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**WESTERN EUROPEAN RHETORICAL CANON AND ITS
INFLUENCE ON THE DEVELOPMENT OF ENGLISH PUBLIC
SPEAKING SKILLS OF FUTURE POLITOLOGISTS**

Odessa, Ukraine

***Abstract.** The article deals with the features of the Western European model of speech behavior of future politologists. Analyzed a number of canons speech model of modern Western European rhetorical ideal. Also determined that the feature of speech behavior of the speaker is using a speech strategy that promotes communicative goals of the speaker which implemented by means of requirements-maxims: maxim of information completeness that determines the dosage of information necessary for the implementation of the communicative act; maxim of information quality provides the truth of statements; maxim of relevance which includes a requirement to follow the theme of the speech message. In addition to compliance with the maxims, modern speakers use techniques of speech or cognitive-speech passages that contribute to the implementation of the selected*

speech strategy: generalization , bringing example, amendment, amplification, concessions, repetition, contrast. Admission of generalization helps the listener to focus on the idea that the speaker is trying to express. Admission to bring examples demonstrates the speaker appeal to facts, events or objective reality of personal experience that can provide both positive and negative impact on students. Adopting the amendment involves communicating to the audience any further information and clarification. Admission of amplification allows the listener's attention, often through some post negative information. Reception of obvious concessions shows tolerance, tolerance to the object of the speaker broadcasting by providing concessions. Repetition is attracting the attention of the audience. The contrast is used to attract the attention of the audience by contrasting events and facts. These techniques allow the speaker to interact with the audience, to attract attention and influence their minds.

Keywords: *maxim of information completeness, maxim of information quality, maxim of relevance, speech strategy, cognitive-verbal methods.*

Significant changes in the field of international cooperation of Ukraine on the background of the integration of our country into the European community, helps to ensure that knowledge of foreign languages is transformed into an integral component of the practical and intellectual human activity. This fact reinforces the status of a foreign language as a professional academic discipline for the majority of professionals in higher education, including future politologists. The importance of mastering a foreign language at a high level it is for political scientists due to the fact that one of the important tasks of the representatives of the political elite of the future, obviously, is the ability to represent Ukraine as an active subject of the current geopolitical situation in the world, avoiding pressure and manipulation by other political figures. It is known that from a certain political position depends on the country's place in the international arena, its role in the world community. That is why high profile training of future political scientists should be considered as one of the most important areas of the modern education system. The foundation of this training is to develop the English language skills of public speaking, the essence of which is the ability to express their attitude to political processes. The process of forming the English language skills of public speech of future politologists will be more effective, subject to the development and implementation of a set of necessary and sufficient psychological and pedagogical conditions. One of these conditions will be considered: the account of features of the Western European speech (rhetorical) ideal. Let us analyze the nature of the condition.

Note that the concept of "rhetorical ideal", which refers to a sample of the excellent speech was introduced by Plato in his dialogues. In the

modern rhetoric of this concept is seen as a historical and hierarchically organized system requirements for the speech behavior of the speaker, which reflect the general aesthetic paradigm categories specific to that culture, "in which this rhetorical ideal formed and functioning" [3, p. 11]. This means that speakers of a given language, there is your idea of the perfect speech and talking about the person who utters these words.

According to some researchers (E. V. Klyuyev, L. I. Matsko, A. K. Mikhalskaya etc.) the American and Western European ideal speech is based on the sophistic ideal that goes back to the rhetoric of the Sophists. It is considered that, due to the activity of the Sophists in ancient Greece there is the cult of the word, which was first seen as a means of formation of the human person.

Due to the fact that attention was focused on the Sophists subjective experiences of the individual, the main purpose of their rhetoric, which is also called the rhetoric of persuasion, was to develop the ability to convince the listener of anything, sometimes reaching up to manipulate the audience.

Consider the features of the Western European model of speech behavior as an example of political discourse.

A number of scientists (D. V. Shapochnikov) was carried out analysis of performances by British and American politicians, allow you to set a certain similarity of the British and American political discourse. Some of these similarities include the use of references to the listener and who the message, which allows to establish close contact with the audience. The role of treatment also is to create a positive attitude in the listener, to get his attention, to create an atmosphere of cooperation and collaboration. Thus, for example, and the British and American politicians to the audience often use personal pronouns "I", "We" (We resolved that ...; We have waited many months), speaking for himself and for his people, thus emphasizing its involvement in the life of their country. In the speeches of British speakers dominate these types of applications, as "Distinguished guests"; "Ladies and gentlemen"; "My friends", while in the American political discourse used phrases such as "My fellow citizens"; "My fellow Americans"; "Ladies and gentlemen"; "My friends" [4].

It should be noted that in the appeals of American political leaders there is a tendency to identify himself with his people, while British politicians, referring to his audience, positioning themselves as leaders, top officials. That is why in his speeches British leaders is much more restrained and less emotional.

A further feature of verbal behavior is the use of a speaker speech strategy that promotes communicative goals of the speaker. The term "speech strategy" is commonly understood as a way to implement design speaker, suggesting a way of presenting the facts and lighting, which contributes to influence the emotional, volitional and intellectual scope of the listener [2].

