Postmodern Openings

ISSN: 2068-0236 | e-ISSN: 2069-9387

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2021, Volume 12, Issue 2, pages: 367-386 | <https://doi.org/10.18662/po/12.2/313>

Speech Culture: Postmodern Dimensions of the Professional Standard

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Abstract: The article is devoted to topical issues of the culture of professional speech of representatives of the field of law, the level of which is an indicator of professionalism and general culture of the specialist in a postmodern society. The purpose of the article is a comprehensive analysis of speech culture in the professional activity of jurists at the postmodern stage of Ukrainian society. The content of the concepts "language culture", "speech culture", "professional speech culture", "lawyer's professional speech culture" on the one hand and the postmodern discourse, the postmodern text and the post-classical paradigm, on the other hand, are highlighted and differentiated. It is also determined that they are in a natural interdependence and interdependence. It is revealed that the main qualities in the speech activity of a lawyer are correctness, accuracy, logic, clarity, purity, conciseness and expediency, where normativeness plays a key role. It is determined that the concepts of "normativeness" and "rationality" are relative in the realities of the postmodern culture. The researched material demonstrates typical errors of violation of language norms (accentuation, spelling, lexical, morphological) in professional speech. The causes of these errors (primarily interference) are identified and ways to eliminate them are named. After analyzing the importance of language literacy and noting the importance of raising its level through perfect mastery of the Ukrainian language standards and their application in practice, it is emphasized that the culture of professional speech today is the key to the success of a professional lawyer.

Keywords: *professional qualities, communicative level, language norms, language literacy, professional level, postmodern discourse, sociolinguistics, deontology.*

How to cite: Stratulat, N., Martina, O., Tretiak, N., Hordiichuk, M., Boieva, E., & Shvetsova, I. (2021). Speech Culture: Postmodern Dimensions of the Professional Standard. *Postmodern Openings*, 12(2), 367-386. <https://doi.org/10.18662/po/12.2/313>

1. Introduction

Today, systemic reforms in Ukraine, confirming its status as a democratic state, aim, along with other tasks, to modernize the branch of law, where one of the priority issues is to prepare the future highly qualified representative of the legal profession. The modern needs of society form and at the same time make demands on the role of a specialist lawyer in professional activities, creating new standards for the individual who is the representative of the social standards of his society. It is clear that first of all, it is the ability to effectively perform tasks, the ability to find optimal solutions, provide quality services, have a high level of professional and communicative culture, which, in turn, forms a positive image of the legal community and Ukraine as a state, in general. In the postmodern situation, the concepts of image, subjectivity and interpretation (actually legal phenomena) come to the fore, and speech culture and style deserve special attention among other qualities of a specialist. After all, the latest standards of professional training of legal representatives require them to master the relevant features of speech, which allow ensuring the effectiveness of the process of professional communication, implemented through the practice of dialogue, public speeches, selection of arguments for their position, work with legal and political text, drawing up documents, dealing with people of different professions and different levels of culture. Thus, in the aspect of modern tendencies of society, the speech culture of a lawyer plays a leading role, and the issues of its development and perfection become very relevant both during the process of mastering the profession and directly in professional practice.

The relevance of the postmodern approach to legal speech and communication is added by the innovative phenomena of post-truth, the "plurality of truths", the reappraisal of values, and the popularity of the mass discourse.

The analysis of scientific publications shows a significant increase in the interest of researchers in the language, speech and communicative competencies of a specialist in the field of jurisprudence. On the other hand, lawyers in terms of their professional communication often ignore the innovative trends of the discourse; produce refined speech, often oversaturated with the terminology incomprehensible to clients. Currently, the issue of forming and improving the speech culture of lawyers is considered in the works of many scientists. Thus, Artykutsa (2018) studies new ways of language training of future legal professionals; Korotkova (2019) highlights the theoretical aspects of the concept and structure of the

lawyer's speech culture; Hrytsenko (2010), Marusych (2012), Semenoh (2010) highlight the fundamental principles of linguistic facts in terms of normative and functional expediency in professional speech; Yurchuk (2017) considers the effectiveness of law enforcers communication in the paradigm of innovation; Matsko and Kravets (2007), Plotnytska (2008) analyze the features of professional language, as well as its implementation in modern conditions; Batsevykh (2004) researches the formation of speech and communication skills in higher education; Baranovska and Tsyhany (2015), Stratulat and Protsenko (2014) analyze the formation of professional speech competence of future law enforcement specialists; Tokarska (2003) describes the main features of the official business style of speech of lawyers; Tsyhany (2016) focuses on the psychological features of language culture as a component of professional and legal communication of legal professionals and others. In these scientific investigations, the prevailing opinion is that it is at the postmodern stage of development of society there is an urgent need to improve all areas of legal activity, especially speech and professional. Even though the study of this topical issue is devoted to significant linguistic work, many aspects have been overlooked in the scientific field, including intra- and extra-professional communication of a lawyer in the post-truth environment.

