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Academic public speaking skills: stylistic and factor analysis

Abstract. *Public speaking plays an important role in society. This direction requires daily development and literacy. In particular, the speaker's diction and the ability to correctly convey thoughts and emotions show the features of speech. This article discusses the main characteristics of public speaking and its types. In the course of the study, a public opinion poll was conducted in order to identify the factors influencing the formation of the speaker's own style. So, 31 respondents took part in the survey and answered 15 questions related to public speaking. Questions address fears, emotions, and factors that affect a speaker's ability to speak in public. First, there was carried out a descriptive analysis of the personal data of survey participants, based on their answers. The respondents' answers showed that it is possible to achieve public speaking skills through reading literature and observing other speakers, and exchange of experiences.*

Keywords: *public speaking, political speech, public linguistics, political discourse, inform, persuade, entertain.*

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Introduction

Public speaking is an activity that takes place in direct contact with an audience at a specific time and place. It conveys information to the audience, covering a variety of topics and issues. Traditionally, as part of the art of persuasion, it seeks to engage and entertain audiences through a variety of visual aids, slideshows, and presentations.

Today, public speeches are held in both formal and informal formats. That is, any form of speech exists between the audience and the speaker. In addition, any work requires the ability to speak in public in accordance with modern requirements. It reaches a certain level and helps to get the job done.

Public speaking is often used by professionals at business and commercial events. You can sign

a contract with these speakers yourself, through the Bureau of Speakers, or in other ways. Since public speaking plays an important role in the professional world, 70% of jobs involve public speaking.

Today, issues of power are openly discussed in a democratic society. Therefore, the study of the meaning of public speaking is developing rapidly. When a person speaks in public, he will be able to make the right decisions. In recent years, the field of public speaking has become the main focus of the study of social linguistics. This is because public speaking is one of the most controversial topics in journalistic and scientific literature.

Public speaking is characterized by the fact that the correct choice of words and phrases affects the thinking of the audience. It is clear that some listeners can do what political speakers

think and want to do. After such arguments, it becomes obvious that politicians are choosing the right words to win their political battles and battles. Public speeches can cover a wide variety of different topics. The goal of the speech may be to educate, entertain, or influence the listeners. Often, visual aids in the form of an electronic slideshow are used to supplement the speech and make it more interesting to the listeners. Public speaking is important in business, education, and the public arena. Each contemporary teacher must know how to teach the learners a foreign language to develop their international and intercultural backgrounds.

The research project focuses on the stylistic analysis of public speaking. The project will be divided into three main sections. The first chapter is devoted to the history of public speaking, its types, and the importance of stylistic analysis. It will also provide a review of the literature on the work of other scholars who have studied the subject.

The second chapter will provide information on the theory of the methods used in the study. These methods include factor analysis, correlation analysis, and regression analysis. Factor analysis will use the Kaiser-Mayer-Olkin (KMO) test. It is a criterion that provides information on the adequacy of the values under partial control. After the factor analysis, it is planned to carry out a test for normal scattering using the Kolmogorov-Smirnov and Shapiro-Wilk tests. Once we determine if we have a normal spread, it will be decided whether we will use a parametric test or a non-parametric test. A correlation analysis will then be performed to determine the density between the variables. Regression analysis is then performed to determine the relationship between the independent and dependent variables.

During the research, it is planned to create a questionnaire on the project topic. The survey will focus on skills, abilities, and public speaking style. There are presented opinions on the factors and obstacles affecting the formation of the speaker's style of public speaking. The survey will be conducted online and sent out to respondents. Its results will be presented and discussed in the third chapter of the project.

The purpose of the work is to identify the factors influencing the formation of personal style by analyzing the style of public speaking and teaching how to work correctly.

Research tasks of the work:

- Identify the factors influencing the formation of public speaking style;
- Analysis of barriers to the professional development of speakers;
- Identify activities aimed at developing public speaking skills.

The subject of the work is to theoretically substantiate the stylistic analysis of public speech and teaching methods and practical verification of its effectiveness.

The object of the work is teaching methods for the development of the competent formation of public speaking style.

Stylistic analysis of the public speeches

Public speaking is a primary mechanism for projecting yourself into public spaces, bringing people together, and getting them to share perspectives and values so they can recognize who they are and can act together. This component of orality of direct, in-person, spoken connections between people is the social imperative. At the heart of the community, life is communication, the sending and receiving of messages, through which community members share resources and determine what actions best serve the public interest [1].

Public speaking is a broad topic that is closely related to political and linguistic events, as well as to society itself. Its origins spread from the Greeks and Romans in Europe during the Middle Ages to the Renaissance in England, and then from the United States to the present day during the Civil War [2].

