

ANALYSIS OF THE DYNAMICS OF THE NORMS OF RUSSIAN WRITTEN SPEECH

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Annotation: A linguistic norm (literary norm) is the rules for the use of speech means in a certain period of the development of the literary language, i.e. rules of pronunciation, word use, use of traditionally established grammatical, stylistic and other linguistic means adopted in social and linguistic practice. This is a uniform, exemplary, generally recognized use of language elements (words, phrases, sentences).

Key words: norm, grammar, linguistics, meaning, codification, syntactic, intonation

Introduction: Language norm is one of the components of national culture. Therefore, the development of a literary norm, its codification, reflection of the normalizing activity of linguists in grammars, dictionaries and reference books are of great social and cultural importance.

The standard is mandatory for both oral and written speech and covers all aspects of the language. Distinguish norms: orthoepic, spelling, derivational, lexical, morphological, grammatical, syntactic, intonational and punctuation.

Characteristic features of the norm of the literary language:

- relative stability,
- prevalence, general use,
- generally binding,
- compliance with the use, custom and possibilities of the language system.

Linguistic norms reflect natural processes and phenomena that have taken place and are happening in the language and are supported by the speech practice of the

native speakers of the literary language. The main sources of the language norm include the works of classic writers and some modern writers, the language of the announcers of the Central Television, common modern usage, data from live and questionnaire surveys, scientific research by linguists.

The norms help the literary language to maintain its integrity and comprehensibility. They protect the literary language from the flow of dialectal speech, social and professional jargon, and vernacular. This allows the literary language to fulfill its main function - cultural.

The literary norm depends on the conditions in which the speech is carried out. Language tools that are appropriate in one situation (everyday communication) may turn out to be ridiculous in another (formal business communication). The norm indicates their communicative appropriateness.

Main part: Linguistic norms are a historical phenomenon. Changes in literary norms are due to the constant development of the language. What was the norm in the last century and even 15-20 years ago, today can become a deviation from it.

Norm is one of the central linguistic concepts. Most often this term is used in combination "literary norm" and is applied to those varieties of language that are used in the media, in science and education, in diplomacy, lawmaking and legislation, in business and legal proceedings and other areas of "socially important", mostly public communication. But we can talk about the norm and in relation to the territorial dialect or social jargon. Thus, linguists use the term "norm" in two senses - broad and narrow.

In a broad sense, the norm means such means and methods of speech that have been spontaneously, spontaneously formed over many centuries and which usually distinguish one type of language from others. Therefore, we can talk about the norm in relation to the territorial dialect: for example, okanie is normal for the North Russian dialects, and for the South Russian dialects, akane. In its own way, any of the social or professional jargons is "normal": for example, what is used in

the trade argo will be rejected as foreign by those who use the jargon of carpenters; established ways of using linguistic means exist in the army jargon and in the jargon of musicians-"labukhs", and the speakers of each of these jargons can easily distinguish the foreign from their familiar and therefore normal for them.

In a narrow sense, a norm is the result of the codification of a language. Of course, codification is based on the tradition of the existence of language in a given society, on some unwritten, but generally accepted ways of using linguistic means. But it is important here that codification is a purposeful ordering of everything that concerns the language and its application. The results of codifying activities are reflected in normative dictionaries and grammars.

The normalization of speech is its compliance with the literary and linguistic ideal. This property of the norm was noted by Professor A.M. Peshkovsky, who wrote: "The existence of the linguistic ideal among speakers is the main distinguishing feature of a literary dialect from the very first moment of its emergence, a feature that, to a large extent, creates this very adverb and supports it throughout its existence"

Professor S.I. Ozhegov emphasized the social side of the concept of the norm, which is formed from the selection of linguistic elements of the available, newly formed and extracted from the passive stock. S.I. Ozhegov drew attention to the fact that the norms are supported by public speech practice (fiction, stage speech, radio broadcasting).

In the 60s and 80s of the twentieth century, literary works and radio broadcasts could indeed serve as a model for normative use. Today the situation has changed. Not every literary work and not every broadcast on radio and television can serve as a model for the normative use of language.

The sphere of strict adherence to the norms of the language has significantly narrowed, only some programs and periodicals can be used as examples of literary-normalized speech.

Professor B.N. Golovin defined the norm as a functional property of the signs of a language: "Norm is a property of the functioning structure of the language, created by the collective using it due to the constantly acting need for better mutual understanding."

The norm as a result of codification is inextricably linked with the concept of a literary language, which is otherwise called normalized, or codified. The territorial dialect, urban vernacular, social and professional jargons are not subject to codification: after all, no one consciously and purposefully monitors that the Vologda residents consistently screech, and the inhabitants of the Kursk village are Akali, that the sellers do not use the terminology of carpenters, and the soldiers do not use the words and expressions of Labush jargon, and therefore to such varieties of language - dialects, jargons - the concept of a norm in the narrow sense of this term just considered is not applicable.

Speaking about the essence of the norm, it should be remembered that the norm is not a law. The law constitutes a necessity that does not allow any deviations, while the norm only prescribes how it should be. Let's compare the following examples:

1. A stone thrown up must then fall down (this is the law of nature);
2. A person living in society must follow the rules of the community, for example, do not knock on the wall with a hammer after 11 pm (these are social norms);
3. A person in the process of verbal communication must put stress correctly (these are linguistic norms).

So, the norm only indicates how it should be - this is a function of the prescription.

Conclusion: Thus, the language norm is the traditionally established rules for the use of speech means, i.e. rules for exemplary and generally recognized pronunciation, the use of words, phrases and sentences.

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