

ly someone in authority, in a way that is not sincere, in order to get some advantage for yourself [3]. Любопытно, что Американский корпус текстов не фиксирует случаев употребления данного глагольного сочетания на протяжении XX – XXI вв., в то время как Британский национальный корпус отмечает относительно редкое употребление глагола в текстах преимущественно академического характера: *Very much inclined to sulk. Wants to be liked and likes to hang around and curry favour with teacher. Very much inclined to cheat* (S. Johnstone and others. The legal context of teaching, 1992).

**Заключение.** Функциональный анализ глаголов со значением 'льстить' позволил увидеть, что 6 (to wheedle, to toady, to coax, to butter up, to fawn, to blarney) из 11 рассмотренных глаголов используются во всех стилях речи как британского, так и американского вариантов. Глаголы to toady, to blarney, to adulate, to blandish, to beguile, to curry favour with перестали функционировать в речи либо используются редко. Многие рассмотренные глаголы лести (to butter up, to fawn) обладают метафорическим производным значением. Метафора, лежащая в основе значений данных глаголов, актуализирует закрепленные в коллективном языковом сознании когнитивные модели и тем самым является дополнительным средством имплицитного речевого воздействия на реципиента.

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## THE CONCEPT AND FORMATION OF SPEECH IMPACT THEORY

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**Findings and discussion.** After studying the scientific works presented in the article, the author identified the issues that are raised in these scientific studies, such as Speech impact theory has not fully integrated interpersonal communication; business communication needs to advance both theoretically and practically. Additionally, a lot of psychologists and linguists disagree with D. Carnegie's theories and harshly criticize him for being an amateur researcher.

**Materials and Methods.** The study is based on publications by Russian, English and Arabic authors, which highlight on speech impact theory. General scientific and special research methods were used in the course of the study.

**The aim of this article** is not only to overview the concept and the formation of speech influence as a science but also the reasons led to the effective emergence of the speech impact theory.

**The importance of this scientific study** is to determine and illustrate the formation of speech influence as a science.

Speech impact occurs when someone affects another person or group of people with speech and non-verbal cues that help speech achieve the speakers' goals, such as altering the addressee's behavior, attitudes, intentions, notions, and evaluations during verbal communication. Also in this study, we discussed the actual reason that led to the emergence of speech impact theory. The impact on the addressee's mind and later on his behavior implies the existence of a subject and an object of influence, influence on the addressee's motivational sphere, and the consequences of the impact. The primary categorizations of the various speech influences found in the linguistic literature and in psychological works are based on these and other variables. which region, depending.

### **1. The concept of speech impact**

Modern speech impact science uses data and methods from different sciences and is therefore interdisciplinary. Its primary affiliation is communicative linguistics. There is a great need for

this science to improve interpersonal and business communication skills, effective advertising, mass communication, effective management and effective political influence. Linguists' society is actively developing the science of effective communication. It is formed as an integrated science that unites, integrates the efforts of representatives of the whole complex of related sciences - traditional systems linguistics, communicative linguistics, psycholinguistics, pragmatics, rhetoric, discursive linguistics, stylistics and culture of speech, psychology, theory of mass communication, advertising, personnel management, sociology, public relations, cultural studies, etc. Thus, speech influence is a new modern science, the subject of which is the effectiveness of communication [1].

The science of speech impact is a shining example of contemporary scientific, humanitarian knowledge that is focused on the real-world requirements of society. The ability to combine different speech styles depending on the interlocutor and the situation communication to achieve the greatest effect is part of the science of selecting an appropriate way of speaking impact on a person in a specific communicative situation [2].

We can divide the Speech Impact Theory (SAT) into three sections, the first section which is the history of science, the second section is devoted to the theory of science, moreover the third section is the practical part related to teach this theory (SAT).

The theory of the science of speech impact has the following main sections:

1) Rhetoric as the science of effective public speech;

Rhetoric is the study of how well someone communicates in public, or even when speaking in front of an audience. Interpersonal and professional communication are included with a broad understanding of rhetoric.

2) Business communication as the science of effective communication for a person to achieve an objective goal in interpersonal communication;

Currently, business communication as a component of speech impact is effectively formed, defines its categories, structure, methods of description and teaching. Currently, numerous books on business communications have been published which is an indicator rapid development of this branch of speech influence. Business communication which is classified as interpersonal communication, aimed at achieving substantive goals. Business communication as part of the interpersonal belongs to the sphere of speech influence. However, interpersonal communication, is not entirely, adapted into speech impact theory (SAT). Since it also includes secular, phatic, entertaining, gaming, which is not aimed at achieving substantive goals.