"Public speaking" as a term was not used until the eighteenth century and not until the early twentieth century did it denote the conversational style in use today by speakers. Prior to the eighteenth century (and for a time after) public speaking (as it is known today) was studied and written about under the banner of rhetoric [3]. Aristotle defined rhetoric as the art

of “discovering in any particular case, all of the available means of persuasion”. From its origins, then, public speaking was an interaction between the audience and speaker with the aim of moving the audience’s opinion in one direction or another. The first records of a formalized system for shaping public addresses begin with stories from the fifth century in Sicily. Here a tyrant, Thrasybulus, was overthrown, and in order to regain property lost under his rule, citizens had to argue in court (Corbett, Edward P. J., and Robert J. Connors. 1999.). Corax formulated a system to help citizens create successful arguments for reclaiming their property, and the advice he systematized formed the basis of rhetoric. Roughly a hundred years later, Aristotle’s writings on rhetoric became the first foundational text on the subject. It is good to note that the origin story for rhetoric occurs in a community exploring more democratic forms of government. As citizens began to have opportunities to speak up, there have been created methods and rules for public argument. Training groups of people in oratory and public speaking is unnecessary in societies where very few are allowed to speak in public. As [5] writes in his *In Defense of Rhetoric*, “In a democratic society, with free speech and due recognition of the individual’s rights to being represented in legal and political activities, rhetoric has a real role to play”.

There are three main types of public speaking depending on what the speaker wants to achieve:

- To inform when the speaker brings information to the audience with interesting facts and evidence. Any specialist who has shared his experience can be a speaker.
- To persuade, motivate, or take action, when a speaker can somehow influence the audience to change their minds, change their thinking, change their behavior, or take action. For example, he may explain the benefits or benefits of making a profit in order to do something.
- To entertain – this type of speech is often found at banquets, weddings, or dinners. The speaker usually tells a funny story or another anecdote with examples[6].

Public speaking is an essential skill used in everyday communication. Daily exercises like

rehearsals are required to improve your speaking skills. In addition, it is important to conduct research with people of public repute and frequent public speaking. You can also observe, study and use their speech or actions as a model [7].

Some researchers conduct stylistic analysis and research on public speaking. They work in different ways according to their ideas. There are even different opinions about the definition of style. According to stylistic pluralism, “language has several different functions and can be the result of any choice of language at different functional levels”[8]. That is, the author makes the choice of the language in accordance with certain functions that are closely related to each other. Corresponds to the purposes of his writing and speaking. Leech suggests that «style advertises a person,» meaning that there is a close relationship between style and personality of the author.

Chinese researcher ShaohuiZheng provides an exhaustive stylistic analysis of Martin Luther King’s “I Have a Dream” speech. “King skillfully uses words in lexicology, semantics, syntax, and phonetics, giving his speech a great deal of interest and elegance. He achieves his goal by using stylistic tools to help create an atmosphere that encourages and motivates people to fight for equal rights for blacks. , has a profound effect on the minds of viewers and at the same time draws public attention to the current situation of blacks”[9].

Scientists also studied presidential inauguration speeches. One of them is the public speeches of Presidents Obama and al-Maliki. They intend to announce new political strategies to communicate their intentions and plans and convince the public to accept and support them. To achieve such goals, they often resorted to the choice of linguistic elements and the manipulation of rhetorical devices. To analyze the data, we used a qualitative method associated with identifying the most striking stylistic features. The newspaper writes that both Obama and al-Maliki use different stylistic features and relatively different levels of devices. The slight difference in usage appears to be

due to the nature of the two languages and the different goals that the two speakers pursue. Moreover, metaphor, repetition, parallelism, and metonymy are more common than al-Maliki in the Obama message. The similarities can only be seen in Obama's address[10].

The study is a political statement by the President of the Philippines, Rodrigo Roa Duterte. The study has shown that there is a significant amount of monologue in most forms of presidential speech, proving that he uses political language to control his dominance. Moreover, his monologic discourses are characterized by obvious patterns and characteristics, such as the use of certain types of illusory actions (eg, plaintiff, commission, judgment, directive, declarative, and expressive). In his monologue conversations, Rodrigo Roa Duterte made sufficient use of rhetorical strategies that intelligently combined "ethos, logos and pathos" (based on the typology of Aristotle's rhetorical strategies). However, quantitative analysis that measures the speed with which these rhetorical strategies emerge during a speech shows that they are used in different proportions [11].

