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ДЕЯТЕЛЬНОСТИ АГЕНТСТВА ПО ДЕЛАМ МОЛОДЕЖИ РЕСПУБЛИК УЗБЕКИСТАН

4. Указ Президента Республики Узбекистан от 30 июня 2020 года № УП-6017 «О мерах по коренному реформированию и поднятию на новый уровень государственной молодежной политики в Республике Узбекистан

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SPEECHWRITER AND ITS ROLE IN POLITICAL MANAGEMENT

Abstract. The ability of politicians to communicate is important for establishing relations between the state and society. Especially in today's developed media world, the extreme speed of information exchange poses many challenges for politicians. The article deals with speechwriters in the field of speech policy, the emergence, formation and development of this activity. This article can also provide information on the importance of speechwriters in the political arena around the world.

Keywords: political leader, speechwriter, logographer, public speaking, visuals, communication, politician image, management, democracy.

We live at a time when the exchange of information between people is accelerating day by day. While today's fast-paced workflows create several conveniences for mutual communication and information retrieval, it is impossible not to admit that the same progress also raises the problem of information management complexity. Scientists have found that in the current context, the power and influence of any state is measured by its place in the information space¹¹. Ultimately, managing the flow of information affects the orderly existence of society. In the context of civil society, the integral interaction between the state and the people creates opportunities for the state to perform its functions. The principle of "the interests of the people above all else" in Uzbekistan reveals the democratic nature of state policy.

The relationship between the state and society occurs mainly through words, as well as through speech. This is why interpersonal discourse and leaders' speeches differ depending on the diversity of people's interests and moods.

The word has great strength and power as a means of expressing human nature. Since time immemorial, it has been considered a great art to understand the meaning of a word and use it in the proper place, correctly expressing an idea. Language is a key element not only of society, but also of public policy, and there is a common internal relationship between language and politics. Language plays a key role in informing the public about various information and shaping public opinion.

It is natural for linguists to be interested in the political aspects of the language, because these are an important and fundamental factor in the coordination of human relations. Every word of a political leader represents the interests, needs and inner experience of the country's citizens. Thus, political relations are influenced by the ideas expressed in language, which feed on the linguistic wealth of humanity.¹²

Russian scientist L.V. Minaeva commenting on the politician's image: "A political leader's life is very busy and in some cases he is not ready to speak, so he needs to have his speech prepared by others. In such a situation, he needs a lot of experts and speechwriters, that is, specialists who prepare social speeches. It is the speechwriters who create the verbal image of a political leader in the first place".¹³

An important process is the preparation of the text of the speaker's written speech for public speaking in front of an audience. Political speechwriting is a profession in which a politician or civil servant prepares and writes texts for an audience. Russian philologist A.D.Krivosov argues that speechwriting is the activity of creating a public speech and providing consulting services on its implementation. According to another Russian researcher, Fedorchenko, the main goal of a political speechwriter is to convey the ideas and goals that a politician wants to convey in a way that is very interesting to the electorate.¹⁴ The speech of a political leader should be remembered by people for a long time and should leave a deep impression on them. People are often preoccupied with their own thoughts and concerns. Therefore, they may perceive

¹¹ Alimov B.S. National interests in the media space. - T.: Education media, 2019. P.28

¹² Chilton P., Schaffner C.(eds.). Politics as Text and Talk- Analytical Approaches to Political Discourse. John Benjamins Publishing Company, Amsterdam, 2002. P.3-4.

¹³ Minaeva L.V. Rech in the world of politics. - M.: Aspect Press, 2019. P. 4.

¹⁴ Fedorchenko L.V. Speechwriting as a form of political consulting in modern Russia. MGOU Bulletin. Series "History and Political Science". No. 2/2012.

uninteresting speeches simply as noise coming from the outside. A politician can be known among the people for his ability to engage the audience in his speech.

According to researchers, political speechwriting has risen to the level of art since antiquity, and the traditions of this period are still alive, and manifesting themselves. In fact, a speechwriter who prepares speeches that perform functions such as directing, persuading, explaining to the public creates while feeding on the legacy of the past. However, there has been another type of activity in history that performs similar functions to the present-day speechwriters.

Not all of the ancient Greek citizens had sufficient knowledge and skills to make a good speech. A prototype profession for such modern speechwriting activities is the profession of logography (Greek. Logos-word, grapho-writing). Representatives of these professions are engaged in the preparation of special speeches for speakers in court proceedings. The logographer, who faced the problem of "client", was engaged in writing speeches for money, based on the individual characteristics of the client-speaker. The "client" recalled the speech he had written and commented on it during the trial.¹⁵

It is obvious that speech, as a social and natural product of human potential, creates the image of its owner, attaches importance to it. It has also become one of the most important means of political communication because the political process takes place in a particular information space. In particular, the role of speech in creating a positive visual image of a political leader is enormous. All political leaders will interact with thousands of people in order to carry out their mission and activities. Whether it is a meeting or an interview on television, it is a manifestation of human interaction in society.

Russian scholar Andrey Kolesnikov describes their speechwriting activities as "fighters of the invisible front". Indeed, writers of political discourse are great people behind the scenes, and they are also world-changing professionals. Also, raising public speaking to the level of art requires constant development and improvement. The American politician Thomas Dunn was right a thousand times when he said, "The country is ruled by a man who writes speeches for the President". Apparently, the narrators have always manifested themselves as important individuals.

A political leader not only shapes his image with his influential and knowledge-based speech, but he serves his party, fans, contributes to raising the image of his country. Hence, the main task of a speechwriter is to ensure that the text of the speech in the listener does not arouse suspicion in the listener.¹⁶ The ability to adapt speech to the language of political leadership is a testament to the importance of the speechwriting

profession. Before a speechwriter writes a speech to a leader, it is required that the leader thoroughly study the way he or she thinks and speaks, and the characteristics of the language. Not even the smallest details of this process should be overlooked.

