

## RHETORIC AS A SCIENCE

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**Annotation:** The article examines rhetoric as a fascinating art of communication, persuasion and expression of ideas, which embodies a wealth of aspects and a rich history, key aspects of rhetoric, its history and its presence in the works of two great literary masters - William Shakespeare and Leo Tolstoy. We emphasize the importance of rhetoric as an art of communication and its impact on literature and society. Rhetoric allows us to better understand the world and interact with it, and the works of Shakespeare and Tolstoy serve as excellent examples of its use.

**Keywords and expressions:** rhetoric, science, art, speech, practice, teaching.

Rhetoric, as a science, studies how to speak so that people listen and understand us. This is not just an oratorical art, but a way to communicate in such a way as to convince, inspire or influence others. A long time ago, back in ancient times, when people just started communicating with each other, they faced the need to convince and influence each other. And it was then that the first steps in the world of rhetoric appeared. Let's define rhetoric as the ability to find ways to convince about each given subject [2, 352]. The first rhetoricians were not famous philosophers or orators, as later, but they were observers and students of life. They studied which words and expressions made people listen to them and agree.

These first rhetoricians paid attention to the little things - how changing intonation or choosing the right words could make a difference in their communication. They realized that words could evoke emotions and change opinions.

With the passage of time and the development of society, rhetoric has become a real art. It found its place in ancient Greece and Rome, where philosophers and orators delved into the study of this art. They created rules and methods that over time turned into classical rhetoric.

Thus, the first rhetoricians were simple observers and students, their research helped to form what we know today as the art of rhetoric. Their passion for words and ability to influence others opened the way to what has become one of the most important aspects of human culture and communication.

An important part of rhetoric is knowing your audience. When we talk, we need to know who we are talking to in order to better understand what they are interested in and what can convince them. Rhetoric also teaches us to build strong arguments. This means that we must be able to explain our ideas logically and convincingly. Learning to do this is an important skill.

And don't forget about the style of speech. It's like choosing the right clothes for an event. The right style can make your performance more attractive and influential.

There are several aspects of rhetoric:

1. Logos is the use of logic and facts to make your words convincing. It's like math - clear ideas and arguments.
2. Pathos is the use of emotions to evoke feelings in others. It's like when you tell a story that touches people's hearts.
3. Ethos is a demonstration of our competence and honesty. When people trust us, they are more likely to listen to us.

Rhetoric can be used in different situations, such as public speaking, studying and everyday conversations with friends and family. It helps us communicate better and influence others.

Rhetoric as a science has its roots in ancient Greece, more than two thousand years ago. At that time, communication and persuasion of people played a huge role in politics, education and public life.

The ancient Greeks began to study how to make their speech more convincing and effective. They developed techniques to improve their oratory.

One of the most famous Greek philosophers, Aristotle, gave an important contribution to this direction. He analyzed how to convince people and structure speech so that it was convincing.

In the Middle Ages, rhetoric remained an important component of education. Students learned how to communicate and express their ideas skillfully. This was especially important in legal proceedings, politics, and even in church debates.

Over time, rhetoric has evolved and adapted to a changing world.

Today, rhetoric not only helps us to speak more convincingly, but also to analyze the information we receive, distinguish between arguments and arguments, and be more critical in communication and decision-making. Thus, rhetoric remains an important science that helps us successfully communicate and influence others. Teachers, journalists, sociologists write about the role of the level of development of general culture in the success of the formation of the personality of a student, a schoolboy, a specialist [1, 14–24.]. In today's world, rhetoric plays an important role. It helps us

express our ideas, convince others and achieve success in different areas of life. Let's look at how important rhetoric is today.

First of all, rhetoric is necessary for effective communication. In a world where information is constantly spinning, the ability to express your thoughts clearly and convincingly is a key qualification.

Whether in professional life, running a business, or even in everyday communication, persuasive speech helps us convey our ideas to others and influence decisions.

In the media sphere, where the attention of the audience is a valuable resource, rhetoric helps to create fascinating and informative materials. Journalists, bloggers and publicists use rhetorical skills to interest their readers and viewers.

In addition, in the world of social media, the ability to express your thoughts convincingly is becoming increasingly important. Facebook Instagram and Twitter provide a platform for expressing opinions, and rhetoric helps to do this effectively and influentially.