Shakila Nur analyzed Nelson Mandela's inauguration speech on May 10, 1994, in Pretoria[12]. This work aims to conceptualize how human metaphysics learn a language within Systems Functional Grammar's theoretical framework (SFG). Socio-semiotic approach. The analysis included differences in the distribution of mood, modality, personal pronouns, and other lexical characteristics. Studies show that Mandela's speech architecture achieved its political goal, realized its interpersonal significance according to its lexicogrammar, and took into account contextual factors, such as the need to reflect the economic and socio-political situation in the country at that time.

The stylistic analysis considers the dynamic continuity of communication. It analyzes how people talk, sing, or move in relation to each other. Speakers give each cultural tradition its own performance pattern. And researchers can determine whether they have stylistic features, which they can reliably evaluate. The study examines the behavior of performers by

genre, familiar situation, gender, age or status, unforeseen circumstances. By comparing these productivity models, linking culture, there are revealed the factors and cultural traditions that link communication with the social structure.

Stylistic analysis is the main conclusion linking the features of speech with available social events. This was predicted in the first study – the development of speech, or at least the transition from one ecological situation to another. The factors themselves are arranged in such a way as to give an idea of this historical sequence. First of all, the characteristic features of very complex organized societies are high speech density, low repetition, longer than the average speech impulse, phrase change, and, above all, variability. In the middle of the chain are characteristics related to the community, which are reflected in the number and frequency of social complexities – in cultures that complement each other with animals and small kingdoms such as African gardeners. Finally, at the end of the study, we dealt with the noisy and energetic aspects of speech, the presence of which usually declares some primitive economy. Thus, like the characteristics of musical energy, there are dynamic aspects of interaction that do not fit into the historical scheme.

Research methods

A methodology is a «contextual framework for research,» «a coherent and logical framework based on the attitudes, beliefs and values that guide the choice of researchers [13][14].

The method can be seen as a spectrum of a quantitatively superior qualitative approach. Although a methodology can usually be placed in one of these approaches, researchers can mix approaches in solving their research problems, so there are many methods and/or interdisciplinary approaches.[15][16].

Factor analysis is a method of studying the conditions of activity; in addition, its essence is a set of statistical methods for differentiating data in determining the degree and speed of influence of factors systematized according to certain features of the firm's industries

(direction of activity). Factor analysis is used to simplify the data analysis process. This is done by differentiating many changes in the internal structure at the stage of determining any value of data. A common component of such analysis is called Factor Analysis. As for the data obtained from the analyzed materials, we often see that comparative, approximate, and estimated descriptions go together.

The tasks of factor analysis are as follows: link modeling Single-stage and multi-stage. For example: $Y=a*x$, $y=a*b / c$ Statistical and dynamic in retrospect and perspective, this enterprise considers the derivative of the result in the production process.

$$F = \frac{MS_{\text{факт}}}{MS_{\text{крас}}}$$

There are several types of variance analysis in experimental definitions. Among them, we can mention the most common: single-factor and multi-factor types. A dispersion analysis in which the influence of a single factor is verified is called a single-factor analysis. And to study the influence of two or more factors, there is used multi-factor variance analysis. If we give an in-depth explanation of single-factor dispersion analysis, groups are determined by the levels of a single factor. The variable in the general set is normally distributed in each group, and the variances of all groups are the same. To estimate the value of the difference, it is necessary to compare the scattering of sample averages with the scattering of values within the group. The number of groups to be compared is determined according to the levels of the factor, i.e. independent variables. For example, if the factor is the time of year, then its levels are winter, spring, summer, and autumn. The number of comparable groups is 4. if the factor is a type of treatment, then its levels can be standard treatment, a new type of treatment, and a placebo, i.e. a control group. Here the number of groups to compare is 3. qualitative features, such as gender, profession, and quantitative features, such as the number of injections, the number of diseases, are used for variance analysis.

$$H = \frac{12}{n(n+1)} \sum \frac{R_i^2}{n_i} - 3(n+1)$$

The statistics $F(k-1)$ and $(n-K)$ are subject to the Fischer distribution, which corresponds to the degrees of freedom. Nonparametric criteria are functions that do not depend on the type of distribution of the general set, depend only on the variants of a given set and their frequencies. Nonparametric criteria do not require the calculation of some distribution parameters that are necessary for parametric criteria. Therefore, nonparametric criteria and methods of nonparametric statistics are called parameter-free or freely distributed.

The size of the correlation coefficient (r or R) provides information about the closeness of two variables. Linear correlation analysis is believed to be used in the social sciences. The purpose of correlation analysis is almost the same as in quantitative analytical studies, so it is useful to study the relationship between the independent and dependent variables [17].

