

The Power of Language and Speech in Movement: Speech Effects and its Classifications

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Abstract – This article examines the structural, semantic, and functional features of the speech effect phenomenon. It also elucidates the expression of speech effect through language and means of speech, its reflection in socially oriented and mass media, and its impact on the addressee.

Keywords – Speech Effect, Addresser, Addressee, Suggestion, Communicative Process, Creolized Text, Manipulation, Pragmatic Approach, Interpersonal Attitude.

Language not only transmits information but also influences the addressee in the communication process. Academician V. Vinogradov shows the effect of communication as the third most important function of language, along with communication and message [2, 48]. Language governs interpersonal and social relationships, human emotions and behaviors. This “control of one person by another through speech” is called speech exposure, that is, speech effect. [14, 6].

Speech effect is a complex psychological process, the study of which is also an interdisciplinary problem.

In linguistics, speech effect is seen as part of speech activity. This phenomenon is being studied more actively today and, according to researchers, is emerging as a new integral science that can be called the theory of speech effects in modern scientific circles. As I.A Sternin points out, “the effect of speech is the ability to choose convenient methods that are appropriate to the interlocutor and the mode of communication in order to achieve a high level of speech effect in a particular communicative situation” [12, 61].

Political, economic, psychological, communicative factors contributed to the formation of the theory of speech effect as a science. In democracies, there is a need to convince people that politicians are right in the face of diversity of opinion and political struggle during elections [12, 58]. For example, with the development of freedom, democracy, the idea of equality had to be persuaded by a wide range of people who were unequal in education, culture, and so on, but required to be treated equally. In other words, with the development of society, the need to manage people has emerged, and over time, various methods of influencing the addressee have been formed, and today these methods are actively used, therefore, this field of science is being studied by philologists, psychologists, sociologists and other specialists [17, 124]. The study of effective speech methods and tools and the widespread dissemination of this knowledge is one of the important tasks of linguistics. In foreign linguistics, the theory of speech effect is studied in the context of political and mass communication, rhetoric, as well as neurolinguistic programming.

The American scientist Dale Carnegie made an important contribution to the development of the direction of speech

effect. His work is recognized as a practical guide to communication. In these guides, events in people's lives, historical examples, are considered in terms of tolerance and interest in the interlocutor as the key to a successful relationship between partners and between managers and their subordinates. At the same time, D. Carnegie described some rules and methods of speech effect and developed the concept of barrier (conflict)-free communication, which allows to increase the efficiency of the work process and daily communication. [6].

There are many approaches to the study of speech effect in linguistics, such as pragmatic, cognitive, communicative, discursive, semiotic. The term "speech effect" is used in two broad and narrow senses. In a broad sense, this "information is conveyed to the listener through various means of speech, in other words, through natural language." [9]. However, we know that in some cases it is recognized that information is conveyed through nonverbal means (gestures, facial expressions, pictures, graphic text, etc.) as a means of transmission and speech effect, because they express semantic meaning and complement speech. The desire to achieve non-verbal goals that affect the addressee's performance is also an important point. Thus, speech effect in the broadest sense is any speech activity that is transmitted through verbal (sometimes nonverbal) means and affects the addressee. The term "verbal influence" is often used in a narrow sense to mean "sign systems designed to convey information that has a strong influence on the consciousness and behavior of the addressee or group of addressees, including, first of all, the practice of using the functions of natural language."

In the communication process, it is necessary to take into account that each participant has his own interests and goals, so the addressee is not ready to immediately follow the instructions of the speaker and has his own protective shell to resist external influences. The classification of these shells and their effect on communication efficiency were studied in the works of such authors as G.G. Kamardin, L.L. Popov, A.P. Panfilov, E.A. Negashev.

Overcoming psychological barriers is an important part of the process of speech effect. According to the definition given by G.G. Matveeva, the verbal effect is "the influence of the author of the text on the consciousness and behavior of the addressee and overcoming the protective barrier of the recipient." [8, 10]. According to P.B. Parshin, in the narrow sense, speech effect is understood as overcoming the "protective barrier" of the receiver and is studied by a special direction - the theory of speech effect [10, 29]. The second

important point is to achieve a communicative goal: "Effective speech effect is the achievement of the intended goal (or objectives) in relation to the interlocutor and maintaining a communicative balance with the interlocutor, that is, not to quarrel with him, to treat him as you and he please." [13, 51]. Hence, speech effect is, in a narrow sense, a complex psychological process aimed at a more specific goal.

