

PRESIDENTS' SPEECH AS A BASIC OF PUBLIC SPEAKING

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Abstract: Presidents engage a special place among heroes and celebrities. They are outstanding in many ways, not least because their privileged orientation, achieved through a general or parliamentary elections, already places them at the center of public discourse. This permits them and at the present time demands them to convey their opinions on a broad range of topics, events, and other problems. A previously “ordinary” individual suddenly becomes a central figure that determines which topics take priority, which discourses are politically right, and so on. This article mainly focuses on illustrating the conceptual ideas referred in the speeches of presidents of those consisting of state-building.

Keywords: President' speech, public speaking, utterance, official speech, public discourse

Introduction. Understanding political information through language and discourse has become a fundamental principle. A close connection has emerged between political science and linguistics, resulting in the emergence of a new branch of linguistics, political discourse. The analysis of presidents' speech suggests how political leaders can use language to maintain power and at the same time exercise fair control.

All of this happens when he accepts the role, which is defined by the constitution and in most countries gives the selected (or elected) individual the right and obligation to be the country's commander-in-chief, to call general parliamentary elections; promulgate laws; appoint state officials as required by law; appoint and recall the country's ambassadors and envoys.

Main part: A president serves as the main official representative of his country abroad, and thus a position of authority in his country is implicitly ascribed to him, not only as the commander in-chief of the military but also as the “leader of the nation.”

In countries where the parliament selects the president, the selection depends mostly on the parliament itself, and especially the relations between parties. It is strategically oriented toward jointly seeking and electing a candidate acceptable to an absolute parliamentary majority—in these situations an individual with moral authority often wins. In contrast, in countries that directly elect their presidents, the choice generally depends most on the president's popularity and media presence. Thus, both presidential candidates and presidents themselves communicate with citizens using partially subliminal, mostly visual messages, such as from a stairway and also various “work gestures”, but the primary way is with various linguistic messages, statements, and first and foremost, speeches.

Speeches are one of the numerous communication forms and practices used in a culture that is conceived as a multiplicity of communication processes, whether within the framework some of the theories of communication (the process of “coding and decoding”), whereby various receivers decode the sender's messages in a mostly habituated way. These processes are understood as semiosis, in which communication practices involve a complex system of signs either as icons, indexes, or symbols within Peirce's definition of semiosis or, in Jurij's simpler

terms, communication as a system of symbols, symbolic forms, and their meanings Jurij [1;215-218].

The particular communication process discussed here, presidential speeches, is also a metonymic metaphor for the (desired) relationship between the president and the people he is addressing: the public. A speech is a communication event, generally performed as face-to-face communication between an individual and an audience in a structured, deliberate manner for the purpose of communication intended to inform, influence, or entertain a listening audience. Speech includes knowledge, attitude, and ideology [2;219-220]; moreover, its language shows how the people understand abstract domains such as morality, politics, and so on.

The policy agenda refers to those issues to which political institutions give serious consideration devote a lot of attention than the president [3;327-344]. Studies have shown that "presidential success and power is likely to increase if the president is able to influence congressional, media and public attention to problems. Therefore, persuading others to focus on presidential priorities is of primary importance in presidential leadership and influence [4;69-86].

Conclusion. Presidents are leaders and supporters of the country and their speech helps the country to bloom. In any political text, the world is essentially created and described by the author of the text, and from this description we learn not only how the author sees the world, but also about his relationships, intentions, and understanding of the world of politics. Understanding the language of presidents' speech and realizing, it means being aware of politics.

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