The researcher uses this analysis, correlation analysis when he wants to determine the density relationship between variables. However, before starting your research, you need to take the following steps:

- Before measuring, it is necessary to determine whether there is a relationship (the correlation indicator is called the correlation coefficient).
- Check the significance of the variables.
- Establish a causal relationship.

Since correlation analysis is often a statistical measure, it is the most widely used research method. This is because the researcher may not consider that correlation measures the strength of linear relationships. [18].

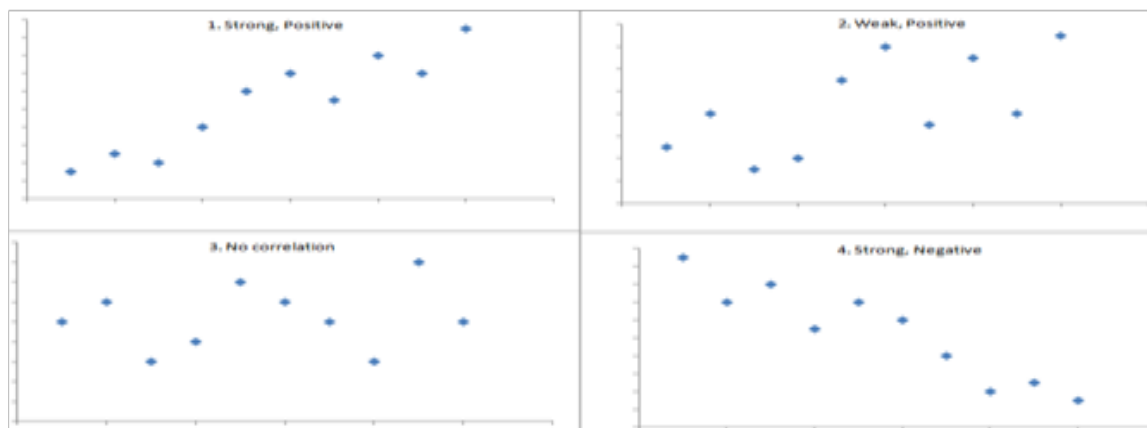
It uses correlation techniques to analyze the degree and nature of the relationship between variables. This explains the relationship between two separate variables.

The correlation coefficient « r » is calculated using the following formula:

$$r = \frac{n \sum xy - \sum x \sum y}{\sqrt{(n \sum x^2 - (\sum x)^2)(n \sum y^2 - (\sum y)^2)}}$$

Here x and y are the values of the variables and n is the sample size.

The value of the correlation coefficient can be explained by the following explanations:

Figure 1. four hypothetical scenarios

1. If the « r » value is 1, then there is a positive correlation between the two values.

2. If « r » is -1, this indicates a negative correlation coefficient between the two values.

3. If « r » is zero, it means that there is no relationship between the two values.

During correlation analysis, Pearson estimates the correlation coefficient of a product. The correlation coefficient of this model has denoted R . Its value is between -1 and +1, and the number determines the linear relationship and strength between the two variables. The correlation between these two variables can be positive or negative.

The figure below shows four hypothetical scenarios. It can be seen that one continuous variable is plotted on the X-axis and the other on the Y-axis.

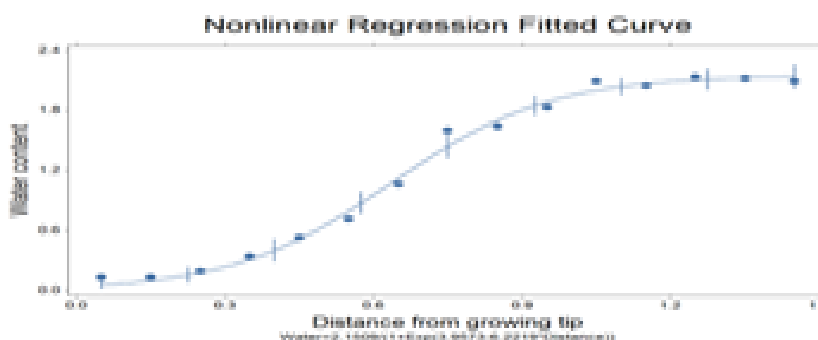
- Scenario 1 shows that $r = 0.9$. This means that the relationship between the variables shows a strong positive relationship.

- Scenario 2 shows a weak relationship between variables. Since $r = 0.2$.

- Scenario 3 may not display the level of density between variables, since $r = 0$.

- In scenario 4, there is a strong negative relationship between variables, since the correlation coefficient is $r = -0.9$, [19].