Rhetoric also plays a role in education. Students study this subject to learn how to analyze texts, build arguments and speak in front of an audience.

We can also analyze the pros and cons of modern rhetoric.

Advantages of modern rhetoric:

1. Modern rhetoric helps us to speak more clearly and convincingly. For example, when a teacher explains a lesson at school so that everyone understands, this is a good example of rhetoric.
2. Good speakers and public figures can use rhetoric to change people's minds. For example, a leader's speech can inspire people to take action.
3. Rhetoric helps us to better express our thoughts and feelings. For example, through words we can describe our love or tell about our dreams.

Disadvantages of modern rhetoric:

1. Some people use rhetorical tricks to deceive others. For example, false promises of politicians.
2. Modern rhetoric can create information noise. Too many words and messages can confuse people.
3. Sometimes, in the search for persuasiveness, people may exaggerate or even lie. For example, advertising products sometimes promises more than they can provide.

Modern rhetoric can be a powerful tool for improving communication and influencing society, but its use should be responsible in order to avoid manipulation and maintain honesty in communication. A discourse is a text taken in the event aspect [3, 136-137], in our opinion, rhetoric plays an important role in modern society. It helps us to better understand and influence the world around us. However,

it is important to use rhetoric with honesty and responsibility to avoid manipulation and lies. Let's look at what role rhetoric plays in literary works. In literature, rhetoric manifests itself through the ways in which authors use words to create effects on the reader. It helps them to influence the emotions and imagination of readers, making the work more vivid and memorable. The authors choose the words so as to create a special atmosphere or mood in their story.

They can use vivid descriptions or images to make the text more lively and interesting.

Rhetoric is also used to create characters. The authors can reveal their characters and motives through dialogues and internal monologues of the characters. Skillfully applied rhetorical techniques can make the characters more realistic and recognizable to readers.

And yet, through the plot and the turns of events, the authors hold our attention and force us to read on to find out what will happen.

Finally, authors can use words to share their thoughts and ideas with readers. They can express their views on the world or present some important questions.

For example, in Shakespeare's works, rhetoric is the way he uses words to tell stories and convey emotions. Here are some rhetorical things you can notice:

1. Metaphors and images: Shakespeare describes things with words that make texts more alive. For example, he can say that a girl's eyes are like stars, which means that they are very beautiful.
2. Character Conversations: Shakespeare's characters talk a lot and often very colorfully. They talk about their feelings, thoughts and stories.
3. Symbols and Allegories: Shakespeare uses special words or ideas to show something more. For example, a mirror can symbolize truth or illusion.
4. Irony and Sarcasm: Sometimes characters say one thing but mean another. It can be funny or sad.
5. Rhythm and poetry: Some of Shakespeare's texts have a special rhythm and rhyme. This gives them musicality and makes them sonorous.

All this makes his works very interesting and easy to remember. Rhetoric helps to create colorful stories with vivid characters and strong emotions.

In Leo Tolstoy's works, rhetoric plays an important role, helping him to express his thoughts and ideas. Here are some rhetorical aspects that can be seen in his works:

1. Dialogues and inner reflections of the characters: Tolstoy perfectly develops the inner monologues and dialogues of his characters. He allows them to talk about their feelings, doubts and internal conflicts. This makes the characters more realistic and helps readers better understand their inner world.

2. The ability to write about life: Tolstoy describes the life and feelings of his characters in such a way that they seem real and understandable.

3. Symbols and Allegories: Tolstoy sometimes uses symbols to emphasize his ideas. For example, in *War and Peace*, he describes a bullet as a symbol of fate and chance.

4. The meaning of life and faith: Tolstoy is interested in questions about the meaning of life and faith. He uses his characters' speech to explore these themes.

5. Feelings and emotions: He writes about the feelings and emotions of the characters, which helps readers understand their inner world.

As a result, the rhetoric in Tolstoy's works helps not only to create interesting stories and characters, but also to convey deep thoughts and discussions. His works often become a source of enrichment for readers, inspiring them to think about important issues of life and society.

As a result, we note that rhetoric is important in the modern world, helping us to be successful communicators, influence decisions and communicate effectively in different spheres of life. It is a skill that remains relevant and valuable in our rapidly changing society. Rhetoric in literature is the way authors make their stories interesting and meaningful. It helps us feel and think about the world around us when we read books and stories.

#### **List of used literature:**

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