



The Aesthetic Importance of the Art of Speaking in Communication

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Annotation: In this article, the aesthetic importance of the art of speaking, its role in the comprehensive formation of a person is highlighted. It was mentioned that communication is a process that acts together as a unique form of social activity in the real life of a person, but in some situations they are implemented independently of each other. It was also noted that the art of speaking is important in communication that speaking is the art of words, and even if it is the art of words, it is the art of words dressed in tone and polished with pronunciation.

Keywords: communication, art, communication, information, language, need, consciousness, speech, perception, need, treatment, person, communication, connection.

Various directions of cultural development and moral education serve in the comprehensive formation of a person. The place of art in human life is incomparable. Art exists not only in painting and sculpture, but also in communication. The art of communication is considered characteristic of all living beings, and only it is improved at the human level. Communication is a process that acts together as unique forms of social activity in the real life of a person, but in some situations they are implemented independently of each other.

Communication is of great importance in the comprehensive formation of a person. To learn simple things, it is necessary to interact through imitation. Relationships develop based on the rules of society.

Communication is a process unique to humans. God gave man language as one of his sensory organs to express his thoughts. He left the mind to the discretion of man. The human child uses the mind and begins to express words through the language.

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God gave man a language as one of his sensory organs to express his thoughts. It should be noted that the art of oratory is also important in communication. Oratory is the art of words, even if it is the art of words, it is the art of words dressed in tone and polished with pronunciation. Oratory The art of "Rhetorics" has an ancient history.

In addition to these, the "Art of Oratory" is considered a science of sophistication and is related to aesthetics, literary studies, linguistics, literary theory and literary criticism. From ancient literature that teaches and promotes public speaking, in articles and books written in our time and still being written today, we read terms and concepts such as orator, public speaking, the art of public speaking, the art of preaching, and the art of preaching. In oral speech, people in between, we hear expressions like: master of words, eloquent, master of speech, talkative, eloquent, eloquent, that is, eloquence is a talent. The doctrine of the art of public speaking has a long history. It was first formed in ancient

Rome and Athens, and it is known that it appeared in Egypt and Assyria before that. The art of oratory is equal to the art of leadership. The life of Demosthenes and Cicero can be a vivid example of this.

In the regions where our ancestors lived, first of all, folk oral works, "Orhun-Enasoy" monuments, "Avesta", "Epic about Alp Er Tong'a" and written monuments of Toran land are the history and culture of our people, the language 'in learning

Along with being an important source, it is valuable due to its wealth of materials encouraging eloquence. The great encyclopedist Beruni, in the introduction to his work "Geodesia", talks about the emergence and branching of sciences and says that each science arises due to the necessity of human life. Beruni shows that there are two types of speech - prose and verse. These types of speech are formed based on certain rules.

Beruni attaches great importance to the unity of form and content. The form should serve the content. Any beautiful form without content will not attract attention among people. Content is the main criterion in both prose and poetic form of speech. In both forms of speech, it is necessary to express the meaning set before the speaker. The scientist writes: "Then the word will consist of the meaning intended by the speaker in these two parts (prose and verse)."

To sum up, eloquence is primarily a personal ability. In the sense of individual artistry, eloquence takes into account the art of speech and the beauty of speech.

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