



Exploring the History and Characteristics of Political Rhetoric

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Abstract: In this article, the author provides a comprehensive analysis of the history and characteristics of political rhetoric. The origin and specific belonging of political rhetoric are explored in depth, along with an examination of its various forms and components. One important aspect highlighted in this article is the influence of rhetorical ideas on the foundations of ordinary people's thinking. The author emphasizes the significant role of rhetoric in the restructuring of the political and social sphere, particularly in shaping democratic values. The paper further highlights the importance of rhetoric in the development of democratic societies. By examining the ways in which political rhetoric has been used throughout history to influence public opinion and promote democratic ideals, the author demonstrates its crucial role in shaping the political landscape. Overall, this article presents a thorough and insightful exploration of the history and significance of political rhetoric, shedding light on its key features and its impact on democratic societies.

Keywords: *Aristotle, democratic values, political rhetoric*

INTRODUCTION

Political rhetoric, a subdivision of private rhetoric, is undergoing rapid development in contemporary speech sciences. It is primarily regarded as a theoretical framework for investigating political discourse, providing a distinct method of discerning its fundamental nature. Nonetheless, it is important to acknowledge that political rhetoric is also examined from a practical perspective, particularly due to the nuanced interpretation of the term "rhetoric" (Arbel, 2020).

The art of eloquence has been a fundamental aspect of communication throughout history. It has been manifested in various forms, including political rhetoric, which arose as a social necessity. Political rhetoric has its roots in ancient Greece and is widely known under the Greek concept of "rhetorike", which refers to the art of eloquence and oratory in political contexts.

In political science, political rhetoric is regarded as a theoretical system for studying political discourse. It offers a specialized approach for identifying the essence of political communication and provides a framework for analyzing its various components, such as style, persuasion, and argumentation. Political rhetoric is also examined from a practical perspective, especially in terms of its influence on public opinion and decision-making processes (Biocca, 2019).

Political rhetoric has played a significant role in shaping the political and social landscape throughout history. It has been used to promote democratic ideals and to persuade people to adopt certain beliefs and values. In addition, political rhetoric has been used to legitimize political power and to justify policies and actions. Despite its potential benefits, political rhetoric has also been used to manipulate and deceive people, and its negative effects on society have been widely documented (Charron & Lapointe, 2020).

The interpretation of political rhetoric has been a subject of debate in scientific literature. Some scholars define political rhetoric as the science of influencing people through political speech or speech that has political content. According to this view, the central category of political rhetoric is persuasion. Persuasion, in this context, is the process of convincing people to adopt a particular belief or to take a specific action through the use of language. Political rhetoric, therefore, is seen as a specialized form of rhetoric that aims to influence political discourse and decision-making processes (Cvetković & Mijatović, 2020).

However, there are differing opinions on the role of persuasion in political rhetoric. Some argue that influence can be exercised without persuasion through speech. In this view, the main category of rhetoric is speech itself, which can influence people in various ways, such as through emotional appeals, appeals to reason, or appeals to shared values. This broader interpretation of rhetoric highlights the complexity of political discourse and the various strategies that can be used to influence public opinion (de Villiers, 2021).

Despite the differences in interpretation, political rhetoric is widely recognized as an important aspect of political communication. It has been used throughout history to shape public opinion, to legitimize political power, and to promote democratic values. As such, the study of political rhetoric is essential for understanding the dynamics of political communication and the ways in which language is used to influence public opinion and decision-making processes (Delli Carpini & Keeter, 2019).

Rhetoric is a field of study that has a history of over two and a half thousand years. Political rhetoric emerged during ancient Greece, reflecting the cultural and democratic values of that society. Aristotle, a prominent Greek

philosopher, introduced political rhetoric as a science through his work "Rhetoric," which became a significant contribution to the system of political knowledge. In ancient Greece, rhetoric was viewed as the science of government, and specialized schools were established to teach it to those who were interested. There were numerous notable orators in ancient Greece, and their reputation has endured through the ages.

Today, the principles and techniques of ancient orators and the creators of rhetorical laws and rules are frequently employed in contemporary speech, often without being consciously recognized. The influence of political rhetoric is particularly noticeable in modern political communication, where persuasive language is used to shape public opinion and justify political decisions. The study of political rhetoric is essential for understanding the role of language in political communication and how it shapes public discourse and decision-making processes. Furthermore, political rhetoric provides insights into the complexities of political communication, including the various strategies used to influence public opinion and the ways in which language is used to legitimize political power (Duffy, 2020).

