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## **DEVELOPING SPEECH CULTURE IN PRESCHOOL CHILDREN THROUGH FAIRY TALES**

In today's world, speech culture is an important component of a child's successful development. In the preschool age, a child is in the process of forming its speech culture, so special attention should be paid to proper language use and the development of linguistic skills. One of the effective means of forming speech culture is the use of fairy tales.

Fairy tales are an important tool for educating and teaching children. They contribute to the development of imagination, fantasy, thinking, emotional sphere, moral and ethical values.

A range of issues related to determining the content of work, tasks, forms, methods, and techniques for familiarizing preschool children with fairy tales have been discussed in the works of A. Bogush, O. Bondarchuk, O. Dubynska, N. Havrysh, N. Karpinska, O. Voznyuk et al. Analyzing the works of these scholars, key directions for working with fairy tales for preschool children can be identified [1-2; 7].

Firstly, it is important to determine the content of the fairy tale, which should correspond to the age characteristics of the children and be easily perceived by them. The fairy tale should be rich in various emotions and evoke interest in further reading.

Secondly, the form and methods of working with the fairy tale should enable a child to participate in the process of its perception and understanding. Such methods may include the use of role-playing games, illustrations, audio recordings, and videos.

Thirdly, it is important to provide active interaction with the fairy tale content after reading, which promotes knowledge retention and skill development in children [7]. Such activities can include creating illustrations for the fairy tale, writing their own versions of the continuation or changing the plot, discussing the moral and philosophical content [3].

Fairy tales provide children with the opportunity to learn language, become familiar with its structure and relationships, and enrich their vocabulary. Additionally, they teach children proper word usage, formulation of thoughts, and expressions.

Fairy tales also help children develop the ability to listen and perceive information attentively. They teach children to communicate, express their thoughts and feelings, and develop communication and socialization skills. They may have different moral and ethical messages, allowing children to understand which actions and behavioral models are acceptable and which are not. Moral and ethical messages in fairy tales can have different shades, from positive and morally-ethically correct to negative and undesirable [4].

Fairy tales can teach children such values as honesty, fairness, friendship, loyalty, cooperation, and respect for elders. Additionally, fairy tales can teach children important skills such as patience, bravery, self-control, and determination.

The perception of a fairy tale has a significant impact on the emotional development of children. The process of child's familiarizing with a fairy tale creates real psychological conditions for the formation of a child's social adaptation. Fairy tales promote the development of interpersonal relationships, social skills and behavior, as well as the moral qualities of a child's personality that determine its inner world. At the same time, fairy tales remain one of the most accessible means of a child's development.

Using fairy tales as a tool for the development of a preschooler's personality, we identify the following objectives:

1. Developing the ability to reflect the appearance of various fairy tale characters.
2. Mastering the ability to evaluate the individual characteristics of fairy tale characters through analysis of their actions and deeds.
3. Adopting socially approved forms of behavior through the reproduction of figurative and role-playing fairy tale situations [5].

If younger children can share their impressions of what they have heard and seen without the help of a teacher, then older preschoolers independently analyze the actions of the characters, comparing their behavior with moral standards.

In the process of using the principle of activity development, dramatization of individual fairy tale plots and productive methods (drawing, molding, applique on fairy tale themes, listening to music works precisely selected for fairy tale plots, which allows children to discover fairy tales and their characters) are used as the main methods. Initiating creativity in expressing bright emotional characteristics stimulates the ability to independently create artistic images. Various forms of work with fairy tales (including gaming technologies) allow forming an interest in literary art and developing personal qualities of the child [6].

**Conclusions.** Therefore, fairy tales are a powerful tool for developing children's language skills, enriching their vocabulary, and forming correct grammar. In addition, fairy tales are an excellent means of developing children's imagination, fantasy, and creative thinking. While working with fairy tales, children learn to analyze, compare, find different options for the development of the plot, and express their own thoughts. Working with fairy tales helps children develop social skills such as cooperation, empathy, respect for others, and also forms a positive attitude towards cultural and historical traditions of the people.

So, the use of fairy tales in working with children is an important element of language [7], thinking, and social skills development. Fairy tales provide children with the opportunity to learn, explore the world, and shape their own personality through unforgettable adventures and emotions they experience together with the heroes of the fairy tales.

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