In order to simplify the construction of the necessary communication strategy Aristotle described specific principles, the totality of which is designed to ensure the success of speech communication. These principles include: 1) the requirement of truthful speech; 2) the requirement of its relevance and appropriateness; 3) the requirement of a clear and concise verbal expression.

On the basis of these principles, the American philosopher P. Grice developed the principle of cooperative cooperation, which is being implemented in a number of special requirements or maxims. Formulated by scientists maxims are communicative speaking commitments in relation to the recipient. The maxims include the following: 1) maxim of information completeness, which determines the dosage information necessary for the implementation of the communicative act. This maxim can be correlated with the requirement of relevance and appropriateness of speech in Aristotle; 2) the maxim of information quality, which implies the truth of the statements. This maxim can be compared with the principle of truthfulness speech Aristotle; 3) the maxim of relevance, containing a requirement to follow the theme of verbal communication. Note that this requirement is consistent with the law of formal logic as the law of identity, the violation of which leads to the fact that the speaker refutes their own conclusions and thus destroys his own voice strategy. The essence of the Law is that "every thought, which is contained in a speech by repeating should have the same specific, sustainable content" [1, p.121].

In addition to compliance with the above requirements for the design of speech, the implementation of the rhetorical strategy involves the use of speech techniques that facilitate the disclosure statement and plan, respectively, contribute to the achievement of communicative goals. The concept of "the acceptance of speech" or "communicative speech tactics" can be defined as a set of speech techniques that allow you to achieve the planned objectives in terms of the particular situation of communication (V. I. Andreev, E. N. Zaretsky, E. V. Klyuyev, O. I. Tarasova etc.).

According to the research, D. V. Shapochkina as the British and American speakers use the following methods of speech, or so-called

cognitive-verbal methods that contribute to the implementation of the chosen strategy of speech: the generalization, the giving of examples, the correction gain (obvious) concessions, repetition, contrast. According to the above-mentioned methods allow the scientist speaker "to interact with listeners, attract their attention and influence their consciousness" [4]. Consider the essence of the above techniques.

So, *method of generalization* helps the listener to focus on the idea that the speaker is trying to express. Very often, a spokesman for the attention of the audience confronts her question, which later gives the answer. For example: *What was the reply of the German Government? The reply was that ...* (Chamberlain); *What has been achieved in Northern Ireland these last two years provides hope for its future ...* (G. Wilson); *I am proud of the multi cultural society we live in where all have a part to play ...* (T. Blair); *The United States is eager to work with the Panamanian people ...* (G. Bush).

The method of "*giving the example*" shows a speaker to address the facts, the events of objective reality or personal experience, which could have both positive and negative impact on the audience. For example: *in 1947, after travelling through Europe in that terrible winter, when everything froze over, George C. Marshall ...* (M. Thatcher); *... Bill Clinton has in his time said some very kind things about me ...* (T. Blair); *... The same solemn oath our forebears prescribed nearly a century and three quarters ago ...* (J. Kennedy).

Acceptance of the amendment involves a report to the audience any further information and clarification. For example: *I said most of what I wish to say when I had the opportunity of speaking last evening ...* (J. Major); *I want to tell you what I did and why I did it.* (G. Bush).

Acceptance of "*strengthening*" allows you to control the listener's attention, often with the help of some posts negative information. For example: *We must also work together to move forward the Middle East Peace Process ...* (T. Blair); *I bring this message from the heart of America ...* (R. Nixon).

Receiving "*obvious concessions*" demonstrates tolerance, tolerance speaking to the object of speech by providing concessions. For example: *Perhaps, there are just one or two things it would be appropriate to add this morning ...* (J. Major); *ask not what America will do for you, but what together we can do for the freedom of man ...* (J. Kennedy).

Repeat function is to attract the attention of listeners. For example: *I am proud of the multi cultural society we live in where all have a part to play.*

I am proud to lead a Government ... (T. Blair); Europe's shores are our shores. Europe's borders are our borders. (R. Reagan).

The *contrast* is used to attract the attention of the audience by contrasting events and facts. For example: I would be *proud* – proud but also *worried* ... (M. Thatcher); whether it wishes us *well* or *ill*. (J. Kennedy) [4].

Thus, the implementation of psycho-pedagogical conditions of formation of the English public speaking skills for future politologists suggests an organization of the learning process, which would imply the formation of the learner's skills to build their speech behavior in accordance with the existing canons of the speech model of modern Western European rhetorical ideal.

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COMPONENT STRUCTURE AND CRITERIAL UNIT OF SELF DESIGNING OF PROFESSIONAL DEVELOPMENT OF FUTURE MUSIC TEACHERS

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Abstract. *This article is devoted to a problem of self designing of professional development of future music teachers. In this context self designing is defined as the difficult integrated personal creative activities of the student directed on self-development and professional self-realization.*

It is noted, that relevance of self designing is explained by the modern demands set by society to young specialists that define need of modernization of higher education system.

The article considers the component structure of self designing of professional development of future music teachers which is provided by such components as: