The civility of the speech, the pause when speaking, and adherence to the logical tone increase its effectiveness.

According to experts, the librarian should pay attention to the following in order to acquire a high level of speech culture:

- ✓ think with your own mind
- ✓ focusing on the problem that is relevant for the user, based on a quick understanding of the user's desire, not on what he wants.
- ✓ more interest in what the user wants to achieve.
- ✓ expressing one's opinion logically.
- ✓ learning to quickly remove the audience from the impression left by that speaker, if someone has spoken before him.
- ✓ it is necessary to determine in advance the attention-grabbing points of the expressed opinions, to ensure that the opinions are understandable to the users and supported by them.

The speech of the librarian is the external appearance of the text formed by him, and it must be imbued with both spirituality and sophistication. It is important that the thought that you want to say in the speech is fully understood by users, has a certain influence on them. Accordingly, certain requirements are imposed on the speech of the librarian. These requirements are the logically clear, expressive, purposeful nature of speech. It should be noted that speech is carried out under certain conditions. Factors such as place, time, topic and purpose of the communication process are also important.

- Communicative qualities of the librarian's speech: Correctness of the speech, first of all, ensures quick and easy mutual understanding between the librarian and the user.
- Correctness of speech as a necessary and first condition of speech culture is related to strict and precise adherence to the standards of literary language accepted at a certain time, acquisition of its pronunciation, diction and grammatical standards. Therefore, the correctness of the speech is, first of all, that it conforms to the standards of the literary language.
- The accuracy of the librarian's speech depends on the unity of language and thought that serves to form it, and can be determined based on the relationship between "speech and reality" and "speech and thought". Accuracy is the exact correspondence and correspondence of the word to the reality it represents.

Clarity in speaking style depends on the situation. For example, in the scientific style, the term and its expression are in the main place, while in the style of artistic speech, words and phrases should not only fulfill the artistic aesthetic task, but also correspond to the purpose and idea of the author. The logic of the librarian's speech is closely related to its main qualities of correctness and accuracy. Because it is natural that both the grammatically incorrect speech and the unsuccessfully chosen word to express the thought lead to a violation of logic.

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