

Oral Publicity Speech

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Annotation: *The syntactic constructions of oral publicity speech, dictionary compound of speech, oral type of social media, radio speech, also, their differential aspects than functional types which are used in social media are analyzed on the basis of social media materials in this article.*

Key words: *Publicity, oral speech, mass speech, literary speech, social communication, political literacy.*

1-§. General description

One of the mass speech type which belongs to literary speech, is oral publicity speech. This speech is shown among particular social group at the time of group speech. The speakers' group who can speak in particular language, join with each other due to be busy with some type of work or occupation together, to be unity of their purpose, to be the same situation, for example, pupils of school, students, the staff of firm, coworkers, workers of the construction, the members of parliament, parade, meeting, election, participants of referendum and others.

This functional speech type is in the oral type. The oral publicity speech text is devoted to social actual theme, or matter which is at the type of meeting at the auditorium, or is directed to mass (the situation will be formal: the auditorium at the higher educational establishment, parliament, meeting, parade, court and so on.).

It should be noted that the task and aim of oral publicity speech is social communication, it is specific to publicist scientific, formal – documentation in written types.

The following types of speech distinguish among oral publicity speech:

political literacy (political speech: at the meeting, parliament, congress, forum, press conference, valdai, congress, forums of national, international, public organizations and others.);

Scientific literacy (scientific speech: to participate to scientific conference, lecture, lecture at the seminar, scientific debate and others.);

Administrative-legal literacy (the speech at the court, the speech of prosecutor, the speech of advocate, the speech at the accusatory; the

speech on administrative-economic theme, speaking belongs to job and others.).

It is known that the oral type of speech is not read, but it is spoken, it is created categorically in the speaking process.

The oral speech type which is researched fully till today, – is considered oral scientific speech.

2-§.The syntactic constructions in oral publicity speech

There are many simple words in the oral publicity speech. Using verb tenses is more active than written speech in this simple sentences. The second person form and *sen, siz (you)* pronouns are not used nearly in written speech, the first person singular form is used seldom, the third person form and *u (he, she)* pronoun are often used, all of forms of *b (the second person singular form and *sen (you)* pronoun exclude)* are often used. For example, often *men ... taklif etaman, ...hamda sizning ijozatingiz bilan men ham barchangizni ... tabriklayman. (I ... invite, ... also I ... congratulate all of you with your permission.)*.

If *biz (we)* means “we all together” in written speech, also, it is used in the meaning of modesty, softness, it will mean particular

subject in the oral speech, it will be in the first person plural form, “*biz (we)*” is not abstract auditorium, but “... the auditorium who are listening the speech” [4].

Secondly, in the construction that unites the unevenness of the unit, the use of the finite binding means more than the previous one.

We should summarize that words can do task of another group in the result of passing from one group to another group, the derivative is appeared by health which do task of this group and the following subjective relations are expressed: [5].

Among connected supplementary sentences, connected sentences with *va (and)* conjunction is distinguished, the next sentence broadens the content of last sentence. For instance, *Keyingi konferensiya Anjumanlar saroyida bo‘lib o‘tishi kelishib olinadi va u bugungi kun jurnalistikasining dolzarb masalalariga bag‘ishlanadi (Holding next conference is agreed and it will be devoted to actual problems of today’s journalism).*

In the oral publicity speechsubordinary composite sentences are often used. Predicative units in its compound are in the form ordinate and subordinate clause, the first identifies and fills the second.

The subordinate clause does this type of task. It identifies ordinate clause or its some part and some aspects. *It emphasizes separately different aspects between journalism and publicity s, it tries to be the same of different opinions which are existed in today and belong to this issue.* U (he, she) personal pronoun is used repeatedly in this sentence, but it is not specific to written publicity speech. Because, going the subject which is expressed with personal pronoun, repeatedly in the ordinate clause after subordinate clause is considered removing the measure in the written speech.

Separating the parts subordinate clauses is shown in oral publicity speech. Its aim is to give the oral speech to listeners in one sentence form. Firstly, it facilitates to be form the speech for the owner of the speech; secondly, it facilitates to understand of listeners.

Lexical means are entered among them in order to separate ordinate and subordinate clauses in oral publicity speech. *In order to know the knowledge of literary editing deeply, namely, in order to know editing of text completely, is required to study the language and the style, to use them in practice.*

Going *uchun* (for) auxiliary repeatedly above mentioned sentence,

using *ya'ni* (namely), *yana* (again) lexical means is not criterion for written speech, it is shown only in oral speech.

