
THE PRINCIPLES AND STYLISTIC FEATURES OF PUBLIC SPEECH

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ABSTRACT: A successful public speech owns tremendous social functions and interpersonal meanings. Although various speeches are different from each other, there are still a lot of common points between them. This thesis mainly studies the principles and stylistic characteristics of public speaking. By enumerating and analyzing successful speeches, this paper aims to offer a source of guidance for lecturers to attain the goal of delivering successful speeches.

KEYWORDS: Public speech; stylistics; feature, verbal and non-verbal language, simile, parallelism.

INTRODUCTION

Public speaking is the creation of spoken discourse intended for a wide or specific audience. This process involves at least two individuals: a producer or transmitter (the person who talks or writes) and a recipient (the person who listens or reads). As a result, communication includes both transmission (the creation and sending of texts) and comprehension (the receiving and understanding of various spoken and written texts). Many academic publications define public speaking as a dynamic activity in which the speaker and audience are always interacting. [2] The speaker is more significant than the audience in the communication process.[1] Public speaking has a strong social, logical, and directional component because it is not an individual behavior. Public speaking is also frequent in everyday life for the average person and is used in a variety of contexts, including entertainment, the arts, technology, health, the environment, and so on. Public speaking is very important in our career field. [4]

PUBLIC SPEECH CRITERIA

Construction of public speech

When preparing and delivering a public speech, the typical structure of the selected text type must be taken into consideration. The next step is to decide what to say about the selected subject and which subtopics will help us build the content. The topic is what is talked about in the speech. The content is what we learn about the topic.

Oral presentation as the primary modality Fluent, natural, free speaking, and clear diction are highly important components of oral presentations. A public speech is typically prepared in advance, so the speaker is required to deliver their message orally. To be understood, speakers must speak clearly. The speaker sounds more confident if they are well-prepared for their speech. Speaking in an unnatural or artificial way as a result of stage fright, lack of proficiency prepared speeches, and other issues should be reduced.

Verbal language

The fundamental means of communication is verbal language, which represents a pre-arranged composition of word signs and rules for the creation of texts. In social terms, one can differentiate between literary language (standard language) and non-literary social genres (relating to area: dialect, relating to interests: slang, jargon, argot). In a public speech, the words chosen and how they are used must be carefully considered in light of the speaking context, including the topic, text type, subjectivity/objectivity, etc. Every word has a purpose. Most words possess a number of meanings, not just one. The same word can mean a variety of things. However, different things might refer to the same object in different ways.[7]

Non-verbal language

Every spoken language has its non-verbal component. There are auditory non-verbal speech cues (intonation, stress, speed, breaks, register, pitch) and visual non-verbal speech cues (facial expressions and eye contact; hand gestures and movement). The voice can tell us if the speaker is a man or a woman, a child or an adult, etc.; articulation can tell us from which province the speaker comes from. Facial expressions are always visible when one speaks; they constantly create numerous signs and provide information. It participates in the transmission of messages regarding the emotional state, the expression of intra-personal relationships, non-verbal reactions to the comments of others, etc. It also has an influence upon the adjustment of the communication.

STYLISTIC FEATURES

A. Modal Verb Use

Modal verbs are more than just verbs when used in public speaking. They stand for the possibilities of some events, or their resolution for changes and improvements, or even their doubts about the feasibilities. [6]The modal verbs that are most frequently used in public speaking include can, may, must, and should. For example, the most commonly used modal verbs in public speaking are: can, may, must, should and their anamorphosis. Basically, “can” shows ability, “may” shows permission, “must” shows determination and “will” shows achieving goals. From a cognitive standpoint, the words "can" and "may" possibilities; "must" indicates the likelihood of speculation; The words "shall" and "will" indicate future decisions. These modal terms can be used in public speech to express lectures' needs, wishes, or determinations.

B. Personal pronoun usage

Pronouns can sometimes serve as important cues about a speaker's language proficiency when they are speaking in public. "You" or "we" shorten the distance between the lecturer and the audience to a great extent as if it's a personal talk. The third personal pronoun “it”, “those” is much more objective than the use of “we” and “you”. Using "we" and "you" is less objective. when the instructor utilizes "I" frequently; there are two such circumstances. The first reason is perhaps he or she is discussing a narrative or their current feelings he or she experienced. The second is that the speaker intends to stress the conclusion that can be essential.

C. The Use of Metaphor and Simile

A simile is a direct, expressed comparison between two objects that are fundamentally unlike but resemble each other in at least one aspect. By using simile, the audience can have an imaginary expectation and it decorates the speech to a large extent. According to several researchers, there

are primarily three techniques to the semantic approach, the pragmatic approach, and the conceptualist approach to metaphor studies. the conceptualist approach and the pragmatic approach.

D. Use of Parallelism

In expressing and communication, by using parallelism, the speaker can strengthen the effect and fluency of his/her speech. The structure can be prepositional phrases, words, subordinate clauses and so on. For instance, in the following extract: Let us embrace those responsibilities and possibilities; let us share them “knit together...as one”; let us take up the work joyfully, for such an assignment is a privilege beyond measure. [3] The parallelism with repeated words “let us” fully shows the lecturer’s determination and outlook for future, conveying the lecturer’s point that enjoying the process really matters in one’s way of pursuing dreams.

In contrast to other forms of communication, public speaking has a specific goal in mind. The content of public speeches differs from ordinary speech as well. When communicating, the speaker must put forward a large amount of points and evidence to persuade his or her audience. Practically speaking, learning about public speaking stylistic elements can help people in their personal, professional, and social lives.[5] Firstly, by learning about stylistics, it can help people acquire necessary basic features relating to stylistics, which could be unfamiliar in our daily communications; secondly, it can improve people’s ability to appreciate the art of public speaking; finally, public speaking can promote people’s role in society and enhance their contacts with others both in community and in career.

The author suggests that more data should be collected to analyze how stylistic elements are used when speaking in public so that the study can be more convincing.

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