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# POLITICAL SPEECH AND ITS IMPACT ON THE COMMUNITY

Saidkhon T. Saidolimov

Doctor of Political Sciences, Professor, Uzbekistan

Nurali A. Ulugov

Scientific researcher at the National University of Uzbekistan, Uzbekistan

## Abstract

This article deals with political speech and its meaning, the role of a speechwriter in preparing public speeches, as well as the impact of a prepared speech on the public. In it, in particular, speech is considered as an important element of mutual communication and social relations, playing a special role in the sustainable development of the state and society. It is argued that a speechwriter must be able to understand and feel people's moods, their hopes and goals, and also take into account the place and importance of each word and sentence.

**KEYWORDS:** Speechwriter, speechwriting, rhetoric, speech art, political speech, public relations, public speaking.

## INTRODUCTION

Throughout history, it is well known that speech, communication, and conversation, which play a significant role in public relations, have been crucial to the civilizational development of humankind. Since ancient times, people have sought to express their thoughts and ideas accurately, understand the power and nature of speech, and master the skill of using it effectively. Over time, speech has evolved, with its oral and later written forms emerging and continuously improving.

Historically, through oratory, the correct and effective use of words, many political leaders and statesmen have led and motivated the people. For this reason, oratory has long been elevated to the level of science and art and has been studied separately.

Today, speech technologies and the constructive role of speech in society are becoming more relevant than ever. Speech is an important element in the communication of members of society, including public relations, and plays a special role in the sustainable development of the state and society. As a result of the development of PR (public relations) technologies, the role of language and speech is becoming even more important.

It is known that the main criterion of speech is its content. The science of rhetoric, which has been formed since ancient times, has gained special importance in the beautiful and meaningful formation of speech. Although rhetoric (in Uzbek it is called oratory) is mainly aimed at persuading the listener, it has also been widely used in matters such as seeking a certain benefit in politics and ensuring justice in court. Therefore, in history,

rhetoric has been expressed as the art of using language in an impressive and striking way.

## **DISCUSSION**

The great Eastern thinker, the sultan of eloquence, Mir Alisher Navoi, also seriously engaged in this matter. By the time of Alisher Navoi, the status of the Uzbek language and the art of oratory had risen to a much higher level. Alisher Navoi devoted the 24th chapter (chapter) of his work “Mahbub ul-qulub” [1] to the art of preaching.

This work discusses the oratory skills of dozens of preachers, such as Khoja Muayyad Mehnagi, Mawlana Riyozi, Mawlana Irshad, Hotam Asom, Husayn Voiz Kashifi, and Muin Voiz.

In the work, Hazrat Navoi put forward the idea that “Voizlik hushyor kishilarning ishidir, ularning nasihatini qabul etgan kishidir. Va’zxon shunday bo’lishi kerakki, uning majlisiga bo’sh kirgan odam to’lib chiqsin, to’la kirgan odam esa yengil tortib, xoli qaytsin. Voiz olim va halol ish ko’ruvchi bo’lsa, uning nasihatidan chetga chiqqanlar gunohkor bo’lur” [1. 32] “Preaching is the work of alert people, of those who accept their advice. The preacher should be such that those who enter his meeting empty leave full, and those who enter full leave empty. If the preacher is a scholar and an honest worker, those who deviate from his advice are sinners.”

Mir Alisher Navoi described speech and its power as follows: “Language is a weapon of speech. If speech is unacceptable, it is a disaster for the language. Through language, a person demonstrates his superiority over others”.

Of course, the word is a phenomenon with enormous power. Yu. Rozhdestvensky emphasizes that the word is a force that mobilizes, attracts and influences more than it is a means of disseminating information and enlightenment [2]. In scientific literature, it is noted that rhetoric is the initial form of today’s speechwriting (in English, speech - word, writing - write), in particular, the modern form of the ancient profession of logographer (Greek logos - science, word, grapho - write)[3].

As A.V. Kulnazarova notes, despite the changing conditions of the modern world, speechwriting as a

practical direction is based on the millennial principles of rhetoric, supplementing and enriching it with modern technologies. The scientist emphasizes that “modern rhetoric is a science that includes various methods and forms of convincing the listener of one’s ideas and exerting linguistic influence on him”[4].

In his opinion, speechwriting is aimed at creating a persuasive speech, that is, a speech that can influence the minds of listeners, change their behavior or attitude to any event, and is considered one of the most effective “PR” technologies for public speaking [4].

A speechwriter must master not only the structure of the speech he is preparing, but also the mechanisms of speaking and listening. He must be able to understand and feel people’s feelings, hopes and goals, and take into account the role and significance of each word and sentence. As V.A. Sukhomlinsky said, “with one word you can kill or revive people, injure or heal, sow despair in their minds or unite them around new ideas, inspire them towards a single goal” [5].

The power of words is determined by their liveliness and impact. That is why there is a great demand for words, and there is a demand for polished speech texts so that they always reach their listeners, influence their minds and worldviews.