The purpose of the article is a comprehensive analysis of speech culture in the professional activity of specialists in the legal field of knowledge at the postmodern stage of development of Ukraine, which is only acquiring democratic and legal postcolonial features. The realization of this goal involves solving the following tasks: to clarify the meaning of "culture of language", "culture of speech", "culture of professional speech", "culture of professional speech of a lawyer" and the peculiarities of their relationship in the context of the total postmodern discourse; identify the main functional features of speech culture; to reveal the role of language norms in the effectiveness of professional speech; to substantiate the importance of forming (and at the same time increasing the role) the culture of lawyers' speech in the postmodern society; to single out key problems of speech culture, to reveal the reasons of occurrence of language errors in the speech act; to submit a typology of language norms, indicating the facts of their violation in the speech of a specialist; to offer rational ways to improve speech and increase the level of language literacy of lawyers.

The research method used a descriptive method, as well as a linguistic observation; comparative methods for comparing modern legal speech and patterns of the postmodern discourse. The method of

extrapolation in establishing homogeneous features, constructive and destructive factors of legal speech and the postmodern discourse.

2. Speech culture in the light of the postmodern legal discourse

Speech culture as an integral part of the general professional culture is directly related to the professional deontology of a lawyer because his speech and activities are virtually identical. These concepts are interconnected, interdependent, they complement each other, and, can function in the presence of identity. The formation of linguistic competence (obtaining the skills to speak and write correctly, the ability to accurately express one's opinion) further contributes to the development of the effectiveness of speech competence (the ability to correctly apply the acquired theoretical knowledge in practice) (Sukalenko, 2014).

The postmodern communicative act cannot currently be isolated from the tendencies and regularities of professional speech. Being in the environment of a globalized society, a lawyer uses professional speech in at least three aspects:

1. Actually communication. Lawyer, like a representative of any other socioic public profession within the media space, according to the theory of G. Laswell (1966), and communication consciously or unconsciously focuses on its typical structure: "Who communicates?", "Who communicates?", "What reports. ? ", " For what purpose? ", " With what effect? " Lasswell (1966). The answers to these questions can be formulated in advance, based on the functions and purpose of jurisprudence as a mandatory social service.

2. Communication as interaction. According to Osgood and Tannenbaum (1955), professional communication involves purposeful or indirect interaction of the subjects of the discourse and the corresponding reaction to each other.

3. Activity approach. This level of communication is the most complex and involves multimodal interaction in objectification, interpretation and solution of legally relevant professional tasks: information exchange, development of strategies to achieve the goal, communication in the process of achieving the above goals.

Therefore, before passing on to the definition of speech culture, it is first necessary to clearly define the concept of "language culture". Generalization of views of domestic and foreign researchers (Babych, 2003; Bader et al., 2019; Behas et al., 2019; Bilyaev, 2000; Burnett et al., 2014; Canale, 1983, 1987; Canale & Swain, 1980; Celce-Murcia et al., 1995; Cohen, 1996; Earley et al., 2006; Gerasymova et al., 2019; Kasper, 1990;

Maksymchuk et al., 2018; Matsko & Kravets, 2007; Matsyuk & Stankevych, 2005; Melnyk et al., 2019; Nerubasska & Maksymchuk, 2020; Onishchuk et al., 2020; Pehoiu, 2018; Pentylyuk, 2011; Ponomariv, 1999; Semenoh, 2010; Sheremet et al., 2019; Sytchenko, 2016; Tanasescu et al., 2018; Vinogradov, 1964) on the content of this concept gives grounds to argue that the culture of language - is a theoretical field of knowledge, which "based on vocabulary, phonetics, grammar, stylistics forms the criteria for conscious attitude to language and evaluation of language units and phenomena, develops mechanisms of standardization and codification (introduction to dictionaries and language practice)" (Matsko & Kravets, 2007, pp. 6–7). Speech culture, which is the object of our study, is precisely this "language practice", which is based on the functional aspect of language.