Former US President Ronald Reagan's speechwriter Peggy Nunan said that speechwriting is hard work: "Speakers need to be observed what words they use the most and how they express them. At the same time, it is important to know what these speakers think: is it open or thoughtful, is it general, or is it negotiated? Some people's thinking is based on logical coherence, while others prefer to think through the intuitions that no one expected, as well as vitally interesting millennials. Some intellectuals give joy to the audience, while others like to be serious. There are also "speakers" who can constantly talk about a particular idea or problem, engage the audience, be interactive, and easily convey the relevance and importance of the topic to the audience, while others are short. It is limited to providing information, which leads to silence in the audience".¹⁷

A political speechwriter should pay attention to three important aspects in shaping the image of speech:

1. Helping to preserve the political and individual aspects of the speaker. We also need to keep in mind that today's audiences also like different, pre-molded words. That is why it is important that the speaker's individuality reflects his or her unique interests. The main task of the speechwriter is to take into account the specific human and individual characteristics and qualities of the leader who wants to speak, to express them in the text of the speech as much as possible.

2. Improving the speech of the speaker by means of "processing" the text and its influence. No human being is endowed with the ability to speak fluently. Such a quality is a gift of nature to some, and a good speech is the result of many years of practice. Again, physiological factors, such as emotion, may be interfering with someone's beautiful speech. Therefore, the speechwriter should take into account the unique and distinctive features of the speaker, pronunciation, tone of voice, virtuoso behavior, which he uses in his speech, and try to express them in the text. What the speaker pronounces is also important so that the audience feels at ease during the reception of the speech. The speaker said, "Even the rhythm of the speaker's breath must be taken into account. After all, the text should be smooth and flat, in accordance with the pronunciation of the speaker, that is, there should be no tension in it, it should not be difficult to breathe during the speech. The rhythm of breathing should be in harmony with the essence of the speech, as well as emphasizing its most important aspects.¹⁸ Let's say that if any word construction uses long words, there will be a lot of difficulty in the execution process. Shortening

¹⁵ Minaeva L.V. Speech in the world of politics. - M.: Aspect Press, 2019. P. 41.

¹⁶ Minaeva L.V. Speech in the world of politics. - M.: Aspect Press, 2019. P.41.

¹⁷ Noonan P. On Speaking Well: How to Give a Speech with Style, Substance, and Clarity. N.Y.: Harper Collins Publisher/Regan Books, 1998. P.101-102.

¹⁸ Ilyin A.L., Kadatsky V.F., Nikiforov K.V., Pikhoya L.G. Decree. Op. P. 130

sentences as long as possible in a speech, or increasing the number of pauses, creates a bit of a slope for the speaker.

3. Identifying the strengths of a political speaker and further exaggerating his strengths, being able to show the speaker's behavior and other positive aspects, further developing vocabulary, enriching the text with new ideas and words is a prerequisite for creative growth in the field.

3. In short, in order to rise to the level of a strong and potential speechwriter, it is necessary to improve socio-political consciousness and worldview. This means that the speechwriter must master such subjects as political science, history, literature, psychology, and develop his political skills in his research.

4. Political or social speeches are divided into introductory, main part and concluding parts depending on their structure. In the introductory part, a bridge-interaction is established between the speaker and the audience, by means of which a mutually beneficial mood is formed. It is well known that in the minds of most people there is a strong sense of interdependence with others, and the analysis is effective and intense when there is a common connection between them on the topic under discussion.

5. Speakers should make effective use of this relationship to engage their audiences. The first greeting to the audience, the etiquette that consists of short phrases when addressing them, is recognized. They usually begins with references such as "Dear friends!", "Dear compatriots!", in Russian "Дамы и господа!", "Уважаемые коллеги!", in English "Ladies and Gentlemen" Words like this can be repeated exactly or slightly altered throughout the speech. This situation further enhances the effectiveness of the text.

6. For example, the New Year greetings of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the people of Uzbekistan.

"Dear compatriots!"

In these joyful moments, I sincerely congratulate you, dear people, all our multinational people on the New Year! I wish you all good health and family happiness!

... In 2019, thousands of our compatriots, including low-income families, received comfortable housing. The principles of democracy, openness and freedom are deeply rooted in our society. Yesterday's elections to the Oliy Majlis and local councils clearly confirmed this. The elections have once again proved

that Uzbekistan will not back down from the path of democratic development. The combat potential of our Armed Forces, which is a guarantee of our independence and peaceful life, is strengthening ...

Dear compatriots! We are entering an important stage of national upsurge. In 2020, we will continue our active reforms in the economic and social spheres.

Dear compatriots! May 2020 bring blessings, happiness and good luck to every family, every home!

May all our noble goals come true!

May our dear Uzbekistan prosper!

Happy New Year to all of us!¹⁹

An important aspect of the President's address is that the appeals in his speech, imbued with a distinctive populist and humanitarian spirit, are impossible without affecting the human psyche. At the same time, Shavkat Mirziyoyev's lively and attractive greetings have a strong impact on the psyche of the people. Nowadays, it has become natural for people to wait for the President's congratulations on the eve of the holidays. This, of course, has shaped the spirit and confidence of the Uzbek people in the President. The strength and power of the speech can be seen in the congratulations of the President.

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¹⁹ Shavkat Mirziyoyev's congratulations to the people of Uzbekistan on the occasion of the New Year 2020. 01.01.2020. <https://daryo.uz/k/2019/12/31/shavkat->

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