Legendr in 1805 and Gauss in 1809 published the very first type of regression. It was called the squares method. Legendr and Gauss used this method to identify the problem by conducting astronomical observations of the orbits of bodies around the sun, i.e., comets and small planets. In 1821, Gauss published a version of the Gauss-Markov theorem, followed by the development of the least squares theory. The term «regression», which means the description of a biological phenomenon, was coined in the nineteenth century by Francis Galton. According to Galton's position, regression had only biological significance. However, it was

Figure 2. sample of non-linear model

Woodney Yul and Karl Pearson who expanded his work to a general statistical context. It is argued that the Joint Distribution of the response and explanatory variables is equal to Gaussov in the work of Yul and Pearson. This statement was somewhat simplified in the works of R. A. Fischer in 1922-1925. Fischer, who proposed that the conditional division of the response variable is Gauss, said that joint division is not necessary. Based on this, the Gauss concept of 1821 and Fischer's assumption are close to each other. Regression analysis is a technique for examining the statistical relationship between one quantitative dependent variable on one or more quantitative independent variables. The dependent variable in regression analysis is called the resultant, and the variable factors are called predictors or explanatory variables.

Regression analysis aims to utilize regression equation to make supposition the average value.

The following tasks can be done with the help of regression method:

- to define the form of dependency and the type
- to evaluate parameters of equation in regression
- to check regression equation's importance

- to check individual coefficients' importance

- to learn the accuracy features in model

- to construct interval predictions in result

Linear, multiple linear, non-linear are the main types of the regression. Linear and multiple linear will be explained in detail, but non-linear is devoted for more sophisticated data, therefore here just the example is given:

In the diagram you can see that the data is not laid in one line, that is why it is called non-linear. There is used Simple linear model, as it says 'simple' means only one dependent and one independent variable. The following formula indicates how to guess its result.

$$Y = a + bX + \epsilon$$

Here, **Y** is a dependent variable, **X** is an independent variable, **a** is an intercept, **b** is a slope, **ε** is an error.

Figure 3. sample of simple linear model

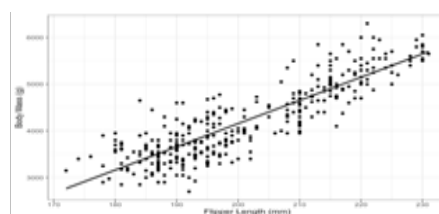


Table 1. Personal information

		gender	age	education	
Valid		31	31	31	
Missing		0	0	0	
gender					
		Frequency	Percent	ValidPercent	CumulativePercent
Valid	female	31	100,0	100,0	100,0
age					
		Frequency	Percent	ValidPercent	CumulativePercent
Valid	18-25	11	35,5	35,5	35,5
	26-35	12	38,7	38,7	74,2
	36-45	7	22,6	22,6	96,8
	45+	1	3,2	3,2	100,0
	Total	31	100,0	100,0	
education					
		Frequency	Percent	ValidPercent	CumulativePercent
Valid	bachelor	12	38,7	38,7	38,7
	master	19	61,3	61,3	100,0
	Total	31	100,0	100,0	

Discussion and results

During the research project, there was received a questionnaire. It was sent to respondents online via a Google form. The questionnaire consisted of 15 questions, divided into 3 groups. The first group commented on his public speaking skills, while the second group focused on his abilities. The last, that is, the third group, consisted of opinions on the style of public speaking. 31 respondents took part in the survey and made their choice from "Strongly disagree", "Disagree", "I find it difficult to answer", "Agree", "Strongly agree".

H1: The development of public speaking skills through the search and preparation of a speaker has a positive effect on the formation of one's own style.

H2: The ability to convey a laconic and clear idea has a positive effect on the formation of a public speaking style.

First of all, concerning the personal data of the respondents, as can be seen from Table 1, 31 respondents took part in it. Participants answered the questionnaire completely. Among them 31 are women, that is, 100% of the respondents.

Eleven people between the ages of 18 and 25 from this survey accounted for 35.5%. There were 12 participants aged 26-35 with the highest score of 38.7% and only 1 respondent over 45 with the lowest score of 3.2%. In addition, 7 people aged 36 to 45, or 22.6%, took part in the survey. By education, 31 out of 31 respondents had 12 bachelor's degrees, which is 38.7%, and 19 masters - 61.3%.

The Kaiser-Mayer-Olkin (KMO) is a test that provides information on the adequacy of the values under partial control. Its value was 0,805 for the first independent variable. This means that the available data are sufficient for factor analysis since it is above 0,6 according to the KMO and Bartlett criteria. If we look at the Chi-square test, its statistic is 79,695. Its value is 0,000.