We give some examples for subordinate composite clauses which are used in oral publicity speech:

1. *Shunisi achinarliki, bugungi kungacha mazkur masalaga deyarli e'tibor qaratilmayapti.* (It's a pity, it is not given attention to this matter till today);

2. *Hamma gap shundaki, "Davlat tili to'g'risida"gi qonunning amalga oshirilishida hamon loqaydlik sezilmoqda.* (That's all, there is apathy in acting the law "About the government language");

3. *Siz tadqiqotning qaysi usullaridan foydalangan bo'lsangiz, men ham o'sha usullar bilan tanishman.* (You use which methods of research, I can know these methods);

4. *... siz shuni yaxshi bilingki, kitobning o'rnini hech bir manba bosa olmaydi.* (...you should know that the book can not be substituted by any source);

5. *Mirishkor bog'bonlar kech kuz pallasida, mevali daraxtlarga shakl berdilar.* (Experienced gardeners gave forms to fruit trees in the late autumn);

6. *Qayerda ilm va ilmlilar qadrlanmasa, u yerda nodonlik va johillar qadr topadi.* (Where the

science and scientists are not appreciate, the ignorance and illiteracy increase here);

7. *Amudaryo va Sirdaryo suvidan ilmiy asosda foydalanilmagani uchun Orol dengizining sathi nihoyatda pasayib ketdi. (The water of Amudarya and Sirdarya are not used for the science, in the result, the depth of the Aral Sea decreases);*

8. *Talabalar savodliligini oshirish uchun o'quv adabiyotlarining yangi avlodini yaratish lozim bo'ladi. (In order to increase the knowledge of students, the new generation of educational literatures should be created);*

9. *Qayerda ongli intizom bo'lsa, shu yerda mehnat unumi yuqori bo'ladi. (Where there is conscious discipline, the efficiency of labor will be high here);*

10. *Turmush mashaqqatli bo'lsada, inson kelajakka umid bilan boqadi. (Despite the life is hard, the people will see the future with hope);*

11. *Uning fikri shu darajada chuvalashib ketdiki, oqibat nima deyayotganini o'zi ham bilmay qoldi. (When his opinion mixes, in the result he can't understand what he says);*

12. *Qushlarning chug'uriday, bolalarning qiy-chuvi avjiga chiqdi. (The noise of children culminates as noise of birds as);*

13. *Vaqt o'tgan sari, ahvol yanada og'irlashar edi. (The situation becomes worse once more, time passed);*

14. *Toshkentda biror ishi o'ngidan kelmay, biror maqsadi yuzaga chiqmay, yosh umri samarasiz o'tdi, ketdi. (Not his works succeeded in Tashkent, nor his goals achieved, and not even his youth life had gone effective.).*

Subordinate component in compound above mentioned subordinate composite sentences follows to ordinate clause, it identifies and notes it or its some part. Each of 14 types subordinate composite sentences which consist of this type of syntactic construction, is used in oral speech. They are specific to written publicity speech. However, according to individual skill of speech of speaker (skill of using language) each of type of above mentioned 14 types is seen to remove the criterion in oral publicity speech (during the formation of oral speech text). In this case language means which are not criterion, are used in written publicity speech: *yana* (again); *tag'in* (else); *bilasizmi* (do you know); *bilinki* (you should know); *tejab-tergab* (saving); *albatta* (of course) and etc. The synonymous elements are used one by one: *chuvalashib* (uniting), *chalkashib* (confusing); *savodliligi*

(literacy), *bilimdonligi* (knowledgeable); *og'irlashar* (becoming difficult), *mushkillashar* (getting complicated); *ilmiy* (scientific), *oqilona* (intelligently) and etc. The form of language unit is changed, it is created repeatedly: *qadrlanmasa* (it is not appreciated), *qadr topmasa* (it has not appreciation); *intizom* (discipline), *intizomlilik* (disciplined) and etc.

Of course, in editing the text, the language elements which are specific to oral publicity speech, are shortened in written publicity speech, only suitable synonyms are used.

One of the specific features of oral publicity speech is given additional application, after expressing main essence of first phrase, if there is necessity. *Har bir talaba muntazam kitob o'qib borar ekan, ayniqsa o'quv adabiyotlarini, shubhasiz malakali mutaxassis bo'lib yetishsdi.* (When each student have read the book regularly, especially scientific literatures, they will be skillfull specialists).

