



BASIC CONCEPTS OF RHETORIC AS THE SCIENCE OF EFFECTIVE SPEECH

Usmonova Nilufar Adkhamovna¹

¹*A Teacher of the Russian Language Methodology Department, Philology Faculty, Ferghana State University, Uzbekistan, Ferghana city*

ABSTRACT

The article under discussion depicts basic concepts of rhetoric as the science of effective speech. As the author of the article considers rhetoric does not belong to any epoch or concept, but is a universal phenomenon of culture. Rhetoric teaches culture, communication, creativity and dialogue. Today, rhetoric as a theory and practice of thought-speech activity, being in demand and returned to the educational system, is primarily aimed at the formation of a value-oriented attitude toward the word.

KEY WORDS: *Rhetoric, culture, communication, creativity, dialogue, the modern period, Aristotelian rhetoric, public, official, scientific, audience, construction of the text.*

DISCUSSION

Rhetoric is the science of the Classical Antiquity, the cradle of humanistic knowledge; it was the foundation of poetics, literary theory, and stylistics, and has undergone a rapid development in the modern period. Classical rhetoric defined the rules of representation, thought formulation, construction of the text, and delivery of speeches in front of the audience (Aristotle, Cicero, M.V. Lomonosov, etc.).

Modern rhetoric is the successor of the ancient Aristotelian rhetoric. Its primary goal is to find the best means of persuasion, has additional goals. These include the search of the best variants of mutually constructive dialogue, ways to arrange and preserve the contact between the speaker and the audience; the study of the structure of communications and of texts of particular genres which are oriented to a concrete speech situation; questions connected with the rhetoric of radio, TV, advertising; the language taste of different spheres of activity; the trends appearing in the process of mass usage of various media. Rhetoric has expanded its sphere of influence, encompassing diverse areas of communication: from public, official, scientific and business to everyday life, both oral and written [1].

Modern rhetoric, reflecting the most urgent problem of constructive communication, is a new philosophy of speech communication, which aims to study the theory of building a communicatively

adequate text (depending on the target setting), which actually exists as a genre, and to form on this basis the speech mastery at each stage of classical canon (invention, arrangement, expression, memorization and pronunciation of public speech).

The French say, "silence is more distant than distance". A person who is not able to keep up a conversation, to participate in it, feels superfluous in society, and therefore tends to loneliness. The need to share one's thoughts and feelings, to hear someone else's opinion and to know the thoughts and feelings of others is inherent to him - as it is to all human beings. This need, left unfulfilled, creates mental discomfort, generates various complexes: a sense of inferiority, fear of people. And as a consequence, there are difficulties in all spheres of life - both in everyday life and in professional activities. Such people usually lead an isolated way of life, they do not have friends, it is difficult for them to create a family. In their career they are also bypassed by "sociable" and "talkative" - communicative colleagues. And in any work team, the most favorable impression is formed of those employees who can intelligently, interestingly express their opinion on professional issues (not to be confused with talkative people who like to put in a word here and there), explain and defend their opinion, convince them of their rightness.

Rhetorical (oratorical) skill is not only the ability to speak beautifully, it demonstrates different



aspects of a person's personality, his cultural and intellectual level, readiness to communicate, etc. Thus, for example, Marcus Tullius Cicero said, "eloquence is something that is even more difficult than it appears, and is born of so much knowledge and endeavor. In his treatise *On the Orator* (55 B.C.) on eloquence, Cicero wrote: "I have repeatedly looked out for people who are extraordinary and gifted with extraordinary abilities, and this led me to this question: why among all the sciences and arts has eloquence produced the least remarkable representatives? The history of Rome produced many great generals, politicians, philosophers, mathematicians, poets. But good orators have been scarce for a very long time, and there is hardly one in every generation". Cicero goes on to explain: "Was it not because little attention was paid to the science of eloquence? Not at all. Surely nothing has ever been studied in our country more arduously than eloquence. There was hardly a single ambitious young man who would not have tried to learn the art of oratory. It promised rewards, popularity, influence, and respect. Considering all these circumstances, are we not justified in wondering why, in all the history of the generations of these nations, we find so few orators?" [2]. The answer to this question probably lies in the difficulty of the subject of "Rhetoric," the task of which is to teach the skillful mastery of the word in speech, i.e., the art of eloquence.

