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RHETORICAL PECULIARITIES OF PUBLIC SPEECH: THE PAST AND THE PRESENT

Annotation

This article is about the major concepts and features of rhetoric of public speeches, which bring new forms of communication in a public discourse. Demonstrated elements of rhetoric have been changing for a long time and play an important role in creative, search, and critical thinking. Nowadays, linguistic features of rhetoric is developing on new model to which dialogical, communicative aspects which main advantage is the usage of the stylistic expression means allowing to create special communication with the audience.

Keywords: *rhetoric, oratory, linguistics, modern rhetoric, expressive means, public speaking.*

1. Introduction.

Public speaking is the process of designing and delivering a message to an audience. Effective public speaking involves understanding the audience and speaking goals, choosing elements for the speech that will engage the audience with the topic, and delivering the message skillfully [1]. Good public speakers understand that they must plan, organize, and revise their material in order to develop an effective speech.

Public speaking can be defined as the production of monologue spoken discourse designed for a wider or narrower public.

Humans' ability to communicate using formalized systems of language sets us apart from other living creatures on the Earth. Whether these language conventions make us superior to other creatures is debatable, but there is no question that overall, the most successful and most powerful people over the centuries have mastered the ability to communicate effectively. In fact, the skill of speaking is so important that it has been formally taught for thousands of years. The art of public speaking was practiced long before the Greeks wrote about it in their treatises more than 2500 years

ago. For Greek men, it was a way of life, a way of being. We attribute today's field of communication to the ancient Greeks because they were the first to systematize the art of public speaking, which they called rhetoric. Public speaking brought us through the Middle Ages, experienced a rebirth because of the Renaissance, redefined to conquer and explain the known and unknown, interpreted to perform theatrics [2]. Finally, along this historical path from the ancient Greeks and Romans, the art of public speaking was finally reinvented to accommodate the electronic age of the XX and XXI centuries.

2. Materials and Methods.

In order to understand what contemporary public speaking is, first necessary to understand the genesis of public speaking. We begin with the Greeks and rhetoric.

Rhetoric, as defined by Aristotle, is the faculty of discovering in the particular case all the available means of persuasion [2]. For the Greeks, rhetoric, or the art of public speaking, was primarily a means to persuade. Greek society relied on oral expression, which also included the ability to inform and give speeches of praise, known then as epideictic speeches. With the improvement of democracy, in the year 630 BC, after the last tyrant of Attica, Ceylon seized the Acropolis, which was the seat of government in Athens, and established himself as the ruler of all Attica. Many of Ceylon's followers were killed, and the few that escaped death fled into the mountains. Thus, Athenian democracy was born. Pericles established the right for any Athenian citizen to propose or oppose a law during assembly. Pericles's achievements far exceeded. Because of the Pericles's efforts, Athens became the crossroads of the world – the center of western civilization – and with it came the necessity for public speaking [3]. Ian Harvey suggested that the technique of persuasion is the technique of persuading free people to a pattern of life; and persuasion is the only possible means of combining freedom and order [4]. That combination successfully achieved is the solution to the overriding problems of our time. Rhetoric public speaking and democracy are inextricable. As long as there is, rhetoric, and public speaking to deliver that message, there will exist democracy; and as long as there is democracy, there will exist rhetoric and public speaking.

Aristotle was the primary source of all later rhetorical theory [5]. Aristotle wrote that rhetoric is the faculty of discovering in the particular case all the available means of persuasion.

Aristotle identified what he considered artistic proofs, which must be supplied by the speaker's invention – the faculty of discovering that Aristotle used in his definition of rhetoric and these artistic means of persuasion are threefold:

- 1) Evincing through the speech a personal character that will win the confidence of the listener
- 2) Engaging the listener's emotions
- 3) Proving a truth, real or apparent, by argument. Aristotle concluded that the mastery of the art, then, called for the power of logical reasoning (logos), knowledge of character (ethos), and knowledge of the emotions (pathos) [6].