Analyzing the following variables, the first variable was 3,346, and its variance was 66,924. The second variable was 0,767, and the variance was 15,347. The third variable is 0,400, the variance is 8,004, the fourth variable is 0,317, and the variance is 6,340. The last, that is, the fifth variable, was 0,169 with a variance of 3,385. Analyzing these values, it was found that there is only one value, the first value, that is, greater than 1. Its variance was 66,924.

Table 2. Results of factor analysis

2.1 Results of the KMO and Bartlett tests for the first independent variable

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	,805
Bartlett's Test of Sphericity	Approx. Chi-Square
	79,695
	df
	10
	Sig.
	,000

2.2 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	3,346	66,924	66,924	3,346	66,924
2	,767	15,347	82,271		
3	,400	8,004	90,275		
4	,317	6,340	96,615		
5	,169	3,385	100,000		

2.3 Results of the KMO and Bartlett tests for the second independent variable

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,839
Bartlett's Test of Sphericity	Approx. Chi-Square	98,685
	df	10
	Sig.	,000

2.4 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	3,686	73,726	73,726	3,686	73,726
2	,498	9,953	83,679		
3	,449	8,971	92,650		
4	,197	3,941	96,591		
5	,170	3,409	100,000		

2.5 Results of the KMO and Bartlett tests for the dependent variable

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,855
Bartlett's Test of Sphericity	Approx. Chi-Square	168,792
	df	15
	Sig.	,000

The Kaiser-Mayer-Olkin (KMO) is a test that provides information on the adequacy of the values under partial control. Its value was 0,839 for the second independent variable. This means that the available data are sufficient for factor analysis since it is above 0,6 according to the KMO and Bartlett criteria. If we look at the Chi-square test, its statistic is 98,685. Its value is 0,000.

Analyzing the following variables, the first variable was 3,686, and its variance was

73,726. The second variable was 0,498, and the variance was 9,953. The third variable is 0,449, the variance is 8,971, the fourth variable is 0,197, and the variance is 3,941. The last, that is, the fifth variable, was 0,170 with a variance of 3,409. Analyzing these values, it was found that there is only one value, the first value, that is, greater than 1. Its variance was 73,726.

The Kaiser-Mayer-Olkin (KMO) is a test that provides information on the adequacy of

2.6 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	4,761	79,342	79,342	4,761	79,342
2	,460	7,666	87,008		
3	,322	5,372	92,380		
4	,226	3,763	96,143		
5	,144	2,406	98,549		
6	,087	1,451	100,000		

Table 3. Normal Scatter Test Result

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
шеберлік1	,262	31	,000	,815	31	,000
кабилет1	,332	31	,000	,789	31	,000
стиль1	,190	31	,006	,875	31	,002

Lilliefors Significance Correction

the values under partial control. Its value was 0,855 for the second independent variable. This means that the available data are sufficient for factor analysis since it is above 0,6 according to the KMO and Bartlett criteria. If we look at the Chi-square test, its statistic is 168,792. Its value is 0,000.

Analyzing the following variables, the first variable was 4,761, and its variance was 79,342. The second variable was 0,460, and the variance was 7,666. The third variable is 0,322, the variance is 5,372, the fourth variable is 0,226, and the variance is 3,763. The fifth variable, was 0,144 with a variance of 2,406. The last was 0,087 with a variance of 1,451. Analyzing these values, it was found that there is only one value, the first value, that is, greater than 1. Its variance was 79,342.

As a result of the survey, representatives of each group passed the normal scattering test. As can be seen from Table 3, the Kolmogorov-Smirnov and Shapiro-Wilk criteria were used.

As can be seen from the test results, statistical significance, differential function, number of respondents, and value (sigma) are given. Due to the fact that the value is less than 0,05, we can say that our data have a normal spread, we can carry out parametric tests.

Here is Pearson's correlation coefficient between «шеберлік1», «кабилет1» and «стиль1». Analyzing this correlation, the correlation coefficient between «кабилет1» and «шеберлік1» is 0.417. Positive and weak correlations were found between them. The statistically significant value was 0.020, which indicates a high reliability of the correlation coefficient.

