



THE CHARACTERISTICS OF EFFECTIVE AND PERSUASIVE SPEECH

Bobokhodjaev Rashidjon Khashimovich

PhD in Philology, Associate Professor, Head of the “Editorial Publishing and Printing” Department, Tashkent State Transport University

Annotation: *This article analyzes the main features of active and persuasive speech, along with its significance in social and professional settings. It highlights key aspects such as clarity, comprehensibility, impact, emotional appeal, visualization, and interactive communication. Furthermore, the article explores the relationship between speech culture and corporate ethics, examining how they influence one another and shape communication within organizational environments. The article aims to underscore the importance of these two concepts in both personal and institutional contexts.*

Keywords: *Active speech, persuasive speech, clarity, emotional influence, visualization, rhetorical questions, speech culture, corporate ethics, public communication, workplace relationships*


Effective and persuasive speech is characterized by the ability to convey information clearly and compellingly, instilling confidence and motivating the audience to take action. Such speech not only allows the speaker to express their thoughts but also helps in understanding and engaging the audience.

Clarity and Comprehensibility: A fundamental trait of effective speech is the delivery of clear and understandable ideas. The speaker must strive to explain their points in a manner that is easily grasped by the audience. This requires thorough knowledge of the subject matter and the ability to enrich the speech with accurate and complete information, avoiding misinformation or ambiguous statements.

Intonation and Tone: Intonation plays a significant role in creating an impression. The speaker should modulate their tone to achieve the desired effect, whether calm or slightly urgent. Variations in pitch, pauses, and speed can enhance the impact of the message and strengthen the connection with the audience.

Calmness and Measured Pace: Maintaining a calm demeanor and speaking at an appropriate pace is crucial. This approach aids in making the speech more understandable and reduces feelings of anxiety or confusion among listeners. A balanced tempo facilitates better comprehension and retention of the message.

Use of Examples and Practical Illustrations: Incorporating real-life examples and vivid descriptions is essential. Such illustrations captivate the audience's interest and relate the speech to everyday experiences, making the message more relatable and impactful. proficientwriting.com+1bcomms.telkomuniversity.ac.id+1



Emotional Impact: An effective speech often evokes emotions through inspiring and heartfelt expressions. The speaker should use language that resonates emotionally with the audience, fostering a deeper connection and motivating them to act.

Meaningful and Rhetorical Questions: Rhetorical questions engage the audience's thinking without expecting direct answers. They encourage reflection and active participation, guiding the listeners to consider important aspects of the topic.

Leaving a Positive Impression: Avoiding complex or unfamiliar words is advisable. Using simple and clear language helps in better retention and ensures the message is well-received. Providing explanations and clarifications enhances understanding and reinforces the significance of the points discussed.

Building Relationships and Offering Support: Effective speech also involves acknowledging and responding to public opinions, fostering mutual respect and understanding. This approach not only conveys one's own ideas but also demonstrates a willingness to listen and engage with others.

In summary, effective and persuasive speech encompasses clarity, emotional resonance, logical structure, and audience engagement. It aims not only to inform but also to inspire and motivate the audience to take meaningful action.

Conclusion: Active and persuasive speech enhances an individual's communicative effectiveness, leaving a lasting impression and influencing the audience. It plays a vital role in building direct engagement, trust, and motivation. Moreover, speech culture and corporate ethics are interrelated concepts that shape moral standards, workplace relationships, and institutional culture. Their integrated application strengthens collective trust and contributes to efficient and ethical organizational performance.

REFERENCES:

1. Babaxodjayev R. The Russian Layer in the Hydronymy of Tashkent and Tashkent Region // Modern Issues of Philology. – 2020.
2. Babaxodjayev R. Problems of Slavic Lexicology and Phraseology // Slavic Languages: System-Descriptive and Sociocultural Aspects of Research. – 2017.
3. Bobokhodjaev R. Kh. Application of Interactive Methods in Distance Learning of the Russian Language // Uzbek Scholar Journal. – 2022. – Vol. 10. – pp. 179–182.
4. Suyunova D.D. A Scientific-Theoretical Approach to the Implementation of Digital Transformation in Corporate Governance of Joint-Stock Companies. (Topical Issues of Business and Entrepreneurship Development in the Context of the Digital Economy, International Scientific-Practical Conference, December 23, 2022).
5. Suyunova D.D. Analysis of the Implementation and Development of the Digital Economy in Uzbekistan. (Digital Transformation in Business and Economy, International Scientific-Practical Conference, June 21, 2023).



