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**Abstract:** *The article describes the librarian role as one of the main participants in the library-information process, his main professional and personal qualities, as well as issues of librarian speech culture and image.*

**Keywords:** *professional demand, professional quality, personal quality, professional description, librarianship, speech culture, micro environment, macro environment, image.*

### **Introduction**

Library and information activities require an active participant in the ongoing socio-economic, cultural and spiritual reforms in our country, an educated specialist with deep theoretical knowledge related to the promotion of national ideas and the education of the perfect man. Training of mature professionals working in library and information institutions "... to expand information and library activities, reader services, replenishment and storage of funds, automation of library processes, research and organizational and methodological activities, training, retraining and promotion, international cooperation allows for a serious impact." (3)

The peculiarity of the library-information service is determined by the fact that the two objects of interaction - the user and the printed product, are closely related to the information. Its function is, on the one hand, to provide users with printed products and information, to form a culture of reading, and, on the other hand, to study, analyze and recommend sources of publications and information.

The content of the library and information service depends on the specialization of the persons working in this field and is determined by the duties of the position.

Due to the complex nature of the activities associated with the provision of library and information services, there are certain professional requirements for the librarian.

On the one hand, the librarian is a document-his professional profile, which is determined by the content and forms of work, tasks, on the other hand, the content of the necessary knowledge, skills and qualifications, training.

Library and information activities include technological and ideological, mental and physical, creative and service areas. The technological part of this activity is carried out according to certain allotted time norms, but it is practically impossible to fit the creative and educational part into time norms.

### **Main part**

In order to fulfill the responsibilities assigned to him in the process of providing library and information services to users, the librarian must have the knowledge, skills and abilities appropriate to the size of the university or college program.

In the process of providing library and information services to users, the librarian must know:

- recommend the best literature on the basis of a separate approach, based on the interests and needs of each user;
- to have in-depth knowledge of printed publications, to be able to analyze sources on the basis of comparison, to be able to hold various public events;
- In-depth study of the library fund and catalogs, the ability to quickly find sources on the basis of bibliographic search, to determine the most suitable among the many information flows and printed publications;
- organization of various exhibitions, the ability to use different methods of rapid information delivery, the organization of bibliographic reviews;
- formation of a culture of reading and information culture by influencing users through their knowledge, experience, skills and abilities;

Also the librarian:

- methods of data collection, selection and analysis, transmission, use of bibliographic data;

-study of users, methods of working with them in public and individually;  
- to be fully aware of the methodology of research in the field of library and information services, bibliography, reading culture, information culture, etc.

To work with users of different ages, genders, levels of education, and worldviews, the librarian is also required to have an intelligence, conversation, discussion skills, and a culture of communication and communication.

The high level of work with users depends on the business environment, the librarian's business acumen, entrepreneurship, creative approach to work, the ability to find more rational ways of working.

The positive socio-psychological environment created in the library strengthens the unity and organization of the community, inspires to work towards a common goal.

In order to raise the level of work with users to the level of today's requirements, the librarian is required to have the following qualities:

*Quality of thinking:* quick mobility based on the ability to draw conclusions from diverse, conflicting information, close to objectivity, the ability to understand the essence of the problem, critical analysis of events, the ability to obtain the necessary information from the data flow.

*Attention quality:* the ability to move quickly from one type of activity to another.

*Willpower:* the ability to force oneself into any necessary work.

*Communicative quality:* the ability to express opinions freely and clearly to their colleagues and users, to have a businesslike spirit, the ability to approach each user individually, taking into account their unique characteristics.

Hence, the qualities of the library profession are a complex set of circumstances that determine the level of knowledge, skills and competencies, efficiency of activities.

The librarian's professional profile consists of a set of professional and personal qualities, the tasks to be performed, the satisfaction of requirements, interests and needs according to the category of users of library and information services.

Many researchers emphasize that in addition to the qualities listed above, there is a need for responsibility, creativity, organization, knowledge of modern library and information technologies, pedagogy and psychology, flexibility, computer literacy, self-improvement.