The formal business style in the professional speech of a lawyer involves the typical and algorithmic use of language stamps, clichés, complex nomenclatures and terms, which objectifies a direct connection with intertextuality - one of the key features of postmodernism. The phenomenon of the text in the text contributes to the verification of many tasks that are solved in jurisprudence. Thus reference to the texts of laws or official-business naming of constructive and destructive phenomena promotes the expansion of functions of legal speech, delegates aspects of responsibility to the provided legal norms.

As for the culture of professional speech, a terminological unit that is part of the semantic field of "speech culture", it is a component of the general professional culture, a kind of integrative character of personality, manifested in the perfect mastery of literary language and skills of their correct, accurate, appropriate use in professional written and oral communication, the positive personal attitude of the specialist to speech activity as a component of successful professional self-realization (Klymenko, 2017). That is, the culture of professional speech is determined by the same features as the culture of speech but in professional activities.

For its part, the interpretation of the concept of "culture of professional speech" allows deriving the formulation of the culture of professional speech of a lawyer, which in our work we consider as the ability to use language tools (in combination with basic knowledge), in accordance with literary language and communication, written, in the activities of representatives of the jurisprudence.

In the context of the postmodern approach, it is important to divide the lawyer's speech by immanent functions: interprofessional (lawyer-client) and interprofessional (lawyer - lawyer). Such a division requires switching

between stylistic registers, linguistic application of practical modalities of the discourse, inclusions of linguistic units of common use.

The above gives grounds to trace the following regular sequence: the **culture of language** → **culture of speech** → **culture of professional speech** → **intra- and extra professional culture of professional speech of a jurist**, which is traced as a hierarchical model in its continuity, inseparability, interdependence and mutual dependence.

Thus, **the culture of professional speech of a jurist** is not possible without a general **culture of professional speech**, which, in turn, is not realized without developing a **culture of speech**, and that in turn, as clearly based on the initial element of the chain - language culture, is its practical implementation. Not without reason, the first component in this chain is the culture of language, because without knowledge of the language (which underlies the culture of language) is not possible effective implementation of speech in general as such, including professional, and the lawyer's speech in particular. At the same time, the higher the level of language culture, the more perfect the culture of professional speech of a lawyer. As we can see, the implementation of highly cultured speech activity is possible only under the conditions of impeccable language literacy.

When studying the issues of a lawyer's speech culture (effective using of language knowledge), it is also necessary to find out: what skills determine the formation of a specialist's speech culture. Note that the scientists who study this issue (Babych, 2003; Koval, 1982; Okunevych, 2016; Pentylyuk, 2011; Pylynsky, 1976; Korotkova, 2019; Semenoh, 2010) and others, despite the different amounts indicated by them, they mainly distinguish such skills (signs) of the specialist's speech culture: correctness, accuracy, logic, clarity, purity, conciseness, expediency. Thus, the *correctness of speech* is the appropriate use of certain grammatical forms, syntactic structures in a particular context; *the accuracy of speech* - in clear correspondence of the meaning of words to objects, actions, signs or phenomena of reality; the *logic of speech* - in the way of organizing the text, its composition, in the correct construction of phrases, sentences, in the accuracy of words, in the meaningful connections of language, which express the relationship between parts and components of thought; purity of speech - in the absence of non-literary elements (dialects and slang formations); *conciseness of speech* - in a clear and concise presentation of the content of the text; the *expediency of speech* - in such selection and organization of language means that make the language appropriate to the purpose and content of the text and the communicative situation (Plotnytska, 2008).

Foreign scholars study the speech culture of lawyers without leaving the latest public communication. Thus, the intercultural communication of a lawyer and his communication with clients representing different cultures (subcultures) creates a need for a constructive dialogue between the refined traditional standardized sphere of jurisprudence and spontaneous intertextual and normative discourses of the postmodern environment. Thus, Kessler (1988-1989) in the 1980s stressed the importance of bringing legal speech closer to the communicative and informational realities of today while preserving its basic professional characteristics.