Basing on the study of the rhetoric, we know that the persuasion is the key point and the essential element in the process of public speaking. The concept consists of 3 main features: logic, emotions, credibility.

Logic or the appeal to logos means to convince an audience by use of logic or reason. To use logos, an author cites facts, statistics, certain authorities on a subject, and historical and literal analogies.

The emotional appeal to pathos means to persuade an audience by appealing to their emotions. Authors use pathos to invoke sympathy from an audience and to make the audience feel what the author wants them to feel [7]. A common use of pathos would be to draw pity from an audience. Another use of pathos would be to inspire anger from an audience, perhaps in order to prompt action.

Pathos can be developed by using meaningful language, emotional tone, emotion-evoking examples, stories of emotional events, and implied meanings.

The ethical appeal means to convince an audience of the author's credibility or character. An author would use ethos to show his audience that he is a credible source. Ethos is the Greek word for character. Ethos can be developed by choosing language that is appropriate for the audience and topic also including a proper level of vocabulary, making yourself sound fair or unbiased, introducing your expertise or pedigree, and using correct grammar and syntax [8]. Through the time, beginning with the masterpieces of oratory by Aristotle, Marcus Cicero, and Plato, through the middle ages including Renaissance with the representatives of humanism and rationalism, public speaking was developing for centuries and each period characterizes the speech from the position of the most important events. For instance, the humanists emphasized the world of human culture and language, believing in the power of the word not only because it gives those with a command of it special advantage in daily interactions, but because of its inherent capacity to disclose to the world of humans [9]. The Italian Humanists believed rhetoric, not philosophy, to be the primary discipline because it is through language that humans gain access to the world. The rationalist Ramus was the French scholar who studied rhetoric. He presented invention as a rhetorical procedure that must conform to the theory of logic. He successfully argued that rhetoric must be concerned with the canons of style and delivery only. Ramus' identification of rhetoric with style launched a denigration of invention that lasted for centuries [10]. Nowadays, we live in the period of modern rhetoric. This rhetoric characterizes with 3 main trends: epistemological, belletristic, and elocutionist [11]. Epistemology is the study of the origin, nature, methods, and limits of human knowledge. Epistemological thinkers, such as Bacon, sought to change classical approaches in terms of modern developments in psychology. The second direction rhetoric took in the modern period is known as the belles letter movement; the term, in French, literally means fine or beautiful letters. This is a departure from both the rationalists and elocutionists because this form of literature valued the aesthetic qualities of writing rather than any informative value it may have. The scope of what was considered to be rhetoric broadened to include all of the fine arts of the period, poetry, music, drama, gardening and architecture, along with oral discourse, writing and criticism [12]. The elocutionary movement, the third rhetorical trend of the modern period, reached its height in the XVIII century. Before the Elocutionary Movement, most scholars of rhetoric quickly assimilated the Latin elocution with the English word elocution [12].

3. Results and Discussion.

From Aristotle to Saint Augustine, we see that rhetoric served a threefold purpose: first, it was a tool designed to develop and cultivate one's mental faculties in order to be a good citizen who could serve the state well. Moreover, serving the state well meant having the ability to think well and to discover and develop sound arguments. Second, it gave a person the oratorical skills necessary to convince a decision-maker or decision-making body, which they should adhere to a particular argument. Eventually, new thoughts and trends distorted, altered, and at times, removed these conditions. The Greeks and Romans held one's character to the highest degree, and no man could be rhetorically successful if they did not possess this quality. Rhetoric brought us through the middle Ages and St. Augustine as a unifying figure [13]. The Renaissance gave us a rebirth of the Greek and Roman classical art of public speaking, a new breath for public discourse and education, and the emergence of humanist and rationalist thinkers. In addition, we have learned that the art of public speaking was, for a short time in the late XIX and early XX centuries, used as a means for entertainment. Today, persuasion has taken many forms, with rhetoric being just one of these forms [14]. We know that people will say and do most anything to get their way, whether that be in politics, sales, religion or advertising, and whether what they attempt to do is ethical or not.

