

**THE ART OF ORATORY AND FUNDAMENTALS OF HOSTING FOR CULTURAL  
EVENTS**

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**Abstract:** This article is devoted to the study of the basics of oratory and hosting for cultural events. The article reveals the role of oratory and hosting in cultural events, analyzes and comprehensively discusses the speech culture of the speaker and host and the methods of communication with the audience.

**Keywords:** Oratory, hosting, cultural event, speech culture, audience, art, inspiration, culture, tradition.

Cultural events are a wonderful world that enriches the spiritual world of humanity and sows the seeds of goodness in the soul. Through them, peoples get to know their rich history, culture and traditions, understand and respect each other. The charm of cultural events lies not only in their diversity, but also in the skill of eloquent speakers and sincere presenters who conduct them. They are the “face” of the event, captivating the audience with their oratory and presentation skills, conveying the main idea of the event. Oratory is the art of using the magical power of words to influence the audience, making changes in their minds and hearts. A speaker is a person who is eloquent, knowledgeable, able to express their thoughts clearly and concisely, and who knows how to communicate with an audience. The main tasks of a speaker include informing, persuading, inspiring, and uplifting the audience.

A speaker should go through the following steps when preparing for a speech:

1. Choosing a topic;
2. Gathering information;
3. Making a plan;
4. Writing the speech;
5. Practicing the speech.

The speaker's speech culture is the correctness, clarity, accuracy, expressiveness and attractiveness of his speech. The speaker must adhere to the norms of the literary language in his speech, pronounce words correctly, change the tone of speech, and use gestures. The speaker's communication with the audience is his ability to understand the audience, answer their questions, and attract their attention. The speaker must be sincere, polite, and respectful in communicating with the audience.

The presenter, that is, the “heart” of a cultural event, is the person who sets the main direction of the event and establishes communication with the audience. He plays an important role in the success of the event. They perform such important tasks as opening and closing events, introducing event participants, announcing the event program, establishing communication with the audience, and creating the general mood of the event. The presenter must complete the following stages in preparing for a cultural event. It includes collecting information about the event, studying the event program, preparing a speech, choosing a dress, and practicing. The presenter's speech culture is the correctness, clarity, accuracy, expressiveness, and attractiveness of his speech. The presenter must adhere to the norms of literary language in his speech, pronounce words correctly, vary the tone of speech, use gestures, and use humor. The presenter's communication with the audience is his ability to understand the audience, answer their

questions, and attract their attention. The presenter must be sincere, polite, humorous, and respectful in communicating with the audience.

The art of oratory has played an important role in human history since ancient times. In ancient Egypt, Greece, and Rome, the art of oratory was an integral part of political, social, and cultural life. In ancient Greece, the art of oratory was considered the foundation of democracy. Orators could persuade the people through their speeches, influence the adoption of laws, and participate in political decision-making. Famous orators such as Demosthenes, Socrates, and Aristotle left an indelible mark on history through their oratory skills. In ancient Rome, the art of oratory played an important role in the legal system. Orators used their oratory skills in court to defend their clients, present evidence, and convince judges. Famous orators such as Cicero, through their oratory skills, made great changes in the Roman legal system. In the Middle Ages, the art of oratory played an important role in religious speeches. Through their sermons, priests called the people to faith, preached religious teachings, and instilled moral values. During the Renaissance, the art of oratory was revived. Through their speeches, orators promoted humanistic ideas and called for the development of science and art. In modern times, the art of oratory plays an important role in the political, social, cultural, and business spheres. Orators can persuade the people through their speeches, influence political decisions, promote products, and develop businesses.

Demosthenes - a prominent figure in the art of oratory Demosthenes (384-322 BC) - an ancient Greek orator, politician and writer. He is known as one of the most prominent figures in the art of oratory. The life and work of Demosthenes clearly demonstrate the importance of the art of oratory. Demosthenes was born with a speech impediment, but he overcame this defect through constant practice. He practiced with a strong voice on the seashore, putting stone weights in his mouth. He also memorized the speeches of famous orators and imitated them. Demosthenes' oratory played an important role in defending Athens from the aggression of Philip of Macedon. Through his speeches, known as the Philippics, he called on Athens to unite, fight Philip, and defend its independence. Demosthenes' speeches were distinguished by their clarity, clarity, power, and impact. He skillfully used logical arguments, emotional appeals, and artistic imagery in his speeches. His life shows that the art of oratory requires perseverance, overcoming difficulties, and working tirelessly to achieve one's goal. His life proves that the art of oratory can be a powerful tool for serving society, defending justice, and uniting people.

Modern trends in public speaking: Public speaking keeps up with the times, constantly changing and developing. Today, public speakers use not only the power of words, but also modern technologies, methods of psychological influence and scientific knowledge. Neurolinguistic programming (NLP) is a method of influencing the human mind through words. A speaker using NLP techniques can evoke the necessary emotions in the hearts of the audience with his speech, change their minds and motivate them to take the necessary action. Hypnosis is a method of changing and influencing the human mind. Using hypnosis techniques, a speaker can put the audience into a trance state and instill the necessary information into their minds. Methods of psychological influence are methods of changing human behavior. Using methods of psychological influence, speakers can attract the attention of the audience, arouse their interest, and encourage them to make the necessary decisions. The effect of voice timbre is the effect of the tone, pitch, and timbre of a person's voice on his speech. By changing the timbre of his voice, speakers can evoke different emotions in the audience, attract their attention, and leave an indelible mark in their memory. The importance of gestures is the effect of a person's gestures and facial expressions on his speech. Using their gestures and facial expressions, speakers can convey their feelings, thoughts and ideas to the audience, attract their attention and leave an indelible mark in their memory. A modern speaker is not only a eloquent speaker, but also a

scholar, psychologist, technologist and artist. With his speech, he must leave an indelible mark in the hearts of the audience, calling them to goodness, justice and beauty.

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In conclusion, I would like to say this: the art of oratory and hosting is not just a profession, it is art, it is inspiration, it is service to the people. The speaker and host should, with their words, sow the seeds of goodness in the hearts of the audience, unite them and encourage them to look to the future with hope. The importance of the art of oratory and hosting is incomparable. Through them, peoples get to know their rich history, culture and traditions, understand and respect each other. Cultural events are an important means of enriching the spiritual world of the people, sowing the seeds of goodness in their hearts and uniting them. Therefore, let's appreciate the art of oratory and hosting, contribute to their development and make our cultural events more attractive, meaningful and impressive! Let every speaker and every presenter leave an indelible mark in the hearts of the audience with their words, calling them to goodness, justice, and beauty!

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