

FROM THE EXPERIENCE OF RHETORICAL ART AND ITS INFLUENCE ON BORROWED VOCABULARY IN THE RUSSIAN LANGUAGE

A. K. Rashidov

Associate Professor of Kokand State Pedagogical Institute, Uzbekistan

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Annotation

The article gives a description of rhetorical art, the history of its origin, its appearance in Russian culture, a description of the activities of its brightest representatives. The connection of rhetoric with the practice of using foreign borrowings in speech and the influence of rhetoric on the art of translating neological word formations are shown.

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The first rhetoric subject in Russia (1620) was the translation of Latin rhetoric by F. Melanchthon, revised by L. Lossius (Frankfurt, 1577), with explanations by the Russian translator and additions. The book was used and kept in Moscow and Northern Russian monasteries - Solovetsky, Belozersky, in Yaroslavl, Novgorod. Judging by the number of surviving lists (36), rhetoric has been studied quite extensively.

This book has five sections: invention, disposition, elocution, memoria, action (canons).

A significant step in the development of oratory was the "Spiritual Regulations" of Peter I, which set the rules for how to keep oneself in the department. The regulations required certain internal qualities from the speaker: honesty, objectivity and modesty. Much attention was paid to oratorical techniques: facial expressions, gestures, posture. The speaker must have a sense of proportion, not lose his own dignity. Self-control is the key to success.

The decree of Peter I of 1724 very sharply opposes the manner of reading speeches from a piece of paper:

"Gentlemen, senators, in the presence of forbid speech to read from a piece of paper, only in their own words, so that everyone's foolishness is obvious to everyone."

The true flourishing and universal recognition of rhetoric in Russia began with the publication in 1747 of the "Concise Guide to Eloquence". This work of M. V. Lomonosov immediately received recognition, was reprinted several times during the life of the author.

His rhetoric is addressed to the ancient world - Socrates, Plato, Aristotle, it has philosophical justifications. It deals with pedagogical problems: about the natural talents of those individuals who are selected for rhetorical training, the question of the rules, the roots of oratory skills is resolved. M. V. Lomonosov gives the function of persuasion in a softened version: "to speak and write well and thereby persuade others to their opinion." The author considers the subject of the science of rhetoric not only oratorio, but also life, allows imitation and constant exercise, invites to learn from the experience of

famous artists, extols the skill of Cicero, whose speeches seemed divine, because they were beyond human strength.

He defended scientific truth in speeches, taught to find the main thing in the content and highlight it. M.V. Lomonosov advised, firstly, to perfectly know the subject of his speech, and secondly, to be able to talk about it, to transfer knowledge to others, that is, to build his speech so that the listener understands and accepts.

The merit of M. V. Lomonosov is that he was the first to build a rhetorical system based on the Russian language and intended his work for secular education.

Lomonosov's work was of tremendous importance for the development of rhetorical science as a whole. Rhetoric has become independent and more accessible, more adapted to the needs of the time and the needs of educational institutions in Russia.

In the first half of the XIX century. the textbooks of A. S. Nikolsky, A. I. Galich, A. F. Merzlyakov, I. S. Rizhsky, K. P. Zelenetsky acted. The work of M. M. Speransky "The Rules of Higher Eloquence", written in 1792, published in 1844, was highly valued, as well as the general and private rhetoric of N. F. Koshansky, a professor at the Tsarskoye Selo Lyceum, one of the teachers of the young Pushkin. Some functions of rhetoric were taken over by old and new branches of linguistics. The intensive development of functional stylistics, the emergence of practical stylistics ensured the choice of adequate language means; the culture of speech has become a branch of linguistics; numerous dictionaries and reference books of the difficulties of the Russian language in the areas of vocabulary, grammar and pronunciation were created; within the framework of educational systems at the end of the 19th - beginning of the 20th centuries. the theory and methodology of school composition and the development of students' speech were successfully mastered.

It should be noted that in most developed countries of the world, the crisis did not lead to persecution of rhetoric; in one form or another, it was taught in the educational systems of the USA, Great Britain, Germany, France, and other European countries.