3-§. The dictionary compound of oral publicity speech

The information about main compound of lexical units in oral publicity speech (first of all, terminologic, nomenclaturic lexems) are given in this section. They are

considered significant for “written” style. Written form doesn't decrease value of special terminology and nomenclaturic lexems.[3].

The terms which consist of two and more than two word combination, are used not only lexems which consist of one lexem, but also in oral publicity speech. For instance, *mantiqiy tahlil* (logical analysis), *badiiy uslub* (artistic style), *kasalga chidamli nav* (the sort durable to illness), *mablag' aylanishi* (circulation of money), *daromad solig'i* (income tax) and etc.

Using limited methodically in oral publicity speech, lexical-phraseological combinations which are specific to speaking and over-meaning, can be explained to direct the speech of speakers to whom. The orator is sure that the listener can understand him, can perceive the mind being not distracted, can agree with his conclusions and reflections. Besides, the orator should give attention to the level of preparation, the age, the mood, the level of education and etc. of the auditorium.

All of them, the firstly, the listener will try to achieve listening of others him with pleasure (the desire to attract listener's attention during the political speech), it will require to use emotional-expressive speech form and means which are differentiate the

forms in written speech and are considered the measure.

Expressive means which expressing effective emotional-subjective mark in oral text, are lexical phraseological units, they have positive and negative mark expression.

Such lexical and phraseological units can be used in literary speech and speaking equally. For instance, in literary speech: *xayratomuz* (*surprisingly*), *aql bovar qilmaydigan* (*astonishing*), *aqlga sig'maydigan* (*astonishing*), *ko'z ko'rib quloq eshitmagan dahlo* (*fanda*) (*the surprised genius (in science)*), *soxta* (*counterfeit*), *oily maqom* (*higher degree*), *taniqli* (*famous*) and etc; in speaking: *zo'r* (*excellent*), *gap yo'q* (*the best*), *aldakasim* (*lying*), *ketvorgan* (*handsome, pretty*), *yaxshi narsa* (*shaxs*) (*magnificence (person)*), *jinni-sanqi* (*fool*) and etc.

From derivatives, in particular, one of the type of derivative, metaphor is used effectively in oral publicity speech. *Har ikki partiyaning raqib partiya ichida o'z qulog'i bo'ladi.* (*There are own spy of each two parties among the opponent party*).

I warned you that there is evil among us, always be alert! There are many frazeologisms in the oral speech. *Siyosiy muholiflarimiz*

so'nggi payitlarda quyushqondan chiqib ketdilar ... G'arb ommaviy axborot vositalari Tramp raqiblarining tegirmoniga suv quymoqdalar... (*Our political opponents have dropped out of the mood for a long time ... Western media are pushing the Tramp rivals into their mills ...*).

The use of prostitutes and frazeologisms occurs within the context of political speech. Politicians try to influence the audience's perceptions, feelings, and public opinion on public speeches.

Thus, the verbal form is the basis of oral publicity speech, its text is formed in the form of group communication.

4-§. The oral style of mass

The 21st century is the age of information, the period of informal revolutions. This period has become a time when communication has become a dominant force in the daily life of a diverse range of technical and communicative communication that has been widely used to promote mass communication in daily life, and to attract millions of people for immediate transmitting information.

In the second half of the twentieth century, mass communication has begun to accelerate the development as new

field of speech and to prevent for the printing industry and culture.

The rapid development and spread of print and electronic media, the rapid development and dissemination of new information technologies, their barrier-free distribution, the globalization of the global information space, have a strong impact on the process of creating verbal (with helping word) text. Of course, all of this will affect the new speech communication, the new appearance of the speech, and ultimately the development of a particular national language.

According to the opinions of researchers who research issues of media linguistics that “media content or media is one of the most common forms of consumption today”. [2].

In the second half of the 20th century on the basis of mass communication, there would be significant changes in the development of literary speech. In the literary speech are formed new functional methodological units: radiospeech, telespeech, cinema (documentary) speech. These functional types refer to the oral field of literature, and have general features with oral publicity speech. First of all, it is done verbally, practiced in mass communication. The formal work is shared with scientific and

written publicity speeches. There is no clear distinction between any of the three methodologies mentioned in the speech communication, which is observed in types of administrative, legal, academic, and political literacy. It has a special role in the construction of speech as the oral speech, that can be clearly seen in written speech. This type will definitely involve the elements of stronger sensitivity to other types of functionality in publicity speech. There are also differentiating aspects of oral publicity in the types of functional media used in the media, they are followings:

1. In mass communication: according to their extralinguistic base;
2. According to the functional-communicative description, including the creation and description of the text;
3. A number of specific constructive aspects, depending on the text structure.

