

Specific Features of Trade Rhetoric

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Annatation: This article deals with the history and modern-day importance of the rhetoric in linguistics and society. It also demonstrates some examples of pre-historic authors about the rhetoric and its influence. There are given several important features of rhetoric and trade rhetoric in real-life cases in society. This article also illustrates some significant peculiarities of trade rhetoric and culture of speech altogether. The dependence between a speaker and an audience is depicted with different kinds of examples and scientific definitions in the article. The rhetoric of the sales staff allows to successfully overcome the problems of training traders, the formation of their communicative skills, since rhetoric involves the development of verbal thinking and the development of speech communication, taking into account the peculiarities of the economy sphere.

Keywords: trade, rhetoric, speech, nature of speech, culture of speech, history of rhetoric, impact, civilization, the art of speech, speaker, audience, communication, trade servants, disposition, speech technique, communicative ability.

Rhetoric – a classical science about purposeful and reasonable words-is in demand today as a weapon of managing and improving the life of society, forming a person by means of words. Rhetoric teaches thinking, nurtures the sense of speech, forms the pattern, establishes originality. integrity of the worldview. Through advice and recommendations, thoughtful and expressive texts, rhetorical education dictates the way of thinking and lifestyle in modern society, instills confidence in a person both today and tomorrow. public speaking and public speaking. Linguistic features of oral speech suggest the use of methods in rhetorical work, designed to bring rhetoric closer to poetics, to convince the listener, to process it expressively.

The investigation of the science of rhetoric has always been relevant to the study of its importance in human life. If we take into account the fact that rhetoric is a meeting of life on the harrowing front, it is connected not only with linguistics, but also with many sciences, such as sociology, politics, cultural studies, pedagogy, medicine. In this study, we will talk about the importance of rhetoric in the field of Medicine, the application of rhetoric in the speech of traders.

If we initially thought about the appearance of rhetoric, its occurrence as a science. Rhetoric (in Greek. rhetoric - oratory) - The Art of prose; in a broad sense, the science of artistic prose in general.

The beginning of the world rhetoric, which has existed for more than 2500 years, is usually associated with ancient civilization. It can be proved that in Chinese and Indian cultures there are some traditions similar to rhetoric. Rhetoric, most likely, occurs in the depths of various civilizations due to some common law of human society.

Rhetoric has gone through a number of stages until it was formed as a separate science. In 510 BC, the establishment of democratic institutions in Athens showed the importance of public speaking, especially important in public service sectors.

Rhetoric arose in the V-IV centuries BC in Grecicton and took the form of structural Science in the III-II Centuries BC. This science was spread in Rome in the I century BC. According to the researchers, the rhetoric consists of 5 parts and includes the following: finding, locating the material, expressing it in words, memorizing, pronunciation.

The word rhetoric basically has two different meanings: 1. In antiquity and later times, the science of the art of speech and the art of prose in general; the theory and art of speech, 2. Eloquent, tactful, but dry, meaningless speech, statement. When the poet sings about courage, courage, he avoids one-sided dry praise, reckless rhetoric. (from local newspapers).

Rhetoric teaches thinking, nurtures the sense of speech, forms the taste, establishes the integrity of the worldview. Through advice and recommendations, thoughtful and expressive texts, rhetorical education dictates the way of thinking and life in modern society, instills confidence in a person both today and tomorrow. Rhetoric is the science of eloquence and eloquence. Linguistic features of oral speech suggest the use of methods in rhetorical work, designed to bring rhetoric closer to poetics, to convince the listener, to process it expressively.

When a person speaks, he transmits 3 different information:

- 1) information itself (this information is transmitted consciously);
- 2) attitude to information;
- 3) attitude to people focused on speech.

The speaker tries to hide the attitude to information and people, as a rule, because the attitude to the audience does not always remain positive. If he is lying, then the attitude to information will not be serious either. He does not believe in the

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information he gives himself. False work in the speaker's speech, no matter how reliable it is, the listener feels the speaker's negative attitude towards himself (if he is divided in such a relationship), of course, with the subconscious mind and gives the appropriate emotional response. That is, he feels dissatisfied with Speech Communication under the consciousness. As a result, the speaker does not achieve his set goal.

The culture of speech is not only a concept and sphere related to speech – related activities about speech, it also deals with the culture of language, that is, with the study of the literary language and its norms and the processing of these norms. And the art of public speaking does not provide for such a scientific and normative activity.

"America's social sphere representative Harvey Saks writes books dealing with the analysis of communication in the 1960s. He teaches at the University of California until 1962 year. He transfers his original ideas to his lectures and presents them to students. In the study of Harvey Saks tilni, two great linguistic scientists: Ferdinand de Saussure, Ludwig Wittgenstein. His book of tapes, which gives him the opportunity to hear, sees the face of the world in 1992 year, when he died. Saks has also published several articles in the traditional academic style in collaboration with two major scholars Emmanuel Shegloff and Gail Jefferson. His research has had a great impact on human communication practice research. First of all, he emphasized the relationship between institutional dialogue and the individual in the public context."

Trade rhetoric is a linguistic section, which has always been of great interest among linguists. Trade question is a concept that has been living with mankind since the emergence of monetary circulation. The sales staff uses rhetorical tools to attract customers who are their listeners.