Even though the basic principles have undergone modification as societies and cultures have changed, yet remained surprisingly uniform. The technology and the methods of this form of communication have traditionally been through oratory structure and rely on an audience [15]. However, new advances in technology have allowed for more sophisticated communication for speakers and public orators. The XXI century presents the new ways and new technologies in oratory and rhetoric, but is there a great importance in modern devices? The period of Martin Luther King

presents the absence of internet resources and online translation of his speech in Washington D.C. in 1963, however today long time after, his address is one of the most recognizable and popular.

The linguistics and the role of the language in any sphere of communication and especially in public speaking are enormous. Thus, it is axiomatic that linguistics plays an essential part in rhetoric because its main function in different communicative situations is to enable audience to form structurally stable social relationships. As it has been stated above, an essential area of the discourse is linguistic manipulation [16]. Therefore, discourse analysis, though primarily being a field of inquiry in linguistics, has become multidisciplinary in nature. As a result, one of the focuses in language for public speaking is on the linguistic text with varying degrees of sociocultural context taken into consideration.

According to Atkinson [16], linguistic manipulation is a distinctive feature of rhetoric, and it is based on the idea of persuading people, i.e. it persuades people to take actions or persuades them to support them. In modern societies, public speaking is mostly conducted through the mass media or addresses; therefore, it leads to new forms of linguistic manipulation. Thus, the language applied in discourse uses a broad range of rhetorical devices at the phonological, syntactic, lexical, semantic, pragmatic and textual levels. This is aimed at producing the type of the language that can be easily adopted by the mass media and memorized by the target audience. Further, the scholar claims that ability to understand linguistic features and to use them is characteristic of mature linguistic competence [17]. In view of this, no understanding of public speaking is complete without an adequate account of stylistic devices and expressive means, which explains the reasons why they underlie primarily linguistic utterances, produced by speakers of the English language and processed by listeners.

The present inquiry shows that the area of investigation is very broad: from the description of the linguistic approaches used for influencing an audience's thoughts and emotions to analyzing, the rhetorical devices applied to create a persuasive and manipulative speech. In view of the above stated, the authors of the paper have come to the following conclusions:

The linguistic manipulation can be considered as an influential instrument of rhetoric because the public speech is primarily focused on persuading people to take specified definite actions.

Language plays a significant ideological role because it is an instrument by means of which the manipulative intents of addressers become apparent. Language applied in the discourse uses a broad range of rhetorical devices at the phonological, syntactic, lexical, semantic, pragmatic, and textual levels.

In present time societies, speakers dominate in the mass media, which leads to creating new types of linguistic manipulation.

We live in time with constantly changing world. Due to the present international situation, special relevance is acquired by linguistics in public speaking. The linguistics of public speaking is closely connected with studying of relationship of language and society. By the language speakers influence on the broad masses. The word – the main tool of the speaker. According to Annushkin V. I.: “the one who speaks or expresses thoughts successfully, convincingly, fascinatingly wins” [18]. Public speech, as a rule, does not appeal to consciousness and reason of the person. On the contrary, often it is turned to the emotional sphere to which it is possible to carry not only experiences of the person and his reaction to external influence. In emotions, the beginning of many desires and motives of the person is covered. However, people unequally react to all influences that, in turn exerts impact on efficiency of the performance. In addition, here to the forefront there is a speech registration of performance. Careful selection of those elements, which could bring in it the corresponding emotional coloring, is necessary, make bright impression, cause a ready response, and induce to make a choice.

It is necessary to understanding thanks to what the language and speech means form the speech. Phonetic, lexical, and syntactic expressive means, and also quite frequency phenomenon as stylistic lexical devices and nonliterary means of the language belong to language levers.

