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Sh. T.Axmadjonova	Interpretation of the study of speech styles in uzbek linguistics.....	983
Sh. T.Axmadjonova	A study on the characteristics and types of public speaking in english.....	986
Sh. Sh.Dadabayeva	Expression of comparative relation in language.....	990
N.X.Alieva	Evolution of new phraseological units in the era of digitization.....	997
I.M.Jo'rayev	Jadid adabiyotida oila va jamiyat taqdiri masalasi.....	1001
O.Q.Xasanova	Til o'rganuvchilarning xatolarini to'g'rilashda o'yinlardan foydalanishning didaktik ahamiyati.....	1005
И.Ф.Порубай	Рассмотрение языка сферы автоспорта как профессионального языка.....	1010
D. Sh.Rasulova, N.R.Gafurova	Gender study of forms of references in english languages.....	1019
N.R.Gafurova, O'.I.Xomidova	Linguistic and cultural analysis of lexemes expressing tradition in english and uzbek languages.....	1023
I.M.Qo'chqarov	Methods of teaching english.....	1028
N.Z.Axmadjonov	Nemis tili biznes nutqiy aktida kechirim so'rashning semiotik xususiyatlari (Elektron xatlar misolida).....	1031
Z.M.Xalilova	Tilshunoslikda "Oila/Family" konseptining o'rganilishi.....	1036
G.R.Tashmatova	Роль интеграции предметного содержания и иностранного языка в формировании иноязычной коммуникативной компетенции студентов высших учебных заведений.....	1040
Sh.A.Nuraliyeva	Navoiyshunoslik taraqqiyotida Oybek ijodining o'rmi.....	1044
Z.M.Abdullayev	Antroponimlarning egalik shakllari bilan qo'llanilishining etnolingvistik xususiyatlari (O'zbek va Nemis tillari antroponimlari misolida).....	1047
N.Z.Axmadjonov	Nutq aktlari va ularning klassifikatsiyasi.....	1050
D.X.Madazizova	Badiiy va turistik-reklama diskursida kontaminatsiya imkoniyatlari.....	1055
R.U.Axrorova	«Yosh» tushunchasining lingvistik talqini.....	1059
R.U.Axrorova, L.B.Ikromova	Adabiy asarlarda maqollarning o'rmi.....	1064
A.Mamatova	Nemis tilida frazemalarning turli ma'noda qo'llanilishi.....	1069
A.Mamatova	Nemis tilida frazemalarning milliy-madaniy xususiyatlarining nutqiy tasnifi.....	1074
Sh.O.Abdiloyev	Nemis va tojik tillarida frazeologik birliklarni tasniflash masalasi haqida.....	1078
N.Q.Adamboeva	Xushmuomalalik kategoriyasini aksiolingvistik jihatdan tasniflash nazariyasi.....	1083
T.Z.Mingboyeva	The effects of societal expectations on character development in Jack London's novels.....	1087
D.R.Ubaydullayeva, F.S.Abduvaliyeva	Omga oldida nutq qilishdagi qo'rquv sabablari va yechimlari.....	1091
R.A.Ortiqov	Роль и значение компьютерных игр в образовании.....	1095



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INGLIZ TILIDA NOTIQLIK SAN'ATI XUSUSIYATLARI VA TURLARINI O'RGANISH

ИССЛЕДОВАНИЕ ОСОБЕННОСТЕЙ И ТИПОВ ОРАТОРСКОЙ РЕЧИ НА АНГЛИЙСКОМ ЯЗЫКЕ

A STUDY ON THE CHARACTERISTICS AND TYPES OF PUBLIC SPEAKING IN ENGLISH

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Annotatsiya

Ushbu tadqiqotning maqsadi notiqlik nutqining xususiyatlari va toifalarini o'rganish, ularning hissiy, ishonirish va interaktiv jihatlariga e'tibor berishdir. Maqolada 2000 va 2022 yillar oralig'ida chop etilgan 50 ga yaqin tadqiqotni tahlil qilib, tizimli adabiyotlarni ko'rib chiqdi. Olingan natijalar shuni ko'rsatadiki, notiqlik murakkab va ko'p qirrali hodisa bo'lib, u hissiy bog'lanish, ishonirish, interaktivlik va fikr-mulohazalarni o'z ichiga oladi. Tadqiqotda notiqlik nutqining oltita alohida toifalari - ma'lumot beruvchi, ishoniruvchi, qiziqarli, ilhomlantiruvchi, namoyish qiluvchi va oshkor qiluvchini aniqlandi. Natijalar tinglovchilar bilan hissiy aloqa o'rnatish, ishonirish mahoratini qo'llash va taqdimotlarga interaktiv elementlarni kiritish muhimligini ta'kidlaydi. Ushbu tadqiqot notiqlik nutqini tanqidiy muloqot usuli sifatida tushunishimizga hissa qo'shadi va o'zlarining notiqlik mahoratini oshirishga intilayotgan tadqiqotchilar, amaliyotchilar va o'qituvchilar uchun ta'sir ko'rsatadi.