The emergence of political rhetoric is often linked to significant socio-political changes that have occurred throughout history. The development of political rhetoric was particularly notable in ancient Greece, Rome, and the Ancient East, where the contradictory and complex lives of the people contributed to its emergence. The earliest ideas on rhetoric can be traced back to the ancient East, where orators held a special place in society and were seen as preachers, storytellers, and persuasive speakers.

In Greece, the development of the science of rhetoric led to the emergence of the so-called sophists, who were practical rhetoricians that taught the art of eloquence to the people for personal gain. The sophists were skilled in using all forms of speech and polemic to persuade their opponents, regardless of whether the content of their speech was truthful or false. Their primary objective was to convince the people and to succeed in their arguments. They were highly influential, and their teachings had a lasting impact on the development of rhetoric and political communication. The study of political rhetoric provides valuable insights into the historical, social, and cultural contexts in which political communication evolved, and the ways in which it continues to shape our contemporary political discourse.

In ancient Greece, a group of speakers known as sophists emerged, who were skilled in the art of persuasion and taught rhetoric to others for personal gain. However, a movement against the sophists began, led by philosophers such as Socrates, Plato, and Aristotle. These philosophers rejected the sophist idea of absolute truth and proposed theories such as Socrates' "true eloquence," which emphasized the importance of speaking about what is not

widely known to capture the audience's attention. Aristotle analyzed the system of discussions and the activities of the sophists, and rejected their reliability as false. Since Aristotle's time, the concept of eloquence has been divided into three types: judicial, deliberative, and solemn, which are not limited to specific contexts, but rather represent different ways of approaching a particular audience. For example, the listener could be a judge of something that has already happened or of something that can happen (Flecha, Puigvert, & Rios, 2019).

The conflict between the sophists and their opponents underscores the importance of distinguishing between true and false rhetoric. The emergence of the sophists was a response to the socio-political changes occurring in ancient Greece and other parts of the world, and their influence was far-reaching. However, the philosophers who rejected the sophists' ideas proposed a new understanding of rhetoric that emphasized logical reasoning and truth-seeking. Aristotle's division of rhetoric into judicial, deliberative, and solemn types has contributed to a deeper understanding of the complexities of political speech and discourse, and highlights the importance of understanding the audience and tailoring one's speech to their needs and expectations.

METHOD

The research method used in this article is a comprehensive analysis of the history and characteristics of political rhetoric. The author examines the origin and specific belonging of political rhetoric in-depth, as well as its various forms and components. The paper explores the influence of rhetorical ideas on the foundations of ordinary people's thinking and the significant role of rhetoric in the restructuring of the political and social sphere, particularly in shaping democratic values. The author also analyzes the ways in which political rhetoric has been used throughout history to influence public opinion and promote democratic ideals, demonstrating its crucial role in shaping the political landscape. The article provides a thorough and insightful exploration of political rhetoric's history and significance, using a qualitative research method that draws on literature review and critical analysis.

RESULT AND DISCUSSION

From the analysis and study of historical sources, it follows that political rhetoric did not develop in ancient Rome at first due to the lack of democratic values. Its population was under the yoke and subjugation of the rulers. As Greek science and other political values invaded Rome, the struggle for freedom between the people and the aristocracy intensified. It was during this period that political rhetoric in Rome began to flourish.

The earliest historical sources mention the masters of this discipline, Corax and Thissias, who laid the foundation for the rules of the discipline of rhetoric. In particular, the great personalities of Rome, M. T. Cicero and Marcus Fabius Quintillian, made unique contributions to the development of eloquence. Cicero wrote three books on public speaking: *On the Orator*, *Brutus*, and *The Orator*. It should be noted that his public speaking skills made Cicero more popular among the people.

In the Middle Ages, along with oral rhetoric, written rhetoric also developed. During this period, European rhetorical ideas spread to ancient Russia, and several forms of speech were formed there, such as political, diplomatic, military, divine, festive, and so on. But historically, the formation of theories of the art of eloquence in Russia dates back to the beginning of the 17th century. The first attempts were made by Macaria and M. Usacheva (Groot & van der Meer, 2020).

