



THE CONCEPT OF SPEECH CULTURE AND THE ART OF PUBLIC SPEAKING

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Annotation: *This article analyzes the importance of speech culture for leaders. Effective communication skills enable leaders to express their ideas, inspire teams, influence situations, build trust, and manage crises. A leader's clear, confident, and persuasive speech plays a key role in organizational productivity and strategic decision-making.*

Keywords: *Leader, speech culture, effective communication, motivation, team management, trust, decision-making, crisis management.*

In human life, speech culture is extremely important, as it plays a significant role not only in managing work teams but also in achieving success. Leaders who possess speech culture tend to have greater social influence, better ability to build trust, and make impactful decisions. Let's examine the key importance of speech culture for a leader

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Effective communication and information delivery. A leader's effective speech allows them to clearly and understandably communicate their ideas, goals, and strategies. This ensures clarity in the team regarding work and important decisions. Leaders with strong speech culture present their ideas confidently, clearly, and accessibly, which leads team members to trust their decisions.

Motivation and inspiration. A leader's speech can inspire team members and motivate them to work toward set goals. In most cases, by confidently highlighting the importance of the work, the objectives, and the outcomes, leaders engage the team and instill a sense of trust, which in turn increases work efficiency.

Influence in critical situations. Leaders with speech culture are more successful in resolving issues and guiding their teams in critical situations. Through clear and simple speech, they can explain the situation and convince their team or the public to accept decisions.

Trust and relationships. Speech culture helps increase a leader's trustworthiness. When a leader expresses their thoughts clearly and meaningfully, team members, partners, and other organization members view them with trust and respect. In this way, speech culture strengthens both professional and social relationships.

Crisis management. In crisis or problem situations, a leader's speech culture becomes especially important. With clear, easily understandable, and impactful speech, the leader can help overcome the situation. In such cases, the leader's precise and effective speech serves as a support against various risks and inspires the team to make confident decisions.



Shaping the direction of activities. Through speech, a leader can convey information about organizational activities and decisions, giving the team a clear sense of direction. This is important not only for decision-making but also for guiding work processes in the right direction.

Conclusion: Speech culture is a vital component of leadership potential. Through effective, clear, and impactful speech, a leader can establish proper communication with the team, build trustworthy relationships, and offer appropriate solutions in challenging situations. Additionally, an inspiring leader's speech guides the team toward goals and contributes to the efficient direction of organizational activities. Moreover, in crisis situations, speech culture enables the leader to act as a reliable figure. Therefore, developing speech culture is a crucial factor for organizational success.

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