The science of speech impact requires theoretical and practical development in business communication. Since there is no established theory of business communication, there is no theoretical or methodological foundation for practice training.

3) Advertising as a science of effective promotion of goods on the market;

At the turn of the century, advertising is elevated to the status of a science by processing data from a wide range of contemporary disciplines, including text theory, sociology, communicative linguistics, and psychology of perception. Particularly in recent years, advertising has been actively advancing its speech impact component. Advertising influence, definitely, is fundamental in science of speech impact, since it is associated with "the text"; though the advertising impact also includes some technical elements, which has "economic" components such as visual aids, graphics, design, etc. With these aspects, advertising goes beyond speech impact theory (SAT) [3].

## ***2. Formation of speech influence as a science***

The influence of speech certainly has its own history. Speech influence is being formed as a science of effective communication, and in order to understand the speech impact theory we should understand the genesis of rhetoric as a science. We initiate with the Greeks and Rome, rhetoric was flourished, which taught efficient public speaking. According to Aristotle, rhetoric is the "faculty of discovering in the particular case all the available means of persuasion". [4] Rhetoric was foremost a means to persuade as it was the ability to negotiate and win an argument. Ancient rhetoric was fundamentally based on logic, rules of logical thinking, and beliefs. Greeks relied upon oral communication, which including the ability to inform and give speeches of praise, which was known as praising and blaming speeches. The ability to practice rhetoric in a public is as a direct consequence of generations of change in Attica's governing structures, with the city of Athens at its center.

Modern Science of Speech Impact based on the ideas of American scientists Dale Carnegie, who for the first time, systematically not only described some rules and techniques for effective communication but also became teach these techniques as well. Currently, many linguists and psychologists reject D. Carnegie's theories and severely criticize him for being an amateur researcher. This is obviously unfair and unscientific.

The contribution of D. Carnegie (1888–1955) to the formation of a modern science of speech impact lies in the following;

1) He not only declared a set of rules and laws in human communication But he emphasized that there are some rules can lead to effective communication as well.

2) He demonstrated an adult can improve their communication effectiveness by thinking about and learning how to communicate more effectively. He created a technique for instructing adults in speech influence: using real-world examples to illustrate rules for effective communication.

However, it vivid that not all of D. Carnegie's recommendations can be utilized in the conditions of other countries. He considered the psychology and living conditions of Americans. However, most of his rules and regulations can be applied in our practice.

The most prominent value of D. Carnegie's books is that he teaches people to think, consider, and improve their communication and shows that a person's improvement of his skills and techniques communication with people in adulthood leads to success in business and relationships with others.

Paul L. Soper, who is an American author played an essential role in developing Speech impact theory, wrote a great book "Fundamentals of the Art of Speech" [6].

The main differences in rhetoric are the simplicity of presentation, only practical orientation, reliance on the speaker's actual needs, and practical advice on working out every aspect of public speaking, from taking notes and creating a plan to voice.

P. Sopera considered the second classical representative of the science of speech impact of the twentieth century after D. Carnegie.

1- *Reasons of a socio-political nature*: The development of democracy, individual freedom, and equality of people called for a science that would show how to reassure equality between people.

2- *Reasons of a psychological nature*: The twentieth century is known for the personification of personality, and the rise in individual differences from one another. As people's differences grow, communication between them becomes more challenging, which highlights the need for communication science in teaching communication.

3- *Communicative reasons*: The need for communication science is determined by the fact that as individual differences between people grow, communication between them becomes more challenging.

4- *Economic reasons*: The evolution of speech impact sciences was also influenced by economic factors, including competition, overproduction crises that necessitated the study of advertising.

**Conclusion.** To conclude, by reviewing the previous materials, we can derive several main reasons led to the evulsion of speech impact theory, these reasons have a socio-political, psychological, communicative, and/ or communicative nature. The impact on the addressee's mind and later on his behavior implies the existence of a subject and an object of influence, influence on the addressee's motivational sphere, and the consequences of the impact. The primary categorizations of the various speech influences found in the linguistic literature and in psychological works are based on these and other variables.

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