Since the beginning of the XXI century, many foreign countries have introduced new specialties and specialties in librarianship, such as library and information manager, bibliographer-analyst, librarian-technologist, bibliotherapist, information broker, database consultant, specialists with disabilities.

Today, in addition to the necessary knowledge, a modern librarian must have a high level of pedagogical and psychological, electronic technologies, methods of engaging all segments of the population in reading.

In addition, the librarian should be well aware of the interests and needs of the population living in a particular area, especially people with disabilities (the disabled, the unemployed, the blind, etc.).

The librarian should have knowledge of general and youth psychology, conflictology and be able to apply it in practice, be able to work with electronic information and be well versed in the forms and methods of recommending it to users.

Only with a deep understanding of the culture of reading and information can a librarian contribute to the development of a culture of reading and information in society by communicating his knowledge, skills and competencies to users. The librarian must have a culture of speech and public speaking skills. Because he is in constant communication with his colleagues and users, it is important that the speech is concise, meaningful, melodious, with a certain rhythm, intonation and diction, tempo, pleasant sound timbre frequency. The tone of the speech, the pause in speech, the adherence to logical emphasis increase its effectiveness.

According to experts, the librarian should pay attention to the following in order to master the culture of speech:

**First**, think with the mind.

**The second** is to focus on the problem that is relevant to the user, based on a quick understanding of what the user wants, rather than what he or she wants.

**Third**, more interest in what the user wants to achieve.

**Fourth**, express the opinion logically.

**Fifth**, if someone has spoken before him, first of all learn to quickly take the audience out of the impression left by that speaker.

**Sixth**, it is important to identify in advance the points of interest of the ideas being presented, to make the ideas

understandable to users, and to ensure that they are supported by them.

The librarian's speech is the appearance of the text formed by him, and it must be imbued with both spirit and subtlety. It is important that the point being made in the speech is fully understood by the users and has a certain impact on them.

Accordingly, certain requirements are placed on the librarian's speech. These requirements are that the speech be logically clear, effective, purposeful. It should be noted that the speech takes place under certain conditions. Factors such as location, time, topic, and purpose of the communication process are also important. Thus, when we talk about the communicative quality of speech, we need to consider the following:

The accuracy of the speech ensures that the librarian interacts with the user quickly and easily, first and foremost.

*The correctness* of speech is related to the strict and precise adherence to the norms of literary language adopted at a given time as a necessary and first condition of speech culture, the acquisition of its pronunciation, diction and grammatical norms.

So, the correctness of speech is, first of all, its conformity to the norms of literary language.

*The accuracy of a librarian's speech* depends on the unity of language and thinking that serves its formation, and can also be determined on the basis of the relationship of "speech and reality", "speech and thinking".

*Clarity* is the absolute correspondence and conformity of the word itself to the reality it expresses.

Clarity depends on the situation in the style of speech. For example, in the scientific style, the term and its expression are paramount, while in the artistic style of speech, words and phrases must not only perform an artistic aesthetic function, but also correspond to the purpose and idea of the author.

The logic of a librarian's speech is closely related to its basic qualities of accuracy and precision. Because it is natural that both grammatically incorrectly structured speech and a word that is unsuccessfully chosen to express an idea can lead to a distortion of logic.

The effectiveness of a librarian's speech refers to the oral speech process and its ability to capture the attention and interest of users.

Mastering the art of persuading users in a language they understand, studying the topic well, having a clear plan for narrating it, and being sincere and respectful are also factors that increase sensitivity.

That is why every librarian is required to work, research and practice on a regular basis.

Library information service is carried out through lectures, conversations, various presentations among users. It takes a great deal of skill on the part of the librarian to be able to convince users of the extent to which they can influence, focus on, and persuade. Because every speech, speech, conversation has a unique effect on users only when it is convincing, understandable, bright, effective, logical and clear.

Well-known speakers have paid special attention to the following in order to increase the effectiveness of their speeches:

1. In-depth study and mastery of the issue or topic on which it is based.
2. To have their own worldview, words and deeds, scientific substantiation of ideas.
3. To be able to establish close and sincere communication with the audience during lectures and conversations.
4. Take a responsible approach to fully disclosing the content of each topic.

