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## **CULTURE OF ORATORY CULTURE AS AN IMPORTANT CRITERIA OF THE LEADER'S ETHICAL AND AESTHETIC CULTURE**

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### **Abstract**

The article talks about the need to improve the culture of communication among managers of the management system at the stage of development of society, about the effectiveness of the reforms carried out in the country, which depend, first of all, on the level of management personnel; one of the most important requirements is mastering the skills of public speaking, the ability to use the power of the living word.

**Keywords:** Development of the state and society, reform process, management system, leader, culture of communication, high moral culture, oratory and modern preaching, oratory.

### **Introduction**

Each stage of the development of the state and society places certain requirements on every leader working in the management system. Failure to comply with these requirements leads to failure and ineffectiveness of work carried out towards the set goal. In the current conditions, for any leader working in the management system, whether he is the head of an enterprise, organization, team, or a political figure, it is important to master the culture of communication with people, to be able to correctly explain the policy of the government of Uzbekistan to people through a lively speech, to actively participate in the process of fundamental reforms being carried out in our country, and to help them deeply understand their civic duties.



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At the new stage of development of Uzbekistan, oral propaganda, along with constituting an important part of the activities of the governance system, should and will continue to be the most active form of constant dialogue between the authorities and the people, the most optimal tool for uniting the people under the banner of national ideology, and managing society. Oratory and modern preaching are based on lively dialogue with people, and allow the leader not only to effectively organize work within his authority, but also to demonstrate the achievements of the reforms taking place in independent Uzbekistan with the help of clear, vivid facts and examples that are understandable to people, to correctly explain the policy pursued by the government, presidential decrees and government decisions, and to influence the minds and hearts of the people. In this regard, it is of particular importance to talk openly about certain shortcomings and difficulties in life, discuss ways to eliminate them, and enter into dialogue with each person. In addition, in the current conditions, the attitude towards dialogue has changed dramatically. “Unfortunately, some leaders are forgetting the simple culture of communication and spirituality in communicating with the people and the press” [1]. In the conditions of Uzbekistan, which is moving towards building a democratic state based on the rule of law and a civil society, an environment has been established in which everyone has the right to know the truth, and dialogue is replacing monologue in communication, and diversity of opinions is replacing monologue. The system based on administrative command is being replaced by democratic dialogue, which forms the basis of persuasion. A true culture of communication implies a high moral culture, that is, it is necessary to see in another person not just a person who is needed to achieve one's goals, but a full-fledged person.

The leader and the person or audience with whom he enters into communication are inextricably linked and form a kind of tandem in solving this or that issue. The importance and necessity of a leader's communication skills, the ability to convince others are also determined by the complex ideological processes in our country and the whole world. The main condition for development is stability in the country. The main factor in maintaining stability in the state and society is to protect people from ideological attacks organized by various groups, organizations and states. In the conditions of the struggle for the minds and hearts



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of people, each leader, regardless of whether he works in the system of state and public administration or manages an enterprise, is also charged with the task of arming our citizens with a true national idea that represents the true interests of our people. Therefore, for a modern leader, professional knowledge and skills in conducting economic activities are not enough. He must also know the specific laws and regulations of propaganda and be able to apply them in communicating with people. Conversely, a person who cannot cope with complex social tasks such as changing people's minds and directing them towards higher goals cannot hold a leadership position. The fate of the country and the people, the effectiveness of the reforms being implemented depend primarily on the level of leadership personnel, how well they can respond to the requirements of the times and progress. One of the most important requirements is to master the skills of oratory, to be able to use the power of a living word. "It's no secret that the spiritual world of some of our leaders today needs education. Some leaders are rude to citizens, subordinates, and the public. This makes us all think alike" [2]. A leader who has mastered the art of oratory can become a true leader who, using the power of his words, can attract people to himself. And this, as we have said above, is not an easy task. The great Roman orator Cicero said: "Elocution is a quality that is not easily acquired and is born of a lot of knowledge and hard work." These words will never lose their relevance.

The most important feature for a speaker and a characteristic that demonstrates his skill is the ability to establish communication with the audience. Of course, the scientific and theoretical content of the speech, its focus on practical results, is of primary importance. But if the speaker does not listen to what he says, if the audience is busy with their own thoughts or work at the time of the speech, in other words, if the speech does not attract the attention of the audience, it will be completely ineffective.