In addition, the correlation coefficient between «стиль1» and «шеберлік1» is 0.636. The correlation between them was positive and weak. If we talk about the result of the Pearson correlation coefficient between «стиль1» and the second variable, that is, «кабилет1», the number of correlation coefficients was 0.675. Positive

Table 4. Results of correlation analysis

		шеберлік1	кабилет1	стиль1
шеберлік1	PearsonCorrelation	1		
	Sig. (2-tailed)			
	N	31		
кабилет1	PearsonCorrelation	,417*	1	
	Sig. (2-tailed)	,020		
	N	31	31	
стиль1	PearsonCorrelation	,636**	,675**	1
	Sig. (2-tailed)	,000	,000	
	N	31	31	31
*. Correlation is significant at the 0.05 level (2-tailed).				
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 5. Results of regression analysis**5.1 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,636a	,404	,384	1,06990

a. Predictors: (Constant), шеберлік1

5.2 ANOVA test results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	22,546	1	22,546	19,696	,000 ^b
Residual	33,196	29	1,145		
Total	55,742	30			

a. Dependent Variable: стиль1

b. Predictors: (Constant), шеберлік1

5.3 Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,772	,641		1,205	,238
	шеберлік1	,695	,157	,636	4,438	,000

a. Dependent Variable: стиль1

and weak correlations were found between the two variables. The significance value was 0.000. This means that the reliability of the correlation coefficient is high.

The correlation coefficient between the two variables is $R = 0,636$. There is a positive and weak correlation between them. The coefficient of determination $R^2 = 0,404$, which means that the compatibility of the two models is average. Adjusted coefficient of determination 0,384. Their standard error was 1,06990.

The next test is ANOVAa. This is also called the F-test. According to the ANOVAa test, the sum of squares of the regression values is 22,546, the degree of freedom is 1, and the mean square is 22,546. Of these, the F-test statistic is 19,696 at a value of 0,000, so you can see that the reliability level is high.

Then the sum of the squares of the residuals is 33,196. The degree of freedom was 29, and the

mean square was 1,145. There were 55,742 people in total, and the degree of freedom was 30.

The constant variable value is 0,772. The standard error was 0,641. The coefficient of the variable was 0,695, the standard error was 0,157. As for the T-test, the constant T-test was 1,205, and its value was 0.238. We can say that the T-test of a variable is 4,438 and its value is 0,000.

$$Y = 0,772 + 0,695X$$

We had a constant ratio of 0,772. This value gives the value of the dependent variable Y if the value of X is 0. If the X value is increased by 1 unit, the Y value is increased by 0,695 units.

5.4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,675a	,455	,436	1,02338

a. Predictors: (Constant), кабилет1

5.5 ANOVA test results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25,370	1	25,370	24,224	,000b
	Residual	30,372	29	1,047		
	Total	55,742	30			

a. Dependent Variable: стиль1

b. Predictors: (Constant), кабилет1

5.6 Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,435	,646	,675	,673	,506
	кабилет1	,867	,176		4,922	,000

a. Dependent Variable: стиль1

The correlation coefficient between the two variables is $R = 0,675$. There is a positive and weak correlation between them. The coefficient of determination is $R^2 = 0,455$, which means that the compatibility of the two models is average. Adjusted coefficient of determination 0,436. Their standard error was 1,02338.

The next test is ANOVAa. This is also called the F-test. According to the ANOVAa test, the sum of squares of the regression value is 25,370, the degree of freedom is 1, and the mean square is 25,370. Of these, we can say that the level of reliability is high, since the F-test statistic is 24,224 at a value of 0,000.

Further, the sum of squares of waste was 30,372. The degree of freedom was 29, and the average square was 1,047. There were 55,742 people in total, and the degree of freedom was 30.

The value of the constant variable is 0,435. The standard error was 0,646. The coefficient of the variable was 0,867, and its standard error was 0,176. For the T-test, the constant T-test was 0,673 and its value was 0,506. We can say that the T-test of the variable is 4,922 and its value is 0,000.

$$Y = 0,435 + 0,867X$$

We had a constant coefficient of 0,435. This value gives the value of the dependent variable Y if the value of X is 0. If the value of X is increased

by 1 unit, the Y value is increased by 0,867 units.

As a result of the research conducted on the questionnaire, the following ways to develop public speaking skills were identified and recommended:

- When speaking in public, first and foremost, focus on the topic;
- Always remember the purpose of your speech;
- Frequent reading of fiction books;
- Repeat some actions by watching other speakers speak in public;
- Working with and overcoming the fear of «public speaking»;
- To be able to convey the main idea of the information to the audience;
- Practice on your own without interrupting daily exercise.

Conclusion

The research project was written as part of a stylistic analysis of public speaking. The project aimed at analyzing the style of public speaking. In addition, factors influencing the formation of the style of public speaking were identified as the main tasks, there were analyzed obstacles to improving the speaker's qualifications, and

actions were determined to develop the ability to speak in front of a group. The subject of the project was the structure of the style of public speaking, and the speaker was taken as the object.

