

## *Normality as a basic sign of the literary language.*

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### **ANNOTATION**

*In our dynamic and very demanding time, a modern person must possess not only professional qualities, but also have a clear and normative speech in order to achieve the goals and tasks set. Literary language is considered the basis of speech culture, as it corresponds to the norms of the modern Russian language. The article defines the literary language; its main functions are listed; the signs and forms of the literary language are examined; some deviations from the literary norms are noted.*

**Keywords:** *literary language; National language; language norm; oral speech; written speech; error.*

The foundation of speech culture is the modern Russian literary language, since adherence to its norms guarantees the correct selection and structuring of linguistic means. This enables speakers to achieve their communicative goals in specific situations while observing ethical standards of interaction. From this perspective, it is essential to examine the concept of the literary language, its norms, and their practical application in contemporary communication. The Russian literary language functions as the official language of the Russian Federation, as a means of interethnic communication, and as an official and working language of many international organizations. It also serves as an instrument of international and interstate communication, which emphasizes its political, cultural, and social importance in the modern world.

The principal characteristics of the literary language include normativity, codification, stability, and polyfunctionality. Normativity presupposes that pronunciation, stress placement, vocabulary choice, grammatical forms, and syntactic structures correspond to established rules. These norms operate at all levels of the linguistic system: phonetic, lexical, morphological, syntactic, and stylistic.

Codification is the process of identifying, describing, and fixing language norms in grammars, dictionaries, and reference books. Because language is dynamic—especially its vocabulary—codification is continuous. New words, meanings, and expressions enter the language due to technological development, cultural change, and social transformation. These innovations are gradually evaluated by linguists and either accepted into the literary norm or classified as non-standard usage. Thus, codification ensures both regulation and development of the language system. Stability guarantees continuity and preservation of cultural traditions. Although the literary language evolves over time, its core lexical and grammatical structure remains relatively stable.

This stability allows it to function as a reliable means of communication across generations and as a repository of cultural memory. Polyfunctionality means that the literary language serves all spheres of human activity. In modern linguistics, several functional styles are distinguished: scientific, official-business, journalistic, literary-artistic, and colloquial. Each style has its own lexical, grammatical, and stylistic features. For example, the scientific style is characterized by logical consistency, terminological precision, and objectivity; the official-business style requires clarity, standardization, and absence of emotional coloring; the journalistic style combines logic with expressiveness; and the literary-artistic style allows figurative language and aesthetic expression.

The literary language exists in two forms: oral and written. Oral speech is characterized by immediacy, intonation, rhythm, and interaction with the listener. It often includes simpler syntactic constructions and may contain repetitions or incomplete sentences. Written speech requires orthographic and punctuation accuracy, logical structure, and careful organization. It is more complex syntactically and lexically and lacks extralinguistic means such as gestures or facial expressions.

In addition to linguistic norms, speech culture also includes communicative, ethical, and rhetorical competence. A highly developed speech culture presupposes clarity, accuracy, logical coherence, appropriateness, and expressiveness. It also requires the ability to adapt language to the communicative situation, social context, and

characteristics of the interlocutor. The literary language cannot exist without historically established norms. These norms regulate lexical meaning, grammatical structure, stylistic usage, and pronunciation standards. According to L. A. Vvedenskaya, language norms reflect objective processes occurring in the language and are supported by speech practice. The main sources of language norms include classical and contemporary literature, mass media, generally accepted modern usage, linguistic surveys, and scientific research. In the 21st century, new factors significantly influence the development of the literary language. Digital communication, globalization, migration processes, and intercultural interaction contribute to rapid lexical changes.

Borrowings from English, internet slang, and hybrid forms of communication increasingly penetrate everyday speech. While some of these innovations eventually become part of the literary norm, others remain within colloquial or subcultural usage. Moreover, the role of education is crucial in maintaining and transmitting literary norms. Schools and universities shape linguistic competence, cultivate respect for language standards, and develop skills of effective communication. Professional fields such as law, medicine, science, and public administration particularly depend on precise and standardized language use, as inaccuracies may lead to misunderstandings or serious consequences. At the same time, language norms are not rigid and unchangeable. Depending on communicative goals and stylistic tasks, conscious and justified deviations from the norm are possible. Such deviations may serve expressive, artistic, or persuasive purposes, especially in literary and journalistic texts. However, they must be contextually appropriate and based on existing language variants. Thus, the literary language can be defined as a cultivated, standardized, and socially recognized form of the national language. Mastery of its norms ensures effective communication, professional competence, and participation in cultural life. The ability to construct coherent monologic and dialogic texts in accordance with communicative goals reflects a high level of linguistic and communicative culture. In modern society, where communication plays a central role in personal and professional success, the importance of preserving and developing the norms of the literary language continues to grow.

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