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## **The Effects of Persuasive Speech Workshops on Student Activities**

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The effective speaking is provided by Rhetoric, a science addresses the human capacity to create and articulate knowledge grounded on the principles of argumentation. The research addresses the effects of argumentative practices on the quality improvement of the student activities. The theoretical rationale of the study lies in different approaches to studying argumentation, its schemes, content and relationship with discourse quality. The study shows that the compositional perfection of argumentation can be successfully implemented where sequential deployment of the logical premises and emotional reasoning embodying in active persuasive semantic (or material) relations achieve the goals of audience acquisition, acceptance and planned response.

The argumentative scheme chosen allows for distinguishing the contemporary aspects of persuasive strategies in public appearance. To obtain an understanding of recent trends in argumentation, an analysis was performed of political speeches delivered by the presidents during the 70th session of the United Nations General Assembly (September 15, 2015). As a result of this inquiry into the rhetorical discourse, we tried to facilitate the Persuasive Speech Workshops. Our research confirmed that the absolute majority of students tend to present information clearly, accurately, and convincingly. It necessitated the implementation of rhetorical trainings, which would teach to influence effectively and resolve conflicts without going head-to-head. The workshop idea was based on mastering effective communication through developing argumentation skills for empowering proactive educated member of society. It is also intended to improve public speaking as a means of drawing students' attention to civic activities. 10 workshops were conducted.

The overall purpose of the study was to emphasize the urgency of rhetorical principles in becoming a leader. Due to argumentative practice, students also acquired an additional mechanism of self-awareness, which serves as an effective and practicable adjustments. The results unequivocally confirmed the persuasive speech workshop as an effective strategy for developing rhetorical knowledge and skills in order to engage contemporaries in building a harmonized atmosphere in academic and non-academic collaboration. Keywords: public appearance, rhetorical argumentation, logical arguments, emotional reasoning, new persuasive strategies.

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