In addition to the above, it is appropriate to extrapolate the features of the postmodern discourse to the features of the professional speech of lawyers, which determines its cultural and linguistic specifics:

Table 1. *Expediency/inexpediency of application of postmodern features in the professional speech of lawyer*
Source: Authors' own conception

Postmodern tendencies are unacceptable for the legal discourse	Notes	Postmodern tendencies are acceptable for the legal discourse	Notes
Game	Violates the objectivity of the legal discourse.	Intertextuality	Used as a reference to legislation.
Irony	Inadmissible from the point of view of professional ethics	Cross Culture	It is applied at the level of international law.
Deconstruction	Violates logic and objectivity.	Quotations	It is used both at the level of clichéd phrases and when invoking laws.
Archaic	Only partially used in the context of previous experience.	Mass	Used as an adaptation of the discourse for general understanding.
Depreciation of traditions	Contradicts the provisions of the		

	traditions of law.		
Mixing styles	Possible partial use in interprofessional communication	Equality of the discourse participants	It is a key principle of the rule of law.
		Collectivity	The lawyer creates the discourse in interaction with other participants in the process.
		Mixing genres	He often occurs in oral discourse.
		Subjectivity	The key principle of legal activity.

3. The problem of mastery of language norms by lawyers

A characteristic feature that can be traced in all these qualities is normative. Researchers note that normativity as one of the aspects in which the speech culture manifests itself is to comply with generally accepted standards, the rules of oral and written speech: proper stress, intonation, word usage, word form, sentence structure, dialogue, text, etc. (Marusych, 2012). And it is clear that the standards of speech culture mentioned above can be acquired under the condition of impeccable mastery of language norms, which are characterized by stability and traditionality necessary for the natural functioning of language.

Normalization of literary language presupposes the existence of all stable norms that have a social character: on the one hand, norms are created by people based on real social laws and for the needs of society itself, on the other - they are mandatory for all native speakers of society in which this language operates. Therefore, obviously, the definition is accepted in linguistic literature: "linguistic norm" is a combination of the most stable, traditional elements of the language system, historically selected and fixed by public language practice; the totality of collective realizations of the language system accepted by society at a certain stage of its development

and recognized by it as correct, exemplary (Kocherhan, 2006),- demonstrates the role of the language norm in the formation of speech culture, the practical implementation of a language in speech activity through the requirements in society pronunciation, usage, grammatical consistency etc. In addition, it should be noted that the language norm is not just a passive theoretical model, but "a model of social communication of native speakers in a certain period of development of language and society" (Yermolenko, 2004, p. 420).

As we can see, the level of speech culture, of course, depends on the degree of compliance with the language norms of the speech act. The communicative component of the activity of specialists in the field of jurisprudence is probably the most (among other professional environments) subject to the observance of language norms. And this is obvious, because the representative of the legal field "stands guard over the law", contributing to the full protection of the rights of individuals, legal entities, society and the state. It is clear that the fate, and sometimes the life of an individual - a social unit and the country as a whole - depends on the correct formulation of the product of the lawyer's speech activity - the text, in accordance with the norms of modern literary language. A lawyer as a specialist today in raising and asserting his social status, as well as in raising the status of Ukraine as a European state must be responsible for his speech, the quality of which depends, in turn, on language awareness. Irregularity of language norms in speech can not only lead to errors, and as a result - illiterate speech, but also cause certain serious social consequences of a legal nature. Therefore, today the language training of representatives of the legal field has great responsibilities, as "this profession belongs to the so-called" language-intensive ", and legal activity - to the sphere of increased linguistic responsibility" (Pertseva & Shkuropatska, 2016, p. 124).

The greatest risk of violation of language norms in the professional speech of a lawyer arises outside of interprofessional communication (between professional or with clients). Thus, Richardson and Sheena (2006) consider inter-professional and inter-organizational communication in the context of globalization and excessive information as a sphere of defamation and distortion of information. They suggest simplifying professional patterns of behaviour as much as possible, including the generation of a speech act. The most common of the following models are distinguished: ideal, limited, cautious and chaotic.

In addition to personal and social (essentially postmodern) stipulation of the parameters of legal speech, modern standards of Ukrainian society, which require the competitiveness of legal professionals due to the

high level of speech culture, have a legal basis. The legislative basis of this issue is reflected in several regulatory documents, the provisions of which are binding. With the entry into force of the Law of Ukraine "On ensuring the functioning of the Ukrainian language as the state language" 702704-VIII of 25.04.2019 (Law no. 2704/2019) the state obliges lawyers to comply with language norms in speech (both oral and written), irregularity of which entails the responsibility established by the Law (Law no. 2704/2019).