This revival of rhetoric has begun in the mid-20th century in the West and in the East (Japan), where the theory of information, which requires generalized theory and logic of humanitarian knowledge, has been developing rapidly.

Modern times are marked by capitalization of society and the struggle of the masses for its democratization. These factors contribute to the revival of political and judicial redoubt. Political speech evolved primarily in the process of parliamentary debates. The development of judicial eloquence was conditioned by the processes of democratization of bourgeois society, which are objectively impossible without the formation of a legal basis.

Sociologists determined that modern man spends in oral communication more than 65 % of his working time. According to scientific data, it takes the average citizen of the Earth 2.5 years to hold a conversation. This means that *homo sapiens*, the intelligent human being, was and still is *homo eloquens* - a person who speaks. In many situations, a person speaks not only to inform his or her interlocutor, but also to influence him or her: to persuade, to dissuade, to disprove, to bring joy. Do we need rhetorical knowledge so that a speaker's speech will not leave the listener indifferent, but will call to agreement or action, change lifestyles, worldviews, etc. It is clear that the mastery of

rhetorical theory and the art of eloquence must be the goal of every orator.

Modern rhetoric, as a successor of ancient Aristotelian rhetoric - the objective of which is to find the best means of persuasion - has additional tasks: to find the best variants of mutually constructive dialogue, ways to establish and keep contact between a speaker and a listener; to study the structure of communication and texts of particular genres, oriented on a concrete speech situation; to study issues connected with radio, TV, advertising rhetoric, the linguistic tastes of different spheres, the trends which appeared in the mass media. As we can see, rhetoric has expanded its sphere of influence, covering various spheres of communication - from public, official, scientific and business to everyday life, both oral and written.

The definition of rhetoric, given in explanatory dictionaries as the science and art of eloquence, persuasion by word, cannot be unequivocally accepted today, since, according to contemporary scholars: "Rhetoric teaches the culture of speech and the creation of a reasonable statement" (A. A. Volkov); "Rhetoric is the science of effective communication" (T. A. Ladyzhenskaya); "Rhetoric is a theory and skill of expedient, affecting, harmonizing speech" (A.K. Mikhalskaya); "Rhetoric is not a scholastic science and not a dead art. Rhetoric is a living creative act, and comes into being at the moment when a person feels the need to express what he/she is thinking and feeling, to share it with other people, and to convince them of its rightness. Creativity which aims at making a part of our experience and consciousness become the experience and consciousness of another. In the same way, real poetry is never born of epithets, metaphors and comparisons. Living rhetoric is born out of the need to communicate with other people" (V. F. Rusetsky) [4].

Based on our definitions of rhetoric as a philological science, we can state that modern rhetoric is the theory of speechmaking and the practice of creating an appropriate, influential and effective statement, actually existing in the form of a genre.

The subjects of modern rhetoric include:

- 1) General rhetoric with its main sections: the rhetorical canon (speech system of special laws and rules), oratory (theory and practice of public speaking), the skill of argument (theory and art of argumentation), the art of conversation (speech behavior of a person in a conversation), strategy and tactics of communication;
- 2) Private rhetoric (speech laws of spheres of professional activity: rhetoric of court, academic, political, church-theological, social and everyday life, etc.).

The foundation of rhetorical education at the present stage consists in preserving the continuity of



classical and modern rhetoric, which is pedagogically and practically oriented, which aim is to provide an understanding of the primary elements of the process of speech communication and formation of abilities and skills necessary for creation of expression and effective communication in any speech situations.

In conclusion, rhetoric does not belong to any epoch or concept, but is a universal phenomenon of culture. Rhetoric teaches culture, communication, creativity, dialogue. Today, rhetoric as a theory and practice of thought-speech activity, being in demand and returned to the educational system, is primarily aimed at the formation of a value-oriented attitude toward the word.

REFERENCES

1. Bakhtin M.M. 1996. *Aesthetics of verbal creativity*. 2nd edition. Moscow. P.78
2. Cicero. 1994. *Aesthetics: Treatises. Speeches. Letters*. Moscow: Art. P.88
3. Plato. 1990. *Collected Works: In Four Volumes*. Moscow. Volume I. P.50
4. Vvedenskaya L.A., Pavlova L.G. 2005. *Rhetoric and Culture of Speech*. Rostov-on-Don: Phoenix. P.538.