When writing a speech and using words effectively, a speechwriter should first of all pay special attention to the issue of providing the listener with the necessary motivation and reinforcing it with the most convincing examples and clear arguments. Therefore, finding answers to the questions “why should the listener consider the speaker’s position “correct” and believe it?” and taking into account his wishes is one of the main conditions for increasing the effectiveness and impact of the speech, which allows the speaker to achieve his intended goal.

In the modern era, political processes are under great pressure under socio-economic changes, requiring political leaders and administrators to pay very high attention to their speech. The thoughts and speech of any political figure are

widely disseminated through today's technologies and have a strong influence.

That is why, in today's era of globalization, speech is emerging as a powerful and effective tool of political leaders, while the consciousness and thinking of leaders, the ideas they promote, are determined by the level of their speech. For example, Barack Hussein Obama, the 44th President of the United States of America, has earned a worthy place among the most skilled orators in the history of the country through his lively, highly emotional, and powerful speeches.

Or, take the speeches of Swedish environmental activist Greta Thunberg, a participant in the protests. She became famous all over the world for her ability to deliver a professionally prepared speech to the same level of audience, using the power of words and the right way of expression.

Her activism has been covered by major media outlets around the world. In 2018, 15-year-old Greta will speak at the UN Climate Change Conference. Her outspoken criticism of environmental protection has led to millions of people in many countries protesting against their governments. Greta Thunberg has received awards from various international organizations for her work, her impactful and outspoken views, and has been nominated twice for the Nobel Peace Prize.

The main task of today's speechwriting is to prepare speech texts by wisely using the infinite power of words and thereby achieve the intended goal.

The eloquent, attractive and impressive delivery of speeches and reports by high-ranking individuals, state and public figures depends on a number of factors, and for this, first of all, a whole group of authors is required, consisting of mature personnel with deep knowledge, a broad outlook, a rich vocabulary and high editorial skills. This group may consist of journalists, linguists, political scientists, psychologists, art historians and representatives of other fields. The process of preparing such speeches is modernly called "speechwriting" ("Speech" (English) – "speech", "Writing" (English) – "writing"), and specialists engaged in this field are called "speechwriters"

("Speech" (English) – "speech", "Writer" (English) – "writer".

"A speechwriter is like a writer, except he does it behind the scenes, with more effort and less praise," writes Emma Roller [6].

When preparing and delivering a political speech to the public, it is essential to thoroughly examine every word, thought, figure, and argument in the speech, to avoid tautologies, and, lyrically speaking, to string the words together like "a necklace strung on a string" in order to make it effective, understandable, and persuasive. This is the basis of a speechwriter's work, and it requires high skill and experience.

The main goal of speechwriting, which is a product of co-authorship, is to master the speaker's speaking style, better understand his ideology and strategic goals, help him use the right words, and thereby prepare a particularly effective speech on each issue.

The more profound, understandable, and meaningful a political speech is the faster and easier it will be accepted by the public, and the more effective the speech will be.

That is why preparing a public speech is a complex scientific research and investigation process that requires the use of specific methods, approaches, technologies, and mechanisms.

With the rapid development of modern information and communication technologies, the national and international media space is expanding at an unprecedented rate. Today, the ability of every Internet user to freely express their views on various socio-political issues by creating their own content in the online environment, as well as the openness and rapid dissemination of information about leading figures in the wide information space, creates a number of difficulties in creating a positive image of political leaders.

In this case, the image of a person who occupies a special place in the activities of political leaders, state and public figures, and their oratory skills are becoming increasingly important.

Every society or organization needs a leader to lead its team. A political leader, first of all, is required to

know his society well, to deeply understand the demands and needs of society, to be able to present himself as a person who provides these demands, to constantly work on himself and to gain trust in him [7].

It is clear that the image of a political leader is one of the important factors that all leaders who want to come to power or stay in power have to consider[8].

One of the main reasons effective political speeches are important is their ability to articulate visions and inspire collective action. Political speakers can communicate their goals and aspirations, uniting people around common goals, by engaging their audience through compelling rhetoric and convincing arguments.

For example, historic speeches such as Martin Luther King's "I Have a Dream" speech [9] and Winston Churchill's "We Shall Fight on the Beaches" speech [10] are clear examples of how oratory can inspire strong passion and unity, leading to social movements and political change.

It's good for speeches to be beautiful and attractive, but politics is not show business. A speech cannot be about just entertaining or making the crowd happy [11].

A speech must be effective, effective, and efficient. It is important that the audience understands the essence of the speech, draws appropriate conclusions from the speaker's speech, and receives the right direction on life issues.

A speechwriter writes not to demonstrate intellectual and poetic mastery of speech, but to reach a large audience, like a director, and to capture their attention, notes Gwynne Mapes[12].

Therefore, a speechwriter is required to have a multifaceted talent in linguistics, as well as a high level of public relations competence.

In general, speechwriting is the skill of politicians to clearly and convincingly express their ideas, goals, and objectives to the public. In modern conditions, speechwriting is an effective technology for demonstrating a political leader's personal views on important life issues that concern the people, their approach to solving the

problem, their strategy, and tactical actions, and for convincing members of society of these ideas.