We draw attention to the fact that in this context the problem of mastering the language norms by lawyers (and their application in speech practice) is of particular importance, which allows them - representatives of the legal sphere - to carry out effective professional communication in legal activities. Note that in this context, the problem of masters' mastery of language norms (and their application in speech practice), which allows them - representatives of the legal field - to carry out effective professional communication in legal activities. Normativity in postmodern culture is, in essence, archaism. Postmodernism implies anormativity, spontaneity, subjective interpretation of verbal information. However, the difficulty of mastering the norms in a postmodern society should not cause them to be ignored, because compliance with the rules of literary language is an indicator of highly cultured speech, and, in turn, the key to the effective professional activity of a lawyer in general. Fluency in the language in its oral and written forms "rich vocabulary, spelling and punctuation skills, willingness to communicate productively with different categories of citizens is not only an indicator of the general culture of the lawyer but also the key to his success in the profession, in today's labour market" (Korotkova, 2019, p. 142).

Overcoming the shortcomings associated with the irregularity of the rules of literary language is, first of all, the simultaneous awareness and assimilation of the peculiarities of the relevant norms at all levels of the language system, as well as testing the acquired theoretical foundations in speech practice.

Since in the cultural-linguistic paradigm the language norm, according to researchers, is the main category (Yermolenko, 2004) - we will consider specifically language norms, irregularity of which are often found in the speech of legal representatives, as well as analyze typical mistakes detected in the observation process. Examples are given in phrases - segments of a professional speech act.

One of the signs of observance of language norms, or normativity of speech, is the conformity of the process of speaking to the accentuation norms of literary language, which regulate the rules of stress (normative

verbal stress). The main reasons for the irregularity of accent norms in the Ukrainian language are the mixing of movable and immovable stresses (which are characteristic of the Ukrainian language), the influence of the dialectal form of the language and other languages, including Russian. However, it often happens that the irregularity of normativity in speech, which at the same time violates it, in fact, "language illiteracy and sloppiness" (Holovashchuk, 1995, p. 22).

The most typical cases of the irregularity of the stress standards are caused by the so-called process of "tracing" (the use of the Russian version of stress in the Ukrainian language) is found in such nouns: *sudovi zasidannya* (court hearings), *vyznannya vyny* (confessions guilt), *nekorektni zapytannya* (incorrect questions), *yogo vitchym* (his stepfather), *opikuvatysya dit'my* (caring for children). Instead, the correct, literary version would be: *sudovi zasidannya* (court hearings), *vyznannya vyny* (confessions guilt), *nekorektni zapytannya* (incorrect questions), *yogo vitchym* (his stepfather), *opikuvatysya dit'my* (caring for children). There are active cases that represent irregularities of the accentual norm in adjectives: *pil'gove zhytlo* (subsidized housing), *sudove rishennya* (court decision), *ekspertna komisiya* (expert commission). For example, we compare the normative version, demonstrating the characteristic features of stress inherent in the Ukrainian language system: *pil'gove zhytlo* (subsidized housing), *sudove rishennya* (court decision), *ekspertna komisiya* (expert commission). Mistakes in a professional speech in the irregularity of the rules of pronunciation are also allowed in verb units: *nesty vidpovidal'nist'* (to be responsible), *dovesty pravomirnist'* (to prove legitimacy), *zakinchyty spravu* (to complete a case). At the same time, the normativity of speech is represented by those variants that are fixed by the spelling dictionary: *nesty vidpovidal'nist'* (to be responsible), *dovesty pravomirnist'* (to prove legitimacy), *zakinchyty spravu* (to complete a case).

The subject of increased attention in the speech of lawyers, in particular written, are also spelling rules - a system of generally accepted rules on how to convey the language in writing. Spelling literacy is ensured through compliance with the common rules of spelling words together, separately, through a hyphen, uppercase or lowercase, etc. The consequences of irregularities of spelling rules (primarily due to the lack of ground for theoretical knowledge) can be demonstrated by the following illustrations: *osnovnyi Zakon* (Osnovnyi zakon) (Basic Law), *Konstytutsiinyi sud Ukrainy* (konstytutsiinyi sud Ukrainy) (Constitutional Court of Ukraine); *Derzhavnyi herb Ukrainy* (Coat of Arms of Ukraine) (rules for writing proper names), *politychna koniunktura* (koniunktura) (political situation), *vykryty brakoniera* (catch a poacher), *naslidok iniektzii* (iniektzii) (residue of injection) (rules for writing words with an apostrophe and a soft sign),

