RHETORICAL STRATEGIES OF CLASSICAL ORATORICAL DISCOURSE IN VIDEO BLOGS

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Abstract: This article explores rhetorical strategies of classical oratory discourse in the context of modern video blogs. The study examines how traditional oratory techniques are adapted to interactive audience communication and transformed within digital platforms. The findings aim to identify effective approaches for applying rhetorical methods in online media and to inform the development of contemporary communication strategies.

Keywords: classical discourse, rhetorical strategy, video blog, digital communication, audience interaction, oratory, discourse

Anotatsiya: Ushbu maqola klassik nutq san'ati va uning retorik strategiyalarini zamonaviy videoblog muhitida tadqiq qiladi. Maqolada klassik o'quv, nutq va oratorlik texnikalari videobloglarda qanday moslashishi, auditoriya bilan interaktiv muloqot jarayonida qanday transformatsiyaga uchrashi tahlil qilinadi. Tadqiqot natijalari raqamli platformalarda retorik yondashuvlarni qo'llashning samaradorligini aniqlashga hamda zamonaviy kommunikatsiya strategiyalarini ishlab chiqishga xizmat qiladi.

Kalit so'zlar: klassik nutq, retorik strategiya, videoblog, raqamli kommunikatsiya, auditoriya bilan muloqot, oratorlik, diskurs

Аннотация: В статье рассматриваются риторические стратегии классического ораторского дискурса в контексте современных видеоблогов. Анализируется адаптация традиционных ораторских приёмов к интерактивной коммуникации с аудиторией и их трансформация в цифровой среде. Полученные результаты способствуют выявлению эффективных методов применения риторики на цифровых платформах и разработке современных стратегий коммуникации.

Ключевые слова: классический дискурс, риторическая стратегия, видеоблог, цифровая коммуникация, взаимодействие с аудиторией, ораторское искусство, дискурс.

With the emergence of digital platforms and the widespread popularization of video blogs, traditional oratorical discourse is undergoing qualitative transformations as it adapts to new forms of communication. Video blogs have become multifunctional tools for interacting with audiences, where creators employ various rhetorical techniques to retain attention, build trust, and increase the persuasiveness of their messages. In contemporary conditions, the digital environment requires a reconsideration of classical rhetorical principles and their adaptation to an interactive, visually saturated, and dynamic format, which makes research on this topic particularly relevant.

Classical oratorical discourse is traditionally based on three categories: **ethos, pathos, and logos** [5, p. 205]. Ethos refers to the speaker's personal authority, competence, and moral standing,

671

which in the context of video blogs is manifested through personal branding, demonstration of professional skills, and expert knowledge. Pathos is responsible for the emotional engagement of the audience, creating sympathy and motivation to perceive the information, while logos ensures logical, structured, and consistent presentation of ideas supported by facts and evidence. The ideas of ancient Roman and Greek thinkers such as Cicero and Quintilian remain relevant, as understanding the audience [2, p. 173], sound argumentation, and a clear presentation structure continue to play a key role in communication [1, p. 32]. In the digital environment, these principles are adapted to the short video format, high competition for attention, and the specifics of visual perception.

The application of classical rhetorical strategies in video blogs varies depending on the genre and purpose of the content. Ethos is expressed through demonstrations of competence, terminology proficiency, professionalism, and establishing a reputation as a trustworthy source [3, p. 97]. Pathos is enhanced through emotional storytelling, personal narratives, expressive intonation, and the use of visual and audiovisual effects that foster emotional connection with viewers [4, p. 112]. Logos is realized through the logical structure of the video, sequential disclosure of the topic, and the use of graphs, diagrams, and visual cues that promote better assimilation of the material [5, p. 184].

Educational video blogs rely primarily on logos, ensuring structured, coherent, and accessible presentation of information [3, p. 16]. The effectiveness of content delivery is enhanced through audiovisual materials, illustrations, and clear examples. Pathos manifests itself through audience engagement, emotional remarks, interactive tasks, and discussions, which increase viewer activity [5, p. 64]. Ethos is supported by references to academic sources, the author's personal experience, and demonstration of expertise, all of which strengthen audience trust [2, p. 187].

In entertainment video blogs, ethos and pathos play the central roles, while logos helps structure the content and organize the narrative line. The blogger's charisma, emotional expression, humor, and visual effects become tools for retaining attention, forming a positive perception of the creator, and increasing audience engagement. The use of classical rhetorical strategies in this context contributes to creating emotional attachment to the content, stimulating active audience participation, and maintaining long-term subscriber loyalty.

An analysis of popular video blogs demonstrates that successful creators consciously combine all three elements of classical rhetoric. Engagement metrics such as average viewing time, number of comments and reactions, and video retention rates indicate that a balanced combination of ethos, pathos, and logos enhances communication effectiveness. In educational blogs, pathos is created through stories about practical experience and emotionally colored examples, while logos structures the material and simplifies its perception [1, p. 88]. In entertainment videos, attention is maintained through the blogger's charisma, visual dynamics, and elements of humor.

Interactivity plays a particularly important role in video content. Modern platforms allow viewers to participate in polls, discussions, and challenges, enabling bloggers to adjust their content delivery strategies and increase emotional impact. As a result, video blogs become an interactive environment in which classical rhetoric transforms into a dynamic communication system that effectively combines visual, emotional, and logical elements.

The practical significance of the study lies in developing recommendations for creating effective video content. A creator must systematically apply visual and audiovisual tools, engage the audience emotionally through personal experience, maintain logical consistency in presentation, and actively interact with viewers [1, p. 112]. Building trust and strengthening credibility are achieved through demonstrating professionalism, referencing reliable sources, and providing consistent feedback to the audience.

Classical rhetorical strategies adapted to the digital environment of video blogs significantly influence communication effectiveness, contribute to attention retention, foster trust formation, and improve information assimilation. The study shows that the combination of theoretical rhetorical principles with practical digital content techniques enables educational and entertainment impact, enhances the audience's critical and creative thinking, and increases the overall effectiveness of digital communication. Classical principles of oratory remain meaningful and applicable, but they require continuous adaptation to the characteristics of modern digital platforms, audiences, and content formats.

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