



Speech Ethics and Aesthetics: The Key Criteria of Oratorical Responsibility

Umrzokova Aida Obidjonovna

2nd-year student, Faculty of Foreign Languages
and Literature Tashkent State Pedagogical
University named after Nizami

Abstract: Nowadays, as in neighboring countries, the development of oratory as a field rooted in national spirit, values, and traditions, and the integration of this discipline into higher education as a distinct philological subject, is one of the core tasks before the advocates of national spirituality.

This article examines the ethics and aesthetics of speech, as well as the main criteria for an orator's responsibility. It emphasizes the modern relevance of oratory, explores effective techniques of its application, and analyzes key factors in the development of an orator, including audience engagement, clarity, credibility, persuasiveness, and emotional appeal. Based on psychological studies, the article underlines that a modern orator must approach speech with a high degree of responsibility, relying on the principles of ethics and aesthetics to ensure maximum impact.

Keywords: oratory, public speaking, speech norms, communication, popular speech, persuasion, impact, speech ethics, speech aesthetics, confidence, leadership, oral speech, written speech.

The art of oratory, once known as "Rhetoric," primarily focuses on cultivating the natural talent and abilities of the orator. As a classical science, oratory sharpens the intellect and plays a significant role in shaping society through eloquence and reason. Any speech—whether oral or written—is a message directed by a speaker or writer toward a listener or reader, aiming to influence them. Only when a speech produces a meaningful effect can it be considered cultured speech. Professionals in every field must not only



possess knowledge, practice, and experience but also develop a cultured manner of speaking. To ensure speech is exemplary, impactful, and cultured, it must adhere to specific standards.

In his work *On the Orator*, Cicero emphasizes that an orator must be capable of instilling fear, anger, or sorrow in listeners—or, conversely, alleviating such emotions and inspiring tranquility and compassion. According to him, without understanding the variety of human characters, general traits of human nature, and the causes of emotional shifts, an orator cannot fulfill their purpose.

This shows that an orator must be well-informed about their audience and tailor their speech accordingly. A speech that is relevant, instructive, and engaging can captivate any audience. Preparation is essential for achieving an orator’s goals. Leadership demands more than authority—it requires diplomacy, including mastery of oratory. As the saying goes, “Speech is the key to the heart.”

An orator’s ability to use the full range of linguistic tools effectively reflects their unique style and skill. The use of synonyms, figurative language, and local dialects, when done properly, adds power to speech. Importantly, orators should speak in their own words rather than in a purely literary style. The use of real-life examples, especially those tied to the local context, greatly enhances a speech’s effectiveness. Thus, the orator carries a great responsibility.

In support of this idea, it is crucial to note that effective management of any process relies on the uniqueness and power of speech. An orator must synthesize knowledge and apply it effectively to achieve their objectives.

Speech ethics and aesthetics refer to adhering to moral (ethical) and beauty (aesthetic) standards in both spoken and written communication. Speech ethics involves speaking respectfully, politely, and thoughtfully—addressing others with courtesy and avoiding offensive language. It includes using expressions like “please,” “thank you,” “sorry,” and listening attentively without interrupting. Even in disagreement, respectful and reasoned discourse is essential.



Speech aesthetics, on the other hand, is about the beauty of language—ensuring fluency, rhythm, coherence, and clarity. It requires expressive and artistic use of words, attention to pronunciation, intonation, and grammar, and the ability to create pleasing and meaningful speech.

Conclusion.

Everything we perceive in this world is expressed through language and emotion. Therefore, fostering oratory skills among the youth and finding effective methods for its development is a key responsibility for philosophers and educators. Unfortunately, many university graduates still lack sufficient oratory skills, which affects their professional performance.

This indicates that we have not yet fully integrated oratory training into our education system. It would be highly beneficial to teach Speech Culture not only in philological programs but across all disciplines, dedicating at least two hours per week. The significance of this discipline extends to all professions. For example, a doctor’s ability to explain treatment clearly—or, conversely, to harm a patient due to poor communication—illustrates the critical role of speech. We witness children who stutter or struggle to express their thoughts fluently. If teachers in preschools helped children memorize poems and conducted speech development activities regularly, their verbal skills would improve. Ages 5–6 are especially crucial for developing memory and language. To conclude, we must emphasize that speech must be nurtured from an early age.

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