pryoritety (pryorytety) derzhavy (priorities of the state), protses emmihratsii (emigration process) (spelling of foreign words). The normative option can be found in the relevant literature, it fixes the spelling standards - spelling dictionary, Ukrainian spelling, reference and educational publications: Osnovnyi Zakon (Basic Law), Konstytutsiinyi sud Ukrainy (Constitutional Court of Ukraine), Derzhavnyi herb Ukrainy (Coat of Arms of Ukraine); politychna koniunktura (political situation), vykryty brakoniera (catch a poacher), naslidok iniektzii (residue of injection); pryoritety derzhavy (priorities of the state), protses emmihratsii (emigration process).

The leading role in the speech of a specialist is played by lexical norms, which establish the rules of word usage (use of a word according to its meaning). Unfortunately, the functioning of the vast majority of tracing paper in the Ukrainian language is due to interference trends as a result of long-term Ukrainian-Russian interlanguage relations. Thus, irregularities of lexical norms are observed in the following examples: *kopiya virna* (true copy), *u danniy statti* (in this article), *spivstavlyaty fakty* (to compare the facts), *vazhlyve miropriemstvo* (an important event), *pryinyaty virne risbennya* (to make the right decision), *vy pyska iz protokolu* (extract from the minutes), *diyuche zakonodavstvo* (the current legislation). However, the explanatory dictionary of the Ukrainian language demonstrates a completely different lexical valence, which should be fixed in speech as normative: *zgidno z oryghinalom* (true copy), *u tsiy (zapropanovaniy) statti* (in this (proposed) article), *spivstavlyaty fakty* (to compare the facts), *vazhlyvyy zabid* (an important event), *pryinyaty pravyl'ne risbennya* ((to make the right decision), *vytyag z protokolu* ((extract from the minutes), *chynne zakonodavstvo* ((the current legislation). Or violation of lexical norms due to the use of pleonasms (redundancy of information), for example: *povnyy kvorum* (full quorum), *potentsiyni mozhhlyvosti* (potential opportunities), *sviy indyvidual'nyy grafik* (your individual schedule), *moya avtobiografiya* (my autobiography), the reason for which is an imperfect understanding of the semantics of words. The correct option, which demonstrates the normative vocabulary: *kvorum* (quorum), *potentsii abo mozhhlyvosti* (potencies or opportunities), *indyvidual'nyy grafik* (individual schedule), *avtobiografiya abo moya biografiya* (autobiography or my biography).

Equally important in mastering the language and its application in speech practice are morphological norms - the rules of correct use of case endings, gender, numbers, degrees of comparison, and other parts of speech. Interferema that function at the grammatical level are even more dangerous than lexical ones. Grammatical surzhik (slang) is harmful because it concerns the structure of language, which interferes with the internal system of language. "Such intervention destabilizes the basic laws of language functioning, destroys the foundations on which the whole complex structure

of generally accepted language rules and laws is built" (Sukhomlyn, 2009, p. 283). Not always the average listener or reader can recognize grammatical interferema, for example: *za vidsutnosti adresatu* (in the absence of the addressee), *vnesty do zhurnalu reestratsii* (enter in the register), *vnesennya do zmin normatyvnogo aktu* (introduction of amendments to the regulatory enactment) (masculine nouns of the genitive case), *u kil'kosti p'yatydesyaty osib* (in the number of fifty persons), *sta dvadtsyaty p'yaty osobam* (one hundred and twenty-five persons) (numerals in the genitive and dative cases), *u zalezhnosti vid obstaryn* (depending on the situation), *u vidpovidnosti do rozporyadzhennya* (in accordance with the order), *zgidno zakonu* (according to the law) (prepositional constructions), *samyy vazhlyvyi dokument* (the most important document), *naibil'sh dotsil'nishe rishennya* (the most appropriate solution) (degrees of comparison of adjectives). However, a legal professional who seeks to improve the culture of his speech, of course, has no right to make mistakes. Moreover, lexicographic, in particular grammar dictionary, and reference editions provide an opportunity to find a normative option: *za vidsutnosti adresata* (in the absence of the addressee), *vnesty do zhurnala reestratsii* (enter in the register), *vnesennya do zmin normatyvnogo akta* (introduction of amendments to the regulatory enactment) (masculine nouns of the genitive case), *u kil'kosti p'yatdesyaty osib* (in the number of fifty persons), *sta dvadtsyaty osobam* (one hundred and twenty-five persons) (numerals in the genitive and dative cases), *nayvazhlyvishyy dokument* (the most important document), *naibil'sh dotsil'ne rishennya* (the most appropriate solution) (degrees of comparison of adjectives), *zalezhno vid obstaryn* (depending on the situation), *vidpovidno do rozporyadzhennya* (in accordance with the order), *zgidno iz zakonom* (according to the law) (prepositional constructions).