In fact, the formation of rhetoric as a humanities science in Russia is closely connected with the work of M.V. Lomonosov "A Brief Introduction to Oratory". He described rhetoric as a real science and defined the subject of its enlightenment as written and oral speech. M.V. Lomonosov believes that the main topics of rhetoric as a science consist of three aspects: pure rhetoric, which is the doctrine of speech and, in essence, poetry; oratory - instructions for writing a speech in prose; Poetry - a guide to writing poetry. In this work, M.V. Lomonosov speaks about written and oral methods and rules for compiling state, public, religious and philosophical materials (Hansen, 2021).

The analysis shows that in the Middle East rhetoric also acquired a political character and reached its peak. At this stage, rhetoric was the main means of ensuring social justice, protecting the socio-political interests of the people. With their works and poems, the thinkers called on the poor masses against the tyranny of the ignorant and fanatical emirs. Of course, the socio-political features of the phenomenon of rhetoric are reflected in their works. In modern times, the science of political rhetoric developed with the advancement of democratic values, the development and prosperity of political thought, pluralism, the development of a professional parliament, and the creation of various parties and movements. This stage was the beginning of social revolutions. Therefore, speakers tried to reflect the interests of the people and win their hearts. This process led to the emergence of a multi-party system and the struggle between them (Jasinskaja-Lahti & Liebkind, 2019).

From the tests we can conclude that in modern conditions, political rhetoric is experiencing a development period. Especially, since the second half of the twentieth century, the process of development of political rhetoric, as a science and art, has intensified. It should be noted that rhetoric has revived with the advent of the information society. There was an objective need to

form a certain system of knowledge in the field of rhetoric. On the other hand, public interest in live oral communication has increased as people have spent more than 65% of their work time on oral communication and continue to do so. Therefore, in the modern era, rhetoric is defined as a science that studies the laws of preparation and implementation of speech in order to have a significant impact on the public (Ray, 2016). However, some researchers consider this interpretation of modern rhetoric incomplete.

As you know, political rhetoric, depending on different spheres of political and public life, manifests itself and is implemented in different ways. Politics and rhetoric are always intertwined and are considered the basis for social action. According to the author, the study of political rhetoric and a high culture of oratory is important for politicians, lawyers, diplomats, political scientists and other government officials, and is one of the main areas of their professional needs. That is, the high art of speech is one of the most important means of naming, fame and representation of statesmen and public figures. Honor, glory and authority of a person, especially civil servants, are inextricably linked with their speech (Sacks, 1995).

It should be noted that most political leaders in many cases are also good speakers, and using this art they have a serious impact on the minds and thinking of others. Therefore, eloquent and knowledgeable leaders in many cases are successful individuals. When a speaker is elected head, leader and leader, the image of the city, region and country increases, that is, the presence of a strong spirit in the leader is one of the key factors in his leadership and the progress of the country (Zarefsky, 2018).

In conclusion, the author emphasizes that political rhetoric and its features are very important and uncertain in the process of changing society. If, on the one hand, it is evaluated as a subject, on the other hand, its content is presented as science and art. At the same time, it should be considered as the art of political rhetoric, that is, as the science of state and power management, so the implementation of this process in the process of transforming society should not be underestimated.

CONCLUSION

Political rhetoric is a complex and multifaceted phenomenon that plays a significant role in shaping the political and social sphere of society. As the author points out, political rhetoric is both a subject of study and an art form, and it is this dual nature that makes it such an important and powerful tool in the process of transforming society. On the one hand, the study of political rhetoric provides valuable insights into the ways in which language and communication can be used to influence public opinion and shape political

outcomes. On the other hand, the art of political rhetoric involves the practical application of these insights in real-world settings.

Furthermore, the author emphasizes that political rhetoric is not a static or fixed concept, but rather a dynamic and evolving one that is shaped by the changing needs and aspirations of society. As such, it is crucial that political rhetoric be viewed as a constantly evolving field of study, one that is responsive to new ideas, new technologies, and new social and political contexts. In this way, political rhetoric can continue to play a vital role in shaping the political landscape, even in the face of rapidly changing social and political conditions.

In conclusion, the author argues that political rhetoric should be seen as a crucial component of the process of transforming society, one that is essential to the development and maintenance of democratic values and ideals. By understanding the complex and dynamic nature of political rhetoric, and by developing the skills and knowledge necessary to use it effectively, individuals and societies can play an active role in shaping their own destiny and ensuring a more just and equitable future for all.

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