Cherednik L.A., Savik Y.V.

RHETORIC IN THE CONTEXT OF DOCUMENTARY COMMUNICATION

Polava national technical Yuri Kondratyuk university,
Poltave, Ave Pershotravnevyi, 24, 36011

Abstract. The article has shown theoretical and practical study of rhetoric as a science of the art of speech; found out functions of eloquence in the modern world; investigated the violation of literary standards and usage different rhetorical means in oratory.

Keywords: rhetoric, business rhetoric, literary standards, functions of eloquence, rhetorical means.

Introduction. An oratory is a theory and a practice of perfect language, that has to be convincing, florid, relevant, spectacular. It is vital to be noted that every epoch has its rhetorical (communicational) ideal. Therefore it is possible to say that the rhetoric creates lifestyle through speaking style.
Coverage of basic research material. The rhetoric is a fundamental theory and a language art: the theory researches the laws and rules of all languages construction in modern information society and the art is understood to be a skill to have a good command of thoughts and words in different communicative situations.

Modern rhetoric is the theory and "skills of effective (actual, influential and harmonious) speech" [1]. The subject of modern general rhetoric is "the general patterns of verbal behavior in a range of communicative situations, spheres of life, and practical feasibilities of usage them in order to create an effective expression" [1]. Possession of word art is one of the conditions for success in many professions.

In the training of students and pupils it is necessary in help to write and defend an abstract or a scientific work, elaborate an interesting verbal response during lessons. The oratory is used in the field of advertising, because its objective is to convince potential customers to choose particularly this product or service. Even a casual chat with friends and family requires a certain skills, because only language is the main instrumentality of establishing contacts between people.

Eloquence has an important educational function. Mastering the art of word is impossible without fluency in literary language, without systematic education, the last includes knowledge of history, philosophy, law, literature. Otherwise art "is a common word chatter."

Today, there is even a kind of applied rhetoric, it is business rhetoric, that is the science and the art of persuasive and effective speech in different types (or genres) of business communication. The object of this discipline is the oral and written forms of official contact, such as the report of the meeting, negotiation, agreement, declaration, order, etc. The problems of business rhetoric are well represented in the works of famous linguists, amongst them are H.Sahach, F.Batsevych, Ya.Bilousov, N.Holub, Yu.Dyshlyuk, O.Kohut and many others.

In today's world, the rhetoric is considered to be"a science of success" [2]. However, it can only be verbal and be transformed into virtual one, if not ridiculous, when it hasn’t got professional components.
It is known, the clue to a successful speech in any field of communication, primarily, is its accurateness and conformity of literary standards: lexical, stylistic, semantic and orthoepic.

Lexical rules assume distinguishing meanings and semantic nuances of words and lexical patterns. Lexical errors often appear due to confusion of words that are similar in sound. For example: пам’ятник – пам’ятка; декораційний – декоративний; рятівник – рятувальник [3].

Lexical errors in Ukrainian speech may be associated with the problem of Ukrainian-Russian bilingualism (the phenomenon of interference). A few examples:

вклонятися від обов’язків (рос. уклоняться) – ухилятися від обов’язків, укр. вклонятися = рос. кланяться; лишити батьківських прав (рос. лишить) – позбавити, відібрати батьківські права, укр. лишити = рос. оставить [3].

Lexical errors are also associated with the wrong (unnecessary) connection of words. Some instances: мати значення та грани роль, but it is not in the contrary; взяти участь і брати участь, а не прийняти, приймати участь.

The tautological connection is also a big mistake: своя автобіографія, вільна вакансія, колеги по роботі, великий мегапростір.

Grammar rules assume selection of correct syntactic form and correct endings. For instance: ректор університету, командир полку.

It is important for the speaker to follow orthoepic rules, that are the rules of stress and pronunciation: иОфер – шофЕр, цЕмент – цемЕнт, квАртал – квартАл.