Meanwhile, the 20th century became the century of the birth of the sciences of speech, its mechanisms were studied by linguists F. de Saussure, A. A. Potebnya, L. V. Shcherba and psychologists L. S. Vygotsky, N. I. Zhinkin, A. R. Luria. A system of the sciences of speech developed, which to some extent compensated for the loss of rhetoric and, in general, enriched it when the time came for its renaissance.

The closest thing to traditional rhetoric is the culture of speech, which explores the most difficult moments of choice, the use of language forms that meet the literary norm.

In the middle of the XX century. a renaissance of rhetoric begins, a wave of interest in it rises. In Russia, this is the end of the 70s. The strength of this wave was determined by the fact that interest in the forgotten science arose and flared up in the youth environment.

No less important is the fact that in the scientific community, even in the most difficult years, thought did not fade away: let's name the names of A.F. Losev - a philosopher, an expert in ancient aesthetics, a linguist; V. V. Vinogradov - the greatest linguist of the 20th century, M. M. Bakhtin - philosopher, literary critic, aesthetics, S. S. Averintsev, S. F. Ivanova, Yu. V. Rozhdestvensky and others.

Were translated into Russian "General Rhetoric" ed. J. Dubois (from French), Fundamentals of the Art of Speech by P.L. Sopera (from English), books by D. Carnegie. The traditions of high culture undoubtedly became one of the most important reasons for the awakening of interest in rhetoric among graduate students and teachers; there was an anxiety of the young about the lost values, a growing attraction to the retro, to the ancient culture, to the "persecuted" areas of knowledge. Perhaps this is the first major factor in the revival of rhetoric.

The second factor is the success of the sciences of speech, which arose at the turn of linguistics and psychology. Unfortunately, some linguists of the XX century. moved away from the problems of speech activity, studied the structure of the language (which, of course, is also necessary). Nevertheless, in the second half of the century, major studies appeared in the field of functional grammar, stylistics, the theory of speech acts, listener grammar, the theory of speech mechanisms, etc.

Causes of a psychological nature: from the end of the XIX century. the concept of man in society is changing. If earlier it was believed that a person is primitive, lazy, he needs a carrot and a stick, and this can ensure his adequate "functioning" in society, now the idea of "man" is changing. The development of culture, literature and art, the emergence of scientific psychology - all this led to a change in the concept of man. The person turned out to be complex, versatile in psychological terms, requiring a differentiated approach - in a word, personality. At the same time, as it turned out, every person is a person, and not just representatives of the elite, the enlightened part of society, representatives of the ruling classes.

In addition, the twentieth century - the age of personification of personality, i.e. the growth of the individual uniqueness of the personality, the increase in the dissimilarity of each individual to others. An increase in the dissimilarity of people to each other leads to difficulties in communication between them, which determines the need for the science of communication, in teaching communication.

In the middle of the twentieth century. there is another direction of rhetoric - the so-called philological rhetoric. It arose on the basis of the development of such a linguistic direction as text linguistics, pragmatics. It is also called "new rhetoric". It has little in common with classical rhetoric, is based on the concept of a text and is mainly associated with the analysis of texts. In the "Linguistic Encyclopedic Dictionary" rhetoric is defined as "a philological discipline that studies the ways of constructing artistic expressive speech, primarily poetic and oral", and prose "decorated" speech and the rules for its construction are recognized as the subject of rhetoric.

Practical rhetoric opposes theoretical as well as interpersonal speech influence.

Practical rhetoric has the following structure.

1. Speaker and text (preparation for a speech, notes, collection of material, boards, etc.).
2. Behavior of the speaker in the audience (development of confidence, personality of the speaker, first impression, reaction of the speaker to interference, movement of the speaker in the audience, etc.).
3. Argumentation technique (introduction, attention capture, attention maintenance, speech strategy, argumentation techniques, speech language, presentation of the main idea, regulations, completion of the speech, answers to questions, features of different types of speeches, etc.).
4. Speaker and audience (taking into account the characteristics and interests of the audience, the effectiveness of public speaking).

In general, we can conclude that at present there is a real rhetorical boom in the world - many books on rhetoric are being published, rhetoric has begun to be widely taught in all countries.

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