The activities of a politician and any person holding a leadership position are also closely related to the activity of oratory, because a politician, by expressing his political platform, a certain ideology, and a social concept, wins people over. "No ability can give a person the opportunity to be instantly recognized by society and achieve high positions like oratory" [3]. Unfortunately, at present, most political



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party representatives and leaders, due to their lack of mastery of the art of oratory, are not able to achieve sufficient effectiveness in solving the issues facing them. Political figures who have an innate talent for oratory and who have developed this talent through special education, have gained popularity among the people and have great political influence. Observing the activities of such political figures shows that, as professional orators, they adhere to a number of rules of oratory. In particular, they tell people what they expect and want to hear, so they usually talk about different issues, based on the mentality of the specific audience listening to them. This is consistent with the principle of oratory about the appropriateness of speech. Indeed, an orator's speech is not just a simple collection of information from various sources, but a unique work of art, the result of creative work. In it, the speaker, taking into account the people in front of whom and in what circumstances he is expressing his opinion, chooses the appropriate evidence, grounds, words and tone according to the situation. "Speech, as a common tool of members of society, should be equally understandable to all, convenient to use, acceptable and enlightening to the majority. In this case, every effective speech will not only be elegant and morally perfect, but will also express the aesthetic and moral, artistic and philosophical, religious, historical and social, broadly ideological and spiritual views of the people, their understanding, imagination and observations about them, and become a spiritual value that preserves and preserves them from generation to generation" [4].

Speech culture and the art of oratory are one of the factors of human spiritual development, and are an indicator of the capabilities of the language, as well as the level of human knowledge, moral and aesthetic culture. "The art of oratory in our country serves such noble goals as raising the spirituality of the population and youth, educating them as mature people, establishing justice, and developing civil society"[5]. Therefore, from time immemorial, the essence of this art and the ways to master it have interested humanity. Since ancient times, the desire to speak in public, explain one's opinion to people, to convince and prove when talking about something or an event, has created a need for eloquent speakers from among people and has led to the emergence of the art of oratory. In the East, attention has been paid to the issues of the value and greatness of the word since



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ancient times, and its written form has also been elevated to the level of art. For this reason, the art of oratory, the art of preaching, and speech etiquette have deep roots in the history of our millennial culture and spirituality.

History shows that even in the first schools, which emerged five thousand years ago, the most important task of a teacher was to teach a child to speak and write correctly and clearly. The Avesta, the sacred source of Zoroastrianism, says this about an incompetent, bad teacher: “To tell the truth, a bad teacher makes life miserable, considers the ignorant great, and deprives great men and women of the blessings of God. Such teachers, with their incorrect education, deceive the people in the best jobs, with their wrong advice, they lead them astray from the path of livelihood and lead them on a bad path. They extinguish the lamp of life. Considering the ignorant great, they turn the most reliable men and women away from the path of God. With their ignorance, they turn the people away from their best qualities, and they ruin the lives of the people of the world with false words” [6]. The Avesta emphasizes three important concepts: good words, good thoughts, and good deeds. After all, the transformation of noble words into noble thoughts, and their transformation into noble deeds, is of great importance in oratory. For example, the uniqueness of Eastern oratory is also determined by its focus on the problems of speech and its etiquette.

In the activities of management personnel, the culture of oratory is a very important factor in demonstrating their moral and aesthetic culture. The culture of speech is a complete, beautiful expression of thought. A thought that is not logically connected to each other will not be effective, it will not be deeply understood by a person. After all, the culture of speech is its correctness and compliance with the norms of the literary language. Important signs of the culture of speech are the avoidance of words and expressions that do not comply with the norms of the literary language (slang, street slang), which is not only a sign of the culture of speech, but also of moral culture.

Oratory is the art of speaking beautifully and captivatingly while attracting the attention of the listener. However, the beauty of the speech does not mean oratory alone. Oratory involves conveying certain ideas and goals to people through speech, directing them to certain goals. The orator's speech is aimed at a wide audience. At the same time, attention is paid to the content, logical foundations,



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and content structure of the speech. Therefore, in order for the speech to be effective and meaningful, it must be logically based, rich in evidence-based facts and real-life examples.

As a result of the globalization process, changes are occurring in the spiritual and moral life of a person, as well as changing the attitude towards moral values. This is creating some negative situations. It can be seen that it is causing vices such as artificiality, insincerity, and selfishness in the process of interaction. “In some cases, the inability of leaders to accept criticism is also evident in their attempts to avoid acknowledging it, no matter what [7].” Moral-aesthetic attitudes are an important means of civilizing interpersonal relationships.

In conclusion, the culture of oratory and high-level etiquette skills are effective in the professional activities of management personnel. They have a positive effect on their work efficiency. The leader and the person or audience with whom he communicates are inextricably linked and form a kind of tandem in solving this or that issue. The importance and necessity of the leader's communication skills, the ability to convince others are also determined by the complex ideological processes in our country and the whole world.

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