

COMMUNICATIVE QUALITIES OF LEADERSHIP SPEECH

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Annotation

Public speaking skills have a very ancient history. This art is in the west and in the east developed since ancient times. Among the speakers of the East were Mawlana Riyazi, Hussein Voiz Kashifi, The speeches and works of Muin Voiz, Navoi and Babur are a clear proof of this. When the art of public speaking received a special attention, that is the art of public speaking subject to the ideas and ideology of the time. Still, oratory there are a number of factors that characterize the skill. As you know, everyone's speech is meaningful, beautiful and effective wants to be But making this dream come true is much harder and harder, because everyone has their own knowledge, character and ability. In addition, the situation in the speech process also affects the speaker: the audience is small or large, large or small audience, composition of participants and level, experience and skill of the speaker. No matter what your profession anyone can master the art of public speaking. Most for that first and foremost, a strong interest in mastering public speaking skills and a constant focus on oneself, you have to work tirelessly. It should be noted that the famous and well-known the speakers worked tirelessly and practically to this end.

Key words: Speech, culture of speech, the speakers, literary language

The essence of speech is in its culture, publicity, and social value determined. There are words like "cultural speech", "speech culture", "oratory". The nature of speech is explained by knowing their essence. Their linguistic has its own characteristics as a unit. It's a conversation between them can be called staged forms of jaraln. These are true speech - speech culture -is a speaker. Correct speech is based on the norms of modern Uzbek literary language is speech. The culture of high speech, in the opinion of S.I. to be able to convey it accurately, clearly and effectively. " Speech is oral a high level of culture, a mature speech art. Speech culture is, in fact, literary from the unit of speech activity, speech skills, speech skills based on language criteria consists of. "Culture of speech is unimaginable without literary language. Literary language speech is a measure of the culture of correct speech and speech "1.

The role of the individual in the speech process, especially in public speaking, is invaluable. Because each person has their own unique characteristics. Spirituality, power inclination, enthusiasm, mental structure, experience, knowledge, and so on. Personal heredity and it is inextricably linked to the environment and is much more difficult to change will pass. From giving a talk so that each speaker has his or her own unique qualities should have a good rest first. To do this, the speaker is well on the subject prepare, then reinforce, and rest before speaking must have received. Before the speech, it is also necessary to eat. More precisely, the speaker should be hungry and not tired. Well-known speakers before the speech have a good rest and eat. Dressing is also important during the speech process. Because it is clean and good the dressed speaker will be self-confident and respectful of those around him will get the views. Specifically, the speaker's shoes were not cleaned, the pants are not ironed, the pen is visible from the breast pocket if the newspaper is visible in his pocket, he will not be able to attract the attention of the audience.

The speaker should be in a good mood before the speech, with a face and eyes it should reflect kindness and joy, and its face should be open. That's it can reach the audience, attract them. Here are the Chinese It is worth recalling his wonderful proverb: should not be involved. "

During the talk, the audience should sit together. Especially the hall if it is too large, and people sit scattered, the effect of the speech will be less. Therefore, the speaker should gather them together and arrange for them to sit closer together. Also, the air in the auditorium should be clean. Speech for this open the window in front of the window, fill the auditorium with fresh air. There should be nothing extra on the stage or in the pulpit. If possible, a table and chairs and it is more effective not to have all sorts of extras on stage. Sometimes a presidium is formed and a number of people occupy the place. Such in which case every action of those on stage is in the eyes of the audience. They are small because it focuses on both the speaker and the stage at the same time something also has an effect.

The speaker's sitting, walking, behavior, and speech are all important has Because every action is in front of the audience and is unique shows the effect. Special attention is paid to the appropriateness and accuracy of the speaker's body movements should give. When a speaker speaks from the heart to the audience, it is his hand and the awkward movements associated with the progression are not noticeable. Behavior and gestures are also important in speech. But these behaviors are unique to each person should. In particular, the gestures should be natural and lively, and the speaker should be appropriate should come.

The speaker thinks carefully about what he knows about the topic, relates to the topic, says information needed, organize thoughts, gain more knowledge, gather more information about that area

Once you have enough information and knowledge about the topic, apply them placement, compaction is necessary. The topic should be placed sequentially. Audience to draw attention, to keep one's attention in rhythm. The speaker rehearses at home, imagining the audience, hand exercises, facial expressions should be coordinated. It's a wound the more it is repeated, the more useful it will be for the speaker. It makes sense to read the speech aloud several times should be placed to ensure consistency and consistency. No matter what a person learns or masters, he cannot achieve it all at once.