Speakers attach great value to the choice of lexicon as the correct perception the sender's addressee depends on it. The choice of lexicon, in turn depends on a situation.

4. Conclusions.

In the analyzed material, the use of clichés and phraseological units is high frequency. It is considered that it is easy to remember them; the listener has a feeling of understanding. For instance the words carried by linguists to the sphere of sensory perception, for example believe, sense, "feel often occur in B. Obama's speeches. By means of similar, lexical means of policy position himself or herself as the person of belief who is sincerely convinced of the correctness and ideals. It is considered that he has borrowed this reception from Afro-American religious figures what in detail in the work Shustrova E.V. [19] speaks about.

The feature of public speaking and linguistics lies on the style and speech decoration. Style of the speech consists of 3 main components:

1. The choice of words
2. Optimum and attractive arrangement of words in figures of speech a figure of speech
3. Pronunciation (division of the speech into steps, pause, speech intoning) [20] It is necessary to add to it gesture as begins with the correct statement of a body the speaker – it is necessary to feel what the person tells all over, therefore everything is significant: and how the speaker costs, leaning on legs; and as gesticulates hands whether has eye contact with audience.

The linguistics defines public speech as the coherent text in total with extra linguistic – pragmatic, sociocultural, psychological factors; the text taken in event aspect; speech, considered as purposeful social action, as a component, participating in interaction of people and mechanisms of their consciousness. The public speech is the speech, shipped in life. According to Artynova E.O. [23] the public speaking –it is transfer of the contents put by the sender, to the addressee through the text in his linguistic embodiment and put in it certain strategy of submission of information.

Fast development of such means of communication, as satellite television, radio, mobile communication, videoconferences, and e-mail constantly creates new channels for use of language. No wonder, that language began to be learned more carefully not only in linguistics, but also in related disciplines. At the same time, journalists invent all new and new ways of use of language to reach the highest degree of expressiveness. In such cases, language stops being only a communication medium, and gets concrete value. Thus, now to language the general attention therefore the analysis of his use is submitted is riveted actual and necessary.

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РИТОРИКАЛЫҚ СӨЗСӨЙЛЕУНІҢ ЕРЕКШЕЛІКТЕРІ: ӨТКЕНІ МЕН БҮГІНІ

Мақалада негізгі ұғымдармен ерекшеліктері, риторика көпшілікалдында сөзсөйлеу, қосатын-жаңаны сандарықарым-қатынасқоғамдық дискурс қаралады. Бұл элементтер риторика өзгереді, уақытпен және маңыздыр өлшығармашылық, іздеу, сондай-ақсыниойлау. Лингвистикалық ерекшеліктері риторика 21 ғасырдыңда муда жаңа моделі бойынша, оныңтәндIALOGтық, коммуникативтіка спектілері, бастыартықшылығы болыптабыла тынпайдалану стилистикалық экспрессивных өрнектердіжа сауға мүмкіндік спикері ерекше аудитория мен байланысы.

Мақаланың мәнін ашатын сөздер: риторика, шешендікөнер, лингвистика, қазіргі заманғы риторика, экспрессиялық білдіру, көпшілік алдында сөйлеу.

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РИТОРИЧЕСКИЕ ОСОБЕННОСТИ ПУБЛИЧНОЙ РЕЧИ: ПРОШЛОЕ И НАСТОЯЩЕЕ

В статье рассматриваются основные понятия и особенности риторики публичных выступлений, которые вносят новые формы общения в общественный дискурс. Показано, что элементы риторики меняются со временем и играют важную роль в креативном, поисковом, а так же критическом мышлении. Лингвистические особенности риторики XXI века развиваются по новой модели, которой свойственны диалогические, коммуникативные аспекты, главным достоинством которых является использование стилистических экспрессивных выражений, позволяющих создать спикеру особую связь с аудиторией.

Ключевые слова: риторика, ораторское искусство, лингвистика, современная риторика, экспрессивные выражения, публичные выступления.