4. Ways to improve the culture of professional speech

As we can see, the gaps in professional speech, caused by the irregularity of the norms of literary language due to lack of knowledge, make it impossible to effectively implement the direct functions of language in the process of speech. In addition, the lack of language competence and, as a consequence, the culture of speech, significantly reduces the rating of a lawyer as a specialist, depriving him of professional prospects.

To form, increase and improve the speech culture of specialists in the legal field of knowledge, we offer: to master the rules of Ukrainian spelling in the current version of 2019 and be guided by them in professional speech; develop the ability to analyze their speech in relation to normative / non-normative; constantly use dictionaries (philological, encyclopedic), reference books, manuals, educational literature; read quality Ukrainian-language literature (scientific, professional, fiction); participate in events where you can get high-level language products (lectures, seminars,

conferences, etc.); introduction of special academic disciplines into the normative curriculum of higher education institutions, as well as relevant topics for the postgraduate education course in advanced training of persons who already have a legal specialty.

At the same time, it is very important to develop and keep in an active state the culture-linguistic consciousness, since the postmodern discourse of fiction books, films and even the speech of clients (often spontaneously and even asocial) penetrates the multi-channel into the consciousness of a lawyer even with the well-trained culture of speech competencies.

Of course, there are many ways to improve the culture of professional speech of a lawyer, but the result depends on daily hard work on yourself, a consciously responsible attitude to their professional speech activities, which has social significance. In this regard, the well-known linguist Ponomariv (1999, p. 10) rightly remarks: "Those who are just beginning to speak more and more actively in Ukrainian should be shown leniency and forgiven their language flaws. However, some people have no right to make mistakes,... because their word should be a model for other citizens of Ukraine ". Of course, legal professionals who represent the interests of the state and, in fact, the state itself, must be speakers of the exemplary language as an indicator of exemplary professional culture.

5. Conclusions

Thus, the study suggests that improving speech training in the context of postmodern information flows today is becoming a priority in reforming the personnel policy of the legal field, and speech culture as an element of the model of the modern standard of professionalism constantly interacts with the mass culture full of postmodernism. and information entropy. Studying the features of the concepts "speech culture", "professional speech culture", "lawyer's professional speech culture", "postmodern culture", "the postmodern discourse" allows us to conclude that they are interconnected, interdependent and interdependent. Among the features that are characteristic of the lawyer's speech culture, the leading place is occupied by normativeness, as the violation of language norms not only hinders communication but also causes negative consequences of a legal nature. Possession of thorough theoretical knowledge of literary language gives grounds to effectively implement professional speech activities. Considering the key problems of speech, it is established that the main causes of linguistic errors in the speech act are lack of relevant knowledge of the language (language ignorance), as well as the

sociolinguistic process of interference due to postmodern tendency of normativeness, which is considered normal in the consumer society. After analyzing the typology of language norms (accentuation, spelling, lexical, grammatical) and the facts of their violation in the speech of a specialist, appropriate ways to increase the level of speech culture of a lawyer's professional activity are proposed, focused primarily on mastering the rules of literary language. Analysis of the basic features of the postmodern discourse revealed that some of them (intertextuality, cross-culturality, citations, mass, equality of the discourse participants, collectivity, mixing of genres, subjectivity) can be constructively used in the construction of the modern legal discourse.

Acknowledgement

The authors developed the material and wrote the article on an even basis. In particular, such authors as Natala, STRATULAT, Olesia, MARTINA were more involved in the subsection of the article "Speech Culture in the Light of the Postmodern Legal Discourse"; Nataliia, TRETIAK, Mariana, HORDIICHUK - in the subsection "The Problem of Mastery of Language Norms by Lawyers"; Evelina, BOIEVA, Iryna, SHVETSOVA - in the subsection "Ways to Improve the Culture of Professional Speech." All the authors worked on abstract, introduction, conclusions and references together.

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