Today, every library has a variety of tools and ways to attract the attention of the audience, to engage users, to influence their minds: face and hand movements, various screen and stage tools, visual aids, pictures, technical tools, and even a simple board, which is the most traditional method, can also help. However, the effectiveness of speech, the impact on the psyche of users depends primarily on the skill of the librarian to use the richness of language, the beauty of speech. Because speech is made up of sounds, words, sentences.

So the librarian should always pay attention to the most important characters needed for his speech. The most important features of oral and written, journalistic or artistic, socio-political or other speech are grammatical accuracy, logical validity, and so on. These ensure the intelligibility and validity of the speech. The artistic means of expression of language are also the most important characters for speech, providing sensitivity.

Grammatical correctness, logical reasoning automatically increases the level of exposure to users by increasing the reliability of the librarian's speech.

Speech culture skills are related to upbringing, general level of culture, certain personal qualities of a person.

Nevertheless, this process is formed in the process of professional experience accumulated knowing the basic

rules of speech culture. In-depth knowledge of these rules allows the librarian to present his speech in a much more convenient form, both in terms of effective perception of users, as well as in terms of their positive assessment of the professional qualities of the librarian.

The basic rules of speech culture are universal and include:

- 1) development of speech culture skills;
- 2) direct preparation for the speech;
- 3) Behavior during speech.

Building speech culture skills involves using the following techniques in the overall preparation process to meet users:

- ✓ speaking on a specific topic in front of imaginary users.
- ✓ clarify the definition of certain terms and concepts used in professional activities.
- ✓ use of visual aids and computer equipment from audio or video recordings in their speeches.

Direct preparation for speaking is an important step in building speech culture skills.

Often this is overlooked due to lack of time in the library or overconfidence in one's own power. It is important to remember that often conclusions are drawn based on a librarian's knowledge, experience, qualifications, worldview, culture, and other personal qualities. This, in turn, serves as a means of self-expression.

In general, depending on the topic, duration and availability of the speech, it can be corrected and supplemented with specific content:

- introduction, the core meaning of speech.
- a brief history of the problem under consideration.
- trends in the development of the problem.
- experience in problem solving.
- suggestions for solving the problem.
- conclusion.

When preparing for a talk, the librarian should keep in mind that oral speech is different from written text.

This situation creates additional problems in the interaction with users if the speaker uses ready-made text. At the same time, oral speech has a number of advantages over written text. These include:

- change the tone of speech.
- highlight key points, drawing the audience's attention to certain areas of the speech.
- use methodological forms (rhetorical questions, forms of dialogue, etc.) to increase the expressiveness of speech.

When speaking in a user audience, the librarian's behavior should not interfere with the overall perception of the information. The tone of the speaker should be natural, conform to the rules of speech and the content of the users. The term "image" means "form" when translated from English. With the help of image, it is determined how a person should be in this or that profession in the society. The image of the librarian is determined within the framework of the library image in terms of the fact that he performed the tasks related to the library activities.

The main task of a librarian's image is to create the image of a sincere and kind adviser in the minds of users through his or her behavior, speech, appearance, spiritual world and professional maturity, communication.

In general, the image of the librarian is the manifestation of its internal and external features in the process of library and information services. The image is formed by the following means:

1. Position-seeking to improve oneself by comparing oneself with others.
2. Manipulation is a skillfully performed technical action by hand, which is to control the process of perception and actions of another person, to absorb into the object (individual, group) the information that is necessary for this period, to emphasize it.
3. Verbalization is a beautiful expression of experiences, feelings, thoughts as one of the means of creating a holistic image.
4. Detail is a factor that helps to recall the details of the situation, the main aspects of the human image, which are well preserved in the memory of any accessory, clothing, hair or the entire head of a person.

### Conclusion

According to experts, 80% of a person's image consists of appearance, gestures, actions, and 20% of speech. However, it is important to keep in mind that the word has the potential to cover the remaining 80 percent as well. Hence, the ability to organize communication has a special place in the image of the librarian.

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