It should be said that the role of speechwriters in the rise to power and popularity of political leaders, their victory in elections, as well as their high influence in public relations, is incomparable. For example, David Cameron and Barack Obama are among the famous political figures who gained the leadership of their party precisely through impressive speeches [13].

In the West, especially in the USA and Great Britain, a speechwriter is not only a confidant and assistant to the number one person, but also a strategist and ideologist of state policy. Therefore, they are widely known to the public. Among them, it is appropriate to mention the names of such famous speechwriters as Ted Sorensen for John Kennedy, Ronald Miller for Margaret Thatcher, Jon Favreau for Barack Obama.

A modern speechwriter is not only a text writer, expert, analyst, and PR (public relations) specialist [14], but also an educated, broad-minded wordsmith with high-level communicative competencies.

It should be noted that when preparing political speeches by a speechwriter, it is important to effectively use effective slogans, phrases, aphorisms, wise and wise words, and to bring the necessary ideas to the public, which gives the speaker the opportunity to quickly become famous.

This is especially effective in election campaigns, serving to increase the effectiveness of speeches several times. For example, the phrase in the speech of US Congressman Gordon Brown "America is not just the indispensable nation, it is the irrepressible nation" brought him great victory and fame, while the slogan of the 45th President of the United States Donald Trump "Make America Great Again" gave him the impetus to win the 2017 elections.

Many people also remember the phrase "A lady's not for turning" by Margaret Thatcher, the British Prime Minister known as the "Iron Lady," which brought her great popularity.

As is known, political discourse is studied within

the framework of political linguistics, a separate direction that emerged at the intersection of political science and linguistics. It is engaged in the study of the influence of socio-political phenomena on language change, as well as the influence of language on these processes and its laws.

The main term of modern linguistic-political personology and its object of study is “linguistic personality (politics)”. The specificity of the linguistic personality of a politician as a professional (discursive) person is determined by a combination of individual and institutional communicative speech figures. Some researchers, characterizing a politician as a linguistic personality, have noted the syncretic, multidimensional nature of this phenomenon [15].

At this point, it would be appropriate to recall once again the essence and definition of the concept of “politics”. The concept of politics is very broad and has a variety of meanings.

Politics has long been considered a concept related to the fields of history, law, and philosophy. The main goal of politics is to analyze and explain the meaning of all the principles that society must follow and that are determined as a condition for it.

By the end of the 19th century, attempts were made in science to remove politics from the philosophical sphere and turn it into a separate scientific discipline. As a result, by the 1950s, traditional philosophical concepts of politics began to be interpreted as metaphysical phenomena that did not express any meaning or content.

It was emphasized that the only and most appropriate way to reveal the truth is science, and that traditional political concept should be abandoned. However, later politics developed as an independent discipline, encompassing many scientific and theoretical approaches and schools of analysis, and became an interesting and rich field of research [16].

Aristotle defined politics as “the general action of citizens on matters of public interest. It is also the art of making people happy,” [17] while Weber defines politics as “the means of governing or influencing the administration” [18].

Easton, on the other hand, recognizes politics as a process that involves the distribution of material or spiritual values according to political or administrative authority [19].

Lasswell, in his book *Politics: Who gets what, when, how?*, states that “Politics” is used in the sense of equal power [20].

Based on this, we can understand political speech as a means of informing the public about the work of state and social governance, influencing them, and informing them about the reforms, events, and political processes taking place in the country in general.

Political discourse refers to the expression of ideas, views, and arguments of individuals or groups in the political arena. It plays a crucial role in shaping public opinion, influencing political processes, and defending democratic principles. Political discourse is used as a means of communicating with the public and other stakeholders to convey messages, disseminate information, and advocate for policies [21].

Essentially, political discourse is about the exchange of ideas about governance, political processes, and issues of public concern. It can take many forms, including speeches, debates, rallies, interviews, press conferences, and even social media posts. Its purpose is to convey to the audience not only the perspectives of political actors, but also the desires and aspirations, complaints and objections, and interests of voters.

## **CONCLUSION**

Today, the rapid spread of reliable and unreliable, true and false news and its reach to all segments of society requires politicians to engage in timely political dialogue and use political speeches frequently. Speeches by political leaders play an important role in expressing an objective attitude to events taking place in the country and the world and in setting the right direction for society in this regard.

This situation places great responsibility on speechwriters, requiring them to constantly be aware of the realities happening in and around the country and to prepare political speeches in a

timely manner.

In conclusion, in today's modern era, political speech and dialogue have become an important attribute and an integral part of the political process and political system. Speechwriting is emerging as one of the effective PR technologies to familiarize the public with state policy, convince it, and unite it towards a single goal, to set urgent tasks and strategic directions for solving existing problems, and to inform the public in a timely manner in this regard.

A perfectly and effectively written speech has a positive impact on human psychology and serves the development of society in the right direction. This makes the speechwriting service, which brings political speech and dialogue to life and enriches it in content and form, an even more relevant and important field in state and social governance and political processes.

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