

SPEECH CULTURE AS A COMPONENT OF HUMAN LANGUAGE CULTURE

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Abstract. *The article contains an analysis of the normative, communicative and ethical aspects of the culture of speech, which make up the modern concept of the phenomenon under consideration. According to the author's definition, the culture of speech, along with the culture of reading, the culture of working with text, information culture, constitutes the structure of the individual's language culture. Considering the problem of classifying the styles of the English language, the author considers it appropriate to derive the constructs 'language of fiction' and 'colloquial speech' from the list of styles of the English language, identifying them as functional varieties of the language. In addition, taking into account the realities of modern society, the author proposes to expand the range of functions of speech communication through the function of forming one's own image, the educational function, the function of adaptation to the conditions of speech interaction in the virtual world, etc.*

Keywords: *theory of culture; language culture; culture of speech; stylistics of the English language; functional styles of the English language; expressive styles of the English language; normativity of speech; communicative qualities of speech; ethics of communication*