And it is desirable that the sales staff should use as much allegory and irony as possible in their speeches with caution or without use at all.

Hence, the use of various artistic image tools for short, clear, concise, as well as beautiful speech gives an effective result.

Speech is the expression of our thoughts, knowledge, relationships and worldview through words. The word is a weapon, the word is a tick, the word is an ointment. The word is our vision, our essence, our culture.

From ancient times the word came to possess great healing power. The word is the dearest knight in the human race. The famous Greek Physician Bukrot meant exactly the "word" when he said that "without healing the human soul, the coin can not be healed." In fact, the sales staff of different characters make changes in this or that, which is expressed in the communication with the buyers. This communication is manifested through speech - the fruit of human mental and physiological activity. The importance of the word as a revenue factor in the modern sales process has increased even more. At different times, the culture of speech has always been viewed with great attention. It is not easy to master the culture of speech, the art of communicating with the buyer, to masterfully. This requires a high spiritual source, a high culture, a very subtle level of sensitivity, knowledge, dedication, and sometimes even acting-level skills from a sales person.

The ancient Indian physician Sushruta wrote: "the word should be gentle, pleasant and hopeful, comforting the soul." These ideas are also relevant in our time.

To be worthy of this definition, a sales person is required to have great knowledge. To do this, sales personnel should not only master the science of communication, but also know literature, art, improve the beauty of speech. In addition to the weight, brightness, beauty and wisdom of speech, it is also important for the trader to have manners, style, tone, stamina, to some extent beautiful pronunciation in speech. The speech of the sales staff should be evidence-based and persuasive, be able to frame the buyer, motivate him to follow his recommendations and impressions, as well as motivate him to trade. The opinion of the trader should be purposeful, consistent, the buyer should feel the strength in his words, the correctness, reasonableness as well as the quality about the product. An experienced trader should be able to use them in his conversations with buyers, trying to keep in mind rational sentences, poetic lines, when going to the theater, when reading a book, poetry. In a conversation with buyers, the trader should also use short, brightly expressed proverbs and sayings about the love of life, self-esteem, confidence in the future of folk wisdom. In a word, possession of extensive knowledge, the upbringing of emotions, in particular, the culture of speech, is the basis for communication with buyers through a skillful and effective word. Especially important is the tone expression, pronunciation of speech. Speaking sharply, rudely, loudly in a conversation prevents the establishment of a warm relationship with the buyer. This is exactly what the German philosopher Hegel said: "a person who speaks of the pleasant tone of voice can understand the beauty of his soul, and in the rudeness of his voice a rough sensation inherent in him, " the trader must work on the accuracy, sharpness, beauty of his speech throughout his entire life. This position is necessary for the profession of the trader and his live communication with the buyers.

We understand the rhetoric of sales staff as a special philology area focused on the professional activity and training of the trader within the framework of a culture of speech thinking and communication. This research work is aimed at proposing some reasoning for the use of Economics rhetoric in the teaching of future business staff.

The rhetoric of the trading staff is based on general education and is the basis for the formation of the culture and communication of the trader's speech in the structure of the daily and professional activity of the trader. RIT the rhetoric of the sales staff helps the trader develop a culture of speech. The main concepts of the rhetoric of the sales staff include the types of communication skills of the trader, the ability to think, the creation of different texts, the expression of feelings, the means of speaking.

In the rhetoric of the sales staff there is a section called "disposition", which teaches the art of creating different texts, including storytelling, describing and reasoning. Definitions in the field of economics can also be found in scientifically written texts and in the oral communication of the trader. Since the main focus in our research is mainly on the oral communication processes of traders, we will focus mainly on the characteristics of oral communication in the next place. In the process of oral explanation, the trader's speech is used to provide information about the status of the buyer, the nature, type of product, quality of the product. When making recommendations at the discretion of a buyer, the buyer's profession includes the desire to be offended, the worldview, as well as the character, etc. It is desirable for the trader to learn about the stages of the buyer's desire, product demonstrations, independent actions of the buyer before contacting the buyer, listen carefully to it, gently ask about the desire of the buyer. In this regard, the quality of the medicinal product, which affects it differently, depending factors should be debated. In such a process it is necessary to trade, choose the quality of the product, conduct a prophylactic conversation with the buyer.

The section of oratory allows to get acquainted with information, argumentation and epidemics (worthy of praise or blame) in the art of speech. Theoretical and practical materials on the preparation and description of speech in oratory, description of their species, objectives, functions, rules of legalization, speech and mental skills of the speaker, communicative culture of the speaker, the use of speech techniques, non-verbal means of communication, etc. are studied. Through the acquisition of these skills, the communicative competence of the trader is formed, which manifests itself in the general culture of speech of a person, in general his communicative abilities, in the monologue state of conducting prophylactic activities and in the conditions of conversation with the buyer.

There is also a section called "communication within the daily and professional activities of the trader" in the rhetoric of trade employees, which is devoted to the rhetoric of dialogue, the conversation includes the General Laws of oral communication, the issues of rules of speech in a secular, everyday and professional trading environment, the rhetoric of conversations and disputes, the peculiarity, strategy and tactics.

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