6. Suyunova D.D. Ways of Using an Automated Management Information System to Ensure Effective Corporate Governance. (Digital Transformation in Business and Economy, International Scientific-Practical Conference, June 21, 2023).

7. Suyunova D.D. The Use of Digital Technologies in Improving Corporate Governance. (Digital Transformation in Business and Economy, International Scientific-Practical Conference, January 2024).

8. Babaxodjayev, Rashid. Some Methodological Issues of Terminology. Educational Terminological Sphere in the Selected Specialty: Proceedings of the Scientific-Practical Seminar (2010).

9. Babaxodjayev R. The Russian Layer in the Hydronymy of Tashkent and Tashkent Region // Modern Issues of Philology. – 2020.

10. Bobokho'Jayev R. Kh. Learning Foreign Languages Online // Science and Education. – 2022. – Vol. 3. – No. 6. – pp. 840–845.

11. Babaxodjayev R. Communicative Features of the Functioning of Euphemisms // Commonwealth of Languages – Commonwealth of Cultures. – 2017.

12. Bobokhodjaev R. Kh. Application of Interactive Methods in Distance Learning of the Russian Language // Uzbek Scholar Journal. – 2022. – Vol. 10. – pp. 179–182.

13. Ramatov, J., & Umarova, R. (2020). Theoretical and ideological sources of beruni's philosophical views. ACADEMICIA: An International Multidisciplinary Research Journal, 10(11), 1974-1980.

14. Умарова, Р. Ш. (2019). Бытие и философские взгляды Абу Райхана Беруни. Достижения науки и образования, (3 (44)), 32-33.

15. Ramatov, J., & Umarova, R. (2021). Central Asia in IX-XII Centuries: Socio-political Situation, Spiritual and Cultural Development. Academicia Globe: Inderscience Research, 2(04), 148-151.

16. Ramatov, J., Umarova, R., Baratov, R., Jurabayev, N., & Artikova, B. (2022, June). Constructive and optimal solutions for the formation of a stable ecological situation in the Aral Sea region of Uzbekistan. In AIP Conference Proceedings (Vol. 2432, No. 1, p. 030113). AIP Publishing LLC.

17. Умарова, Р. (2015). Некоторые аспекты взаимоотношений природы, человека и общества во взглядах Абу Али Ибн Сино и Абу Райхан Беруни. Theoretical & Applied Science, (10), 127-129.

18. Умарова, Р. Ш., Абдукаримова, Г. Б., & Тухтабоев, Э. А. (2019). Вклад Абу Райхана Беруни в развитие философии Ближнего, Среднего Востока и мировой науки. Проблемы науки, (12 (48)), 65-66.

19. Умарова, Р. Ш. (2019). Основы духовно-нравственного воспитания молодежи в трудах Абу Райхана Беруни. Проблемы науки, (4 (40)), 56-57.

20. Ramatov, J. S., Umarova, R., & Khasanov, M. N. (2022). METHOD OF DETERMINATION OF TRANSPORT INTENSITY IN URBAN CONDITIONS. Oriental renaissance: Innovative, educational, natural and social sciences, 2(6), 931-936.





21. Умарова, Р. Ш. (2020). Натурфилософия Абу Райхана Бируни. Вестник науки и образования, (4-1 (82)), 35-37.

22. Babaxodjayev R. The Russian Layer in the Hydronymy of Tashkent and Tashkent Region // Modern Issues of Philology. – 2020.

23. Bobokho'Jayev R. Kh. Learning Foreign Languages Online // Science and Education. – 2022. – Vol. 3. – No. 6. – pp. 840–845.

24. Babaxodjayev R. Communicative Features of the Functioning of Euphemisms // Commonwealth of Languages – Commonwealth of Cultures. – 2017.

25. Bobokhodjaev R. Kh. Application of Interactive Methods in Distance Learning of the Russian Language // Uzbek Scholar Journal. – 2022. – Vol. 10. – pp. 179–182.