The project is divided into three main sections. The first chapter provides information on the research topic. Information was provided on the history of its origin, types, and importance of stylistic analysis. In addition, a literary review of the works of authors who conducted research and wrote articles on this topic abroad.

The second chapter of the research project describes the theory of the methods used in the research. It describes the theory of factor analysis, correlation analysis, and regression analysis.

The third chapter analyzes the results of the survey conducted during the project. The survey was conducted in an online format, 16 questions were divided into 3 groups and sent to respondents. First of all, there was carried out a general descriptive analysis of the personal data of 31 respondents. As a result of the analysis, the gender, age, and education of the respondents were determined. Then, factor analysis was carried out for each group individually using the Kaiser-Mayer-Olkin (CMO) test. In performing this analysis, variables were identified that may represent each group. Using the identified representatives, a normal scatter test was performed using the Kolmogorov-Smirnov and Shapiro-Wilk tests. As a result of the test, the standard structure was determined to have a

normal scatter of less than 0.05, and parametric tests were performed. The first parametric test was the correlation test. The density between the variables was determined by the Pearson correlation coefficient. As a result, it was found that there is a positive relationship between the variables, and it was proved that they can be trusted because their values are less than 0.05. Then a regression test was performed to determine the relationship between the independent and dependent variables. In this research project, the relationship of each dependent variable to the dependent variable was studied separately as there are two independent variables. In this test the standard errors, the T-test value. It was also found that the more times the independent variable changes, the more times it affects the dependent variable.

The study showed that H1: the development of public speaking skills through the search and preparation of a speaker and H2 the formation of their own style, as well as the ability to express themselves succinctly and clearly, has a positive effect on the formation of the style of public speaking.

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Көпшілік алдында сөйлеу дағдылары: стилистикалық және факторлық талдау

Аңдатпа. Шешендік өнер қоғамда маңызды рөл атқарады. Бұл бағыт күнделікті дамуды, сауаттылықты қажет етеді. Атап айтқанда, сөйлеушінің дикциясы мен ойын, эмоциясын дұрыс жеткізе білуі сөйлеу ерекшеліктерін көрсетеді. Бұл мақалада шешендік өнердің негізгі сипаттамалары және олардың түрлері қарастырылады. Зерттеу барысында шешендік стильдің қалыптасуына әсер ететін факторларды анықтау мақсатында қоғамдық пікірге сауалнама жүргізілді. Сауалнамаға 31 респондент қатысып, шешендік өнерге қатысты 15 сұраққа жауап берді. Сұрақтар сөйлеушінің көпшілік алдында сөйлеу қабілетіне әсер ететін қорқыныштарды, эмоцияларды және факторларды қарастырады. Біріншіден, сауалнамаға қатысушылардың жауаптары негізінде олардың жеке деректеріне сипаттамалық талдау жүргізілді. Респонденттердің жауаптары әдебиеттерді оқу және басқа сөйлеушілерді бақылау, тәжірибе алмасу арқылы шешендік өнерге қол жеткізуге болатынын көрсетті.

Түйін сөздер: көпшілік алдында сөйлеу, саяси сөйлеу, көпшілік лингвистикасы, саяси дискурс, ақпарат, сендіру, көңіл көтеру.

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Навыки академической публичной речи: стилистический и факторный анализ

Аннотация. Публичные выступления играют важную роль в обществе. Это направление требует ежедневного развития и грамотности. В частности, дикция говорящего и умение правильно передать

мысли и эмоции показывают особенности речи. В этой статье обсуждаются основные характеристики публичных выступлений и их видов. В ходе исследования был проведен опрос общественного мнения с целью выявления факторов, влияющих на формирование собственного стиля говорящего. 31 респондент приняли участие в опросе и ответили на 15 вопросов, касающихся публичных выступлений. Вопросы касаются страхов, эмоций и факторов, влияющих на способность говорящего выступать публично. Сначала был проведен описательный анализ личных данных участников опроса, основанный на их ответах. Ответы респондентов показали, что достичь ораторского мастерства можно, посредством чтения литературы и наблюдений за другими ораторами, обмена опытом.

Ключевые слова: публичные выступления, политическая речь, публичная лингвистика, политический дискурс, информация, убеждение, развлечение.

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Оразали И.Ш. – Шет тілі: екі шет тілі (ағылшын және түрік тілдері) мамандығының магистрі, Қожа Ахмет Ясауи атындағы Халықаралық Қазақ-Түрік университеті, Түркістан, Қазақстан.