The new specialities of new functional styles in mass communication can be explained by the technical features of electronic media with helping speech. This is not just a letter or oral conversation or direct verbal communication, but it is oral speech which is transmitted through special technical means. These technical tools define the

specific context of textual writing, using language means.

The oral speech, its style, the condition of creation of the speech, the formation and the constructive aspect in technical tools transforming of the mass media are existed separately.

Oral speech texts are intended for the mass media. This is a factor that identifies, expresses, and defines the context and scope of the speech and the text.

Speech, the speaker and the audience are created completely different from each other.

During the speech with audience which the speech is directed, the Olympic Games, the world championships, sports competitions (football, boxing, etc.) will be millions of people. There is no immediate reconnection in these situations. During the communication between the listener and the speaker can be established by sending a letter to the Internet, the telephone or the media.

The technical aspect of the electronic signal transmission technology enables the radio, television and cinema to interact with other elements.

For example, radio speech is transmitted through words and sounds, as well as texts on the

television, as well as in word, sound and image.

Radio Speech - the oral style of speech. Its structure is based on the basic principles of selection of speech tools (intonation - phonetics, grammar - basically syntax, lexicology, phraseology), their interrelationship. This link is particularly relevant to radio broadcasts and the direction of the lecture on the technical transmission of speech. The main form of the radiotext - monologue. While modern radio journalism is focused on interactivity in speech, it is still a monologue that, despite its broad publicity, is communicative.

Interactivity requires the involvement of the parties in the formation of verbal textuality of media, and requires a meaningful oral speech. In the result, in this structure of the text, the elements of the dialogue serve as a compilation. Broadcasting in electronic media, including radio broadcasts, including broadcasts, interviews, round tables, discussions (on current policy issues), broadcasts on various topics with experts, games, interviews, radio interviews, testimony of the participants of the event, etc. this is a clear example.

A text writer, the speaker strive to “to be approach” to the listener (the performer, the speaker near the

radio microphone) to make them appeal, convince, affect their mind, and emotions. It is fully compatible with the functional purpose of the radio speech.

One of the ways to enhance the effectiveness of the radiospeech is the dialogue, their appeal to radio listeners, the elliptical design, the word - sentence (proper clauses), the meaning and the intonation of syntactic designs are considered such kind of speech elements. *Istiqbolda, maqsadlarimiz ko'p. Juda ulkan. Omonov, u hamisha faol-ku!* (For example, *in the future, we have a lot of goals. Very huge. Omonov, he is always active!*)

In radiospeech are used language tools such as inversion, synonyms, emotional-expressive words, phrases, syntactic constructions that express the syntactic relationships that express the subject matter, the subject's subjective attitude.

Phonetic phenomenon – intonation plays an important role in radio speech. Like every single word in the oral speech, intonation is also the only means of expressing excitement (as in the same speaking speech).

The intonation gives an extra, non-verbal message on the radio,

allowing deeper insight into what is being said.

“Oral speech differs from written speech primarily by intonation” [1]. - It is possible to agree completely. When answering the question of what the without intonation speech might mean, the question of how the speech with intonation represents “what?” In this sense, radiospeech and intonations have a special place than other functional speech types. Because these speeches provide the precise and suspense of words and phrases and syntactical constructions. Certainly speaking, the accuracy of speech tools includes words, phraseology, grammatical forms, syntactic designs, melody-music, intonational designs, and so on. emotionally-expressing in an impressive form, with a clear, expressive, distinctive meaning of any information.

It is difficult to differentiate oral speech in the radio speech (generally speaking speech). The reason for this is that the difference in the omphones is found in one phoneme, but these phonemes are closely related to one another, so they are the same pronunciation: *tub – tup, yod – yot, qarab – qarap, tanbal – tambal, ta'qib – ta'qip, kitob – kitip, obod – obot.*

In oral speech, there are so many unexpected phrases that come from the intonation. *For example, Soat nechchi bo'ldi? (what time is it?) O'nta kam bir – O'nta kampir. (the nine to forty – Ten old women); Hafsalasi pir bo'ldi – Xapsalasi pir bo'ldi. (He was depressed – He was bitter (the word pir is an expression of old meaning without unstressed i, with an emphasis on the teacher meaning).* According to the intonation, the sounds of vocal sounds in the result of slanging create a completely different meaning: *sudxo'r – sutxo'r.* As we can see from the above, the form sound of the text has special importance.

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