



**JOURNAL OF ADVANCED
SCIENTIFIC RESEARCH**

ISSN: 0976-9595

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RHETORIC AS A SCIENCE OF EFFECTIVE PUBLIC SPEECH

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Abstract: This article pays special attention to the problem of persuasive communication and public speech, i.e. rhetoric, both in theoretical and practical terms, designed to teach modern student youth effective communication, the ability to contact the audience, the public.

Keywords: scientific research, rhetoric, skill, communication technique, art, educational process, university, revival, science, eloquence, effective speech, orator

At present, educational institutions are facing big promising tasks, which, undoubtedly, will be solved by young people. One of these tasks is the study of languages, including Russian. The expansion, complexity and improvement of the technique of communication of young people in Russian lead to the need to find new pedagogical solutions to the problem of persuasive communication and public speech, i.e. rhetoric in theoretical and practical terms. In this regard, under the rhetoric in the future, along with A.K. Michalska, we will “understand the theory and practical mastery of expedient, influencing, harmonizing speech”

It is known that in the practice of modern education, rhetoric is often associated with the culture of speech.

In this regard, correct and convincing, in our opinion, is the judgment of I.A. Sternin, who notes: "If the speaker's speech can be characterized as having the listed communicative qualities, then it can be said with a high degree of certainty that it will be effective".

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However, we should not forget that in different historical periods and in different cultures, the rhetorical ideal of the era, the subject of rhetoric, and its relation to art were differently evaluated.

It should be noted that during the formation of the theoretical foundations of rhetoric, its constituent parts were finally determined, such as finding material for speech, the location of the found material, verbal expression, memorization, speech delivery, which are interdependent and interconnected, i.e. to some extent they are one. Depending on the speech intentions of the speaker, different types of discourse are formed.

The peculiarity of rhetoric lies in the fact that it is based both on the system of a particular language and on what is oriented to the needs of a linguistic personality and society. Indeed, rhetoric cannot develop in the form of a canon or strict rules that are the same for everyone and always. It is closely related to related disciplines such as stylistics, poetics, hermeneutics (the science of text understanding), the culture of speech, which have their own subject, goals and objectives of the study, but at the same time form a synthesis with classical rhetoric. Rhetoric cannot do without psychology, pedagogy, ethics, the content of which is adjusted by national characteristics, mentality, which determines the value orientations of people of different nationalities. In this regard, it becomes clear that it is forced to change all the time when not only its terminological apparatus is being improved, but also the list of practical recommendations designed to teach modern student youth effective communication and the ability to contact the audience. In this regard, we consider it important to offer practical recommendations to the future speaker, which he can use in the process of preparing a speech in front of a large audience:

- 1) it is not recommended to apologize at the end of the speech;
- 2) it is impossible to remember anything additionally after summing up the results or conclusions;
- 3) attention should be paid to the tempo and timbre of the voice in order to avoid monotony and achieve dynamic intro;

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4) it is important to treat the person you are addressing with respect, avoiding harsh criticism and inappropriate expressions;

5) address the listeners as equal participants, partners, using the following expressions: as you know, I would like to remind you, you are well aware, I am sure that you have already heard about this, etc.

6) do not abruptly cut off speech and make long pauses;

7) speak more often, looking at the listeners, i.e. establish "absentee contact, dialogue", and not read a prepared speech;

8) try to avoid formulaic, stamped speech;

9) it is important that your performance makes you think, arouses pleasure in the listener;

10) use paths correctly and appropriately, which will enhance the expressiveness of speech, increase the power of its impact on the addressee, express thoughts more accurately and emotionally, etc.

All this confirms the opinion of modern researchers that "the skill of a speaker is made up of the logical, linguistic, psychological, pedagogical, ethical culture of the speaker and the technique of his speech."

Today, "rhetoric, as the researchers note, has begun to include, as an obligatory component, the approval and dissemination of the literary norm, the struggle for the culture of speech. Knowledge of the rules, norms of communication and speech behavior is necessary and useful for everyone, and especially for people of those professions that are directly related to the "mass audience", the public. These are teachers, and doctors, and lawyers, and service workers, and businessmen, etc. This means that the solution to this problem partly depends on the revival of the science of rhetoric in the educational process of universities."

At the same time, modern rhetoric at a university, in terms of its content, the methods of speech creation used, should take into account new educational realities, as well as the results of scientific research not only in rhetorical art, but also in related fields of knowledge, especially in cultural studies (literary criticism, psychology,

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etc.), in which the content, structure and methods of training and education in the aggregate would reflect the processes taking place at the level of not only national, but also world culture as a whole.

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