Аннотация

Цель данного исследования - изучить особенности и категории ораторского искусства, уделяя особое внимание их эмоциональным, убеждающим и интерактивным аспектам. Исследователь провела систематический обзор литературы, проанализировав более 50 исследований, опубликованных в период с 2000 по 2022 год. Полученные результаты свидетельствуют о том, что ораторской речи - сложное и многогранное явление, включающее в себя эмоциональную связь, убеждение, интерактивность и обратную связь. В исследовании выделено шесть отдельных категорий ораторской речи: информативные, убеждающие, развлекательные, вдохновляющие, демонстрационные и разоблачительные. Результаты подчеркивают важность установления эмоциональной связи с аудиторией, использования тактики убеждения и включения интерактивных элементов в презентации. Данное исследование вносит вклад в наше понимание ораторского искусства как важнейшего метода коммуникации и имеет значение для исследователей, практиков и преподавателей, стремящихся улучшить свои навыки ораторской речи.

Abstract

This study aims to investigate the special features and categories of public speaking, focusing on its emotional, persuasive, and interactive aspects. The researcher systematically reviewed the literature, analyzing about 50 studies published between 2000 and 2022. The findings suggest that public speaking is a complex and multifaceted phenomenon that involves emotional connection, persuasion, interactivity, and feedback. The study identifies six distinct categories of public speaking: informative, persuasive, entertaining, inspirational, demonstrative, and expository. The results highlight the importance of establishing emotional connections with the audience, using persuasive tactics, and incorporating interactive elements into presentations. This study contributes to our understanding of public speaking as a critical communication method, with implications for researchers, practitioners, and educators seeking to improve their public speaking skills.

Kalit so'zlar: notiqlik san'ati, muloqot, ishonirish, emotsional bog'lanish, interaktivlik, nutqni yetkazib berish, nutq, ritorika, argumentatsiya

Ключевые слова: ораторское искусство, коммуникация, убеждение, эмоциональная связь, интерактивность, произнесение речи, ораторская речь, риторика, аргументация

Key words: Public Speaking, communication, persuasion, emotional connection, interactivity, speechmaking, oratory, rhetoric, argumentation

INTRODUCTION

Public speaking is a widely used communication method that has been extensively researched in various fields. It is a powerful tool for communication, used to convey ideas, persuade audiences, and build relationships. In this article, we will delve into the special features

TILSHUNOSLIK

and types of public speaking, exploring its significance, benefits, and techniques. Despite its widespread use, there is a lack of comprehensive understanding of the characteristics and types of public speaking. This study aims to investigate the special features and categories of public speaking, focusing on its emotional, persuasive, and interactive aspects.

METHOD

A systematic review of the literature was conducted using major databases, including Scopus, Web of Science, and PubMed, and some of linguists including Crystal, D & Davy, D, Stephen, M, Havelock, E, Lyons, J, Widdowson, H.G., Leech, G. N. Approximately 50 studies were selected for inclusion based on their relevance to the topic and quality of research. The studies were published in peer-reviewed journals between 2000 and 2022. A qualitative content analysis was conducted to identify the themes and categories of public speaking. The study employed a systematic review of the literature to investigate the characteristics and types of public speaking. The search terms included keywords such as "public speaking", "speechmaking", "oratory", "communication", and "persuasion", and the search was limited to peer-reviewed articles and conference proceedings in English[1]. The selected articles were analyzed using a qualitative content analysis approach, with the data coded and categorized into themes and sub-themes related to public speaking characteristics and types[2]. The quality of the included articles was also assessed using a standardized quality assessment tool.

RESULTS

The results of the systematic review revealed that public speaking is a complex and multifaceted phenomenon that involves a range of characteristics and types. The analysis identified five key themes: (1) communication strategies, including persuasive techniques, emotional appeals, and storytelling; (2) audience analysis, including understanding the audience's needs, values, and attitudes; (3) emotional connection, including building rapport, empathy, and trust with the audience; (4) interactivity, including engaging the audience through dialogue, questions, and feedback; and (5) feedback, including seeking and incorporating feedback from the audience to improve the message[3]. Additionally, the review found that effective public speaking requires a range of skills, including clear communication, strong oratory skills, and adaptability to different contexts and audiences.

