

SPEECH ART AND SPEECH CULTURE

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ABSTRACT

Public speaking (oratory) mostly focuses on the content, logical principles, and structure of the speech. At the same time, it teaches ways to create accurate, effective speech based on theoretical knowledge gained from disciplines such as linguistics, philosophy, and logics. Speech culture as a field of linguistics discusses literary language norms, speech, and communicative qualities of speech, speech styles, possible shortcomings and errors in speech, problems with speech pronunciation.

KEYWORDS: *Speech, Speech Culture, Oratory, Speech Styles, Communicative Qualities Of Speech, Intonation, Gradation, Gesture.*

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