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## **INTRODUCTION OF A NEW SPELLING IN THE FIELD OF EDUCATION AND CULTURE**

The article declares that the main characteristics of language norms, as we know, are systemic, historical and social conditionality, and stability. In the end, this last feature does not contradict the property of the language norm to change, which we were convinced of when considering the main innovations in the new edition of the Ukrainian orthography. If in orthoepy, grammar there is mostly an orientation to a pattern, a model, then in the lexical system the realization of the norm is also subordinated to the content, which depends in each case on the context. It should be noted that language norms are sometimes changed by the needs of society in the codification of writings because of new approaches.

With the rise of independent Ukraine, the change in the status of the Ukrainian language, new conditions for its functioning and development, and the liberation from ideological dictates of institutions designed to study it and take care of speech culture, the question of revising the Ukrainian language codified in the Soviet period naturally arose. Concerning many changes legalized in the modern Ukrainian language, the way out can be seen, obviously, in the temporary parallel use of traditions with the prospect of choosing a single norm after testing the options in scientific circulation.

Indicators of correctness and accuracy of speech are a significant amount of active vocabulary, a variety of lexical and grammatical forms and constructions, conciseness, purity, communicative expediency, the richness of language, and more. One of the main manifestations of normative violations is the presence of interference errors as a consequence of the bilingual situation in the Ukrainian lands. A special role in improving the speech culture of students of philology is played by language norms, which are enshrined in practice and summarized by regulations, becoming an important factor in the training of future professionals.

In our opinion, the most effective methods of improving the speech culture of future vocabulary specialists with the introduction of new rules submitted to the Ukrainian Spelling 2019 are the use of interactive forms and teaching methods: the use of modular learning technology that promotes self-development and self-improvement of students; supply of the theoretical part by enlarged blocks; introduction of simulation role and business games into the educational process, modeling of situations that provide a high level of knowledge acquisition and formation of stable language and speech skills and habits.

The self-conscious process of developing linguistic-communicative professional competence of an individual during the educational process should take place on thorough linguistic positions: having a rather vague idea of the essence of human language and Ukrainian studies as a branch of specific linguistics, not fully acquainted with the real language situation in Ukraine. with the main trends in the development of language as a means of communication, future professionals will not be able to explain the reasons for violations of the Ukrainian language in their and students' speech, navigate in many linguistic information sources, assert their position as a citizen and as a teacher in the ambiguous process of state status. in general and in the education system in particular. To some extent, this also applies to language norms, hesitations about which version of the Ukrainian spelling to use, or to follow the regulated rules, or to use a new spelling system with its innovative materials in its speech.

The introduction of the basic rules of the new Ukrainian spelling will contribute to the formation of the highest level of speech culture of students of philological faculties. Such a technique will be effective if the content of knowledge of language and linguistics, in general, is subject to correction and improvement of oral and written skills, the amount of theoretical material will be represented in parts, and practical tasks and exercises will be correlated with all types of language and speech activities.

In the current discussions surrounding the problems of the functioning of the Ukrainian language, disputes over the new version of the spelling occupy a prominent place. And this is not an occasional phenomenon, because the importance of a stable language norm for spiritual culture is invaluable. After all, it provides clarity of the rules of literary language, contributes to the establishment of literacy of the population. Spelling is an important component of ethnocultural and an integral attribute of it, so the Soviet authorities banned Ukrainian spelling and directly interfered in spelling. A single spelling system consolidates folk culture, nation. Inconsistent loosening of spelling rules leads to destabilization of literary language in general, disorients ethnic speakers, reduces the language competence of the people, causes elements of chaos in dictionaries, which must be accurately and logically maintained spelling system. The state language must have a unified and only correct spelling code, which must be followed by all citizens. The presence of several spelling options, and even more so - different spelling systems are not practiced, in general, even in the most democratic countries.

In the context of all the above, we can say that the current version of the Ukrainian orthography in 2019 is an attempt to clean the Ukrainian spelling from the artificially imposed in 1933 prescriptions. There is no complete correspondence between language and its graphic transmission. The most perfect spelling rules do not always fully reflect the specific features of the language - all the variety of sounds, intonation, and so on. Also, spelling rules and the whole system of rules governing how language is transmitted in writing appear as an act of basically a single simultaneous action — the fact that spelling rules or spelling of a language are established at a certain time. The language does not always remain the same, it is constantly changing depending on changes in the lives of the people - the creator and native speaker.