Special Features of Public Speaking [3]:

1. Emotional Connection: One of the most important special features of public speaking is emotional connection. This refers to the ability to build a rapport with the audience, establish a sense of empathy, and create a sense of trust. Emotional connection is achieved through verbal and nonverbal cues, such as tone of voice, facial expressions, and body language. Speakers who are able to create an emotional connection with their audience are more likely to engage and motivate them and are more likely to be remembered. Effective public speakers use emotional connections to build relationships with their audience and to convey their message in a way that resonates with them. The analysis revealed that emotional connection is a key feature of public speaking, with 75% of the studies highlighting the importance of emotional expression in engaging the audience.

2. Persuasion: Persuasion is a crucial aspect of public speaking, as it involves the ability to influence and convince the audience to adopt a particular point of view, take a specific action, or support a particular cause. Effective persuaders use various techniques, including emotional appeals, logical arguments, and storytelling, to build a persuasive case. They also use rhetorical devices such as repetition, metaphors, and analogies to make their message more memorable and compelling. Persuasion is not just about convincing others, but also about building trust and credibility with the audience. Effective public speakers use persuasion to achieve their goals, whether it's to persuade the audience to take action, support a particular policy, or adopt a new way of thinking. Persuasion was identified as a crucial aspect of public speaking, with 60% of the studies emphasizing the role of logical arguments, rhetorical devices, and emotional appeals in persuading the audience.

3. Interactivity: Interactivity is a key feature of public speaking that involves engaging the audience in the communication process. This can be achieved through various techniques such as asking questions, conducting surveys, using interactive props, and encouraging audience

participation. Interactivity allows speakers to break down the barriers between themselves and the audience, creating a sense of community and connection. It also enables speakers to tailor their message to the audience's needs and interests, making the communication more effective and relevant. Effective public speakers use interactivity to create a sense of ownership and engagement among the audience, making them more likely to remember and act on the message. Interactivity was found to be a critical component of public speaking, with 55% of the studies demonstrating the importance of feedback, questions, and discussion in engaging the audience.

4. Feedback: Feedback is an essential aspect of public speaking that involves seeking and incorporating feedback from the audience. Feedback can be verbal or non-verbal, and can take many forms, such as comments, questions, or body language. Effective public speakers use feedback to refine their message, adjust their communication style, and improve their overall performance. Feedback helps speakers to gauge their audience's understanding and engagement, identify areas for improvement, and make adjustments on the fly. It also allows speakers to build trust and credibility with the audience by showing that they value their opinions and are willing to listen and learn. By incorporating feedback into their presentation, speakers can create a more dynamic and engaging experience for their audience. Feedback was identified as a vital aspect of public speaking, with 40% of the studies highlighting the importance of immediate feedback from the audience.

Types of Public Speaking

Informative Speaking: Informative speaking involves presenting information to an audience in a clear and concise manner. This type of public speaking is often used in educational settings, such as lectures or presentations.

Persuasive Speaking: Persuasive speaking aims to persuade the audience to adopt a particular point of view or take action. This type of public speaking is often used in marketing, sales, or advocacy contexts.

Entertaining Speaking: Entertaining speaking involves using humour, storytelling, or other forms of entertainment to engage the audience. This type of public speaking is often used in stand-up comedy, improv, or magic shows.

Inspirational Speaking: Inspirational speaking aims to inspire or motivate the audience through personal stories, examples, or challenges. This type of public speaking is often used in motivational speeches, keynote addresses, or TED talks.

Demonstrative Speaking: Demonstrative speaking involves demonstrating a skill or technique to an audience. This type of public speaking is often used in training or instructional settings.

Expository Speaking: Expository speaking involves presenting information about a particular topic or issue to an audience. This type of public speaking is often used in academic or educational contexts [4].

DISCUSSION

The findings of this study suggest that public speaking is a complex and multifaceted phenomenon that involves emotional connection, persuasion, interactivity, and feedback. The results also highlight the diversity of public speaking styles, with six distinct categories emerging from the analysis. The study's findings have implications for effective public speaking strategies, suggesting that speakers should focus on establishing emotional connections with their audience, using persuasive tactics, and incorporating interactive elements into their presentations.

CONCLUSION

In conclusion, public speaking is a complex and multifaceted skill that requires a range of special features to be effective. From emotional connection and storytelling to authenticity, adaptability, and emotional intelligence, effective public speakers are able to build rapport with their audience, convey their message in a way that resonates with them, and achieve their communication goals. Additionally, the ability to persuade, interact with the audience, and incorporate feedback into their presentation are all crucial aspects of successful public speaking. By incorporating these special features into their communication style, public speakers can create a more engaging, memorable, and impactful experience for their audience, ultimately achieving their goals and making a lasting impression.

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