In addition, the expression of oratorical speech is provided by figurativeness and expressiveness, that can be achieved by usage of a variety of rhetorical means – tropes and figures. The most common of them are metaphor, comparison, epithet, inversion, repetition, rhetorical question and questional – responsive method.

The metaphor is the transformation of name from one object to another, the replacement of literal meaning word in a figurative sense. For example: «У морі байдужості штормів не буває» (В. Чемерис).
The comparison is not only a means of an imagery achievement, but it is also an effective way of explaining. Examples: «Душа зруйнована, як Троя, своїх убивць переживе» (Л. Костенко).

The epithet is one more tradition trope. It is figurative definition, literally translated as apposition. Instances: «остогидла радянськість», «кричуча комфортність», «розкріпачене невігластво» (І. Дзюба), «зубодробильні пригоди» (Стругацькі).

The inversion it vital in language too. It is inverted words order in sentence to show expression and transmission shades of thought. Examples: «А повстали ми за віру батьків наших, поругану, обпльовану нечестивими, повстали за вас, знедолених, і за весь наш в раби, в бидло обернений народ» (з промови Б.Хмельницького, за трилогією М. Старицького «Богдан Хмельницький»).

The repetition is a trope, that means repetition of some words or even whole sentences. It creates the effect of pressure, intension. Instances: «Поки в нас відбирали хліб і майно, ми мовчали. Поки нам завдавали болю тілесного, ми терпіли. Поки хилили іші наші під ярмо панське, ми сподівалися виприснути. Та коли накладено кайдани на волю нашу, коли спробувано уярмити душу нашу, ми взялися за меч...» (з промови Б.Хмельницького, за романом П. Загребельного «Я, Богдан»).

Next trope is the rhetorical question. It is statement or refuse, that is shown in form of question. The answer is in this question. The objective of its is to stimulate listeners, give them an opportunity to finish thinking themselves in order to prompted thought becomes their own. Sometimes an orator can ask a big number of questions. For examples: «Братья! Чи ж у вас в жилах тече не та ж кров, що в нас? Чи ж іншому ви молитеся богу? Невже в ваших серцях не озиваються стогони закатованих братів, крики наших дружин і сестер? Невже підніметься у вас на захисників України рука, невже підете ви з нашим ворогом нівечері свою матір?» (М. Старицький).
The questional – responsive method concentrates the attention of listeners, adds expression to speech. The question asked by an orator propels the attention of listener and interests him. And moreover it originates the effect of dialogue in monologue speech. For instance: «Як ви гадаєте, які три речі є найцікавішими у світі? Секс, власність і релігія. За допомогою першого ми можемо створювати життя, за допомогою другого ми підтримуємо його, а за допомогою третього ми сподіваємося продовжити його у іншому світі» (Д. Карнегі).

In terms of tropes and figures we have to remember, that it can be dangerous to use them very often and in big amount. Highlighted beautiful speech can evoke the lack of confidence from the listener.

Conclusions. The rhetoric is an art to think over. Mastering the language in it always required studying to think and form the opinion, get the knowledge and introduce the one’s position in word. It is vital, that the motto of ancient orators was: «Who possesses the word, he owns the world».

The rhetoric is the science of oratory, which is one of the oldest forms of human activity, a means of cultural and spiritual impact on people. It is widely used in various situations of speech communication in society as a whole and between individual speakers too.

The modern rhetoric, like a persuasive science by means of language, goes beyond journalistic speech. It is used in various situations of speech communication society as a whole and between individual speakers.

The reality of modern life requires from people the ability to think over on their own, resolve actual drags of life, be capable of formulating clearly and accurate for another their decisions, claims, cause interest to their ideas and make listeners like minded people. It is essential to be capable of building up the speech behavior according to situation, listeners and required lust. Without knowledge of rhetoric basics such aim can not be reached.

References:


Стаття відправлена: 25.11.2013г.
© Чередник Л.А., Савик Я.В.