Especially the public speaking skills over the years and in return for continuous practice assimilated. You can't succeed in this process all at once. Some while it takes more effort and time to master things, others are shorter more and more success will be achieved over time. Diligence in the speech process and perseverance is important. Serious for a successful speech you have to act and hit hard on your mind. Any person is also speechless may be excited at the beginning, but after a while if courageous this excitement is suppressed.

Everyone who engages in the art of public speaking is determined and courageous acquires speech skills only when he moves. Successful speech depends on the natural ability and purpose of the speaker also depends on the aspiration of the path. Every well-known speaker is known for his hard work, perseverance, courage, quick-wittedness, he also had oratory skills because of his calm demeanor. So, to master the art of public speaking, self-confidence, composure and must show firmness and resilience. Only then is he a speaker acquires skills.

Each speaker strives to be consistent, meaningful, clear, and logical. The role of memory in ensuring the coherence, continuity and integrity of speech is incomparable. Well-known psychologist, Professor Carl Sischer, says this about human memory writes:

“The average person has more than 10 percent of the innate capacity in memory uses The remaining 90% of these opportunities will be lost, because man does not follow the natural laws of behavior. The "Behavior System", described by Carl Sischer as "Natural Laws", is in 3 parts consists of:

- 1 What is left in the memory, the impression;
- 2 Repeat first;
- 3 Create a similar image (a link that reminds you of an idea).

The first condition of ldda is that the impression does not arise spontaneously, the thing to keep in mind is that you have a deep, clear, and solid impression of the event should be And for that, you have to focus on one thing. So far, 5 minutes concentrating on a deep and comprehensive thought, in a vague thought all day long gives more results than walking. There is another factor in strengthening the impression: - intelligence. Wisdom requires serious and in-depth observation. Seeing and strengthening memory the importance of the sense organs is immeasurable. Eye contact in particular is more effective will give. That is why it is not said in vain: "He has seen once after hearing a hundred times good " So, seeing, hearing and tasting (feeling) strengthens memory is an important factor. The second natural law of behavior is to repeat. Continuous and As a result of constant repetition, some people know the Qur'an completely, Chinese students, scholars, and several religious books and classics can tell from ld. It should be noted that the repetition is blind.

First of all, repeat the wound with certain breaks should be carried out so that the human brain can accept. Second, repeat should be continuous and continuous. In order to ensure consistency in speech, intellectual communication, i.e., similarity it is necessary to create an imagination. Let's say, "From students' free time You will want to talk about To do this, imagine a student Here are some pictures of his life: a student lying on the couch, a student watching TV the student is playing computer games, the student is reading a book, the student is kicking a ball, student sitting in a cafe. Memory

Strengthening above methods continuous and constant gives a wide camara only when used. So, the role of memory in the process of speech Familiarity is also the study of the speech and style of speech of speakers and speakers is an important resource in mastering public speaking skills. Each speaker is unique his speech is different from others because of his style, knowledge, and character does. That's it despite they are used style and opportunities can be used consciously and creatively. Each speech is unique topic and problems. That's the problem and the theme in which case it is necessary to compose a speech. There are clear guidelines and rules for composing a speech although not showing the following methods used by well-known speakers can go to:

I - method

- 1 State the facts;
- 2 Express opinions based on facts;
- 3 Encouragement to act;

II - method

- 1 To demonstrate that Lmon is a thing;
- 2 Demonstrate how to fix a problem;
- 3 To ask for cooperation;

III - method

- 1 Achieve interest and attention;
- 2 Gaining trust;
- 3 State the facts;
- 4 Give evidence that motivates people to act.

It is important that the facts are clear and understandable. Speaker should not read the speech. Because the effect of any speech read and will be less important. So, someone who wants to speak on a certain topic be well-prepared, organize facts and examples, and follow them place in sequence, repeat the speech several times, preferably magnetic record and listen to the tape and regulate their behavior in the speech process should Once the speech has been arranged, review it and review it. re-exercise is necessary.

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