Verbal influence refers to the existence of a subject, object, and purpose as a communicative act. *The subject of influence* or addressee is the person who seeks to influence the interlocutor through speech. *The object of influence* or addressee is the person (reader, listener, interlocutor, team) who has experienced this effect.

Given that a person engages in communication in a variety of situations in their daily activities, the main objectives of speech interaction in the communication process are classified as follows:

- 1) communicative goal - to establish a relationship with the interlocutor, to support him;
- 2) the purpose of the topic - to accept the topic, get information or change the behavior of the interlocutor;
- 3) the purpose of the information is to convey the message to the recipient, to make sure that the message has been received in its entirety.

Effective speech implication involves the realization of these three goals. There are many types of speech effects and they can be classified according to different criteria. For example: according to the nature of communication, speech effects are divided into verbal and nonverbal types. Verbal speech effect is done using linguistic units of communication. Nonverbal - certain information is transmitted by means of paralinguistic, non-linguistic means, that is, gestures, facial expressions, tone of voice, the appearance of the speaker, etc., used in conjunction with speech.

At this point, it is worth remembering the phenomenon of creolized text. Creole text consists of verbal (text, notes) and pictorial, visual or nonverbal (picture, photograph, diagram, table, formula, etc.) elements. [15, 99]. The general meaning of the text consists of two parts, and the information presented is decoded in two ways. According to E.E. Anisimova, such a processed text is a special linguistic-visual phenomenon, which as a verbal and visually complex text has a structural, semantic and functional integrity and is aimed at a pragmatic effect on the addressee. [1, 17]. The role of visual information in our society is growing rapidly. Journalistic, scientific, artistic, advertising texts, as well as

instructions, comics, posters can be created in creoleized form. Such texts allow to carry out verbal and nonverbal speech effects.

Many types of speech effects can be encountered in the communication process. They are classified by researchers according to various parameters:

– From the point of view of *attracting the addressee's attention*, the speech effect may be directed at a specific person and a specific social group or society as a whole [7, 49].

– According to *the form of speech*, the speech effect can be monologue (directed to another person or people) and dialogic (a form of urging another person to speak - specific knowledge, conveying "certain views of the world") and thereby change not only the mind of another person, but also his own [11, 273].

– Direct and indirect effects can be distinguished according to *the interaction of the addresser with the addressee*. In the first case, the addresser expresses his intention clearly (for example, the meaning of the effect is transmitted through the command form), in the second case, the speaker hides his intention and uses the indirect meanings of language units [3, 59].

– According to their *intended purpose and attitude toward the addressee*, they are divided into manipulative and non-manipulative speech effects. The manipulator seeks to achieve the desired result, without taking into account the interests of the addressee, does not want to give him a privilege, as well as does not establish open communication with the interlocutor. In turn, "non-manipulative speech effect is always based on agreement and compromise" [4, 56].

– According to *the level of awareness of speech activity*, they are divided into types of targeted and non-targeted effects. In non-targeted speech, "the speaker does not understand (or partially understand) the purpose of his speech activity and the ways to achieve it, but has an intention or situation" [5, 26]

– According to *the intention of the speaker* (pragmatic approach) the following types of speech effect are distinguished depending on the types of speech act:

- 1) social impact (greetings, farewells, thanks, etc.);
- 2) aim statement (order, request, offer, advice, etc.);
- 3) explaining and informing (use verbs to speak, warn, explain, etc.);

- 4) evaluation (insult, threat, ridicule, compassion, consolation) [16, 49].

In conclusion, it can be said that the speech effect, which is the driving force of language and speech, is the subject of study of modern linguistics and a number of its directions, such as pragmalinguistics, psycholinguistics, sociolinguistics, mediallynguistics. Speech effects are expressed orally or in writing using language and speech tools, depending on their structural, semantic, and functional characteristics. Speech effect can be socially oriented and expressed in a covert manner, against the wishes of the addressee in the media.

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