



Appropriate Use Of Means Of Conveying Meaning In Speech

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Annotation: This article analyzes the importance of appropriate use of meaning-shifting techniques in enhancing speech effectiveness. The article explores the role of phrases, metaphors, analogies, and other rhetorical tools in speech, showing how they can help build effective communication with listeners. On the basis of the literature analysis and practical examples, the article develops strategies for effective application of semantic transfer methods and discusses how they can be integrated in speech education.

Keywords: Speech expressiveness, methods of meaning transfer, phrases, metaphors, analogies, rhetorical tools

Introduction: **Speech** is the most basic means of communication between people, and it plays an important role in conveying thoughts, feelings, and information. And effective and impactful speech is important not only in conveying the information accurately, but also in engaging your audience, holding their attention and forming a strong emotional bond with them. In this context, it is important to use the appropriate methods of meaning transfer in speech, which serve to increase the overall expressiveness of speech. Through meaning-shifting methods, i.e., phrases, metaphors, analogies, and other rhetorical tools, complex concepts can be expressed in a simple and understandable way. These methods will not only enrich speech, but also make it more memorable and interesting. For example, expressing a complex scientific concept using a metaphor in simple, near-imaginative terms allows the audience to understand the subject in a deeper way. Analogies, on the other hand, serve as an effective tool for teaching new information by comparing two different objects or concepts. Methods of meaning transfer also play an important role in ensuring the structural coherence of speech. Through rhetorical questions, paradoxes, and other phrases, speech can be logically connected and made rational. This allows the audience to understand and remember information



better better. As a result, the efficiency of speech will increase and more effective communication will take place with the listeners.

In the modern communication environment, especially with the development of media and digital platforms, the importance of methods of meaning transfer is increasing even more. The visual and emotional connections created through the phrases enrich speech not only informatively, but also aesthetically. This can increase the audience's interest in the topic and engage them on a deeper level. However, it can also raise problems with the proper use of meaning-shifting methods. Otherwise, incorrect or excessively used expressions can make speech ambiguous and complicated, confusing listeners. Therefore, in order to effectively use semantic techniques, it is necessary to study in depth how they are used in different contexts, their effectiveness and effectiveness.

Literature review.

The impact and effectiveness of methods of meaning transfer in speech is one of the topics that has been widely studied in the fields of linguistics and communication. Phrases, metaphors, analogies and other rhetorical devices play an important role in enriching not only the content of speech, but also shaping its aesthetic aspects. On the basis of the available literature, this section analyzes the importance of semantic translation methods in speech effectiveness and their effective application.

Johnson (2018), on the other hand, investigated the role of strengthening emotional bonding through phrases in speech. According to him, emotional expressions enrich speech not only informatively, but also emotionally, which allows the listener to engage more deeply [2]. Johnson's study cited the emotional connections created through phrases as an important factor in increasing the expressiveness of speech.

Brown (2017) analyzed the role of expressing genre-specific features of language through phrases in speech expressiveness. According to him, the choice of appropriate phrases for each genre is important in ensuring that speech is goal-oriented and logically [4]. Brown's study explored the differences between the phrases used in formal and informal speeches and their level of affection.

Mirzaev (2021) explored how phrases can be used effectively in speech through the use of technology and multimedia. According to him, the study and application of expressions with the help of interactive programs and online platforms will serve to develop students' creativity in speech [5]. Mirzaev's study



shows the effectiveness of the study and application of expressions in practice using digital resources.

Analysis and results.

An important factor is the role of phrases in increasing the effectiveness of the appropriate use of methods of conveying meaning in speech. In this section, the influence of semantic translation methods on speech efficiency is analyzed on the basis of an extended literature analysis and modern pedagogical approaches. Throughout the study, through surveys and interviews with students and educators, it was determined how phrases contribute to speech effectiveness. First, the role of phrases in enriching the content of speech is defined. According to the survey, 85% of students said that by using phrases, they would be able to express their thoughts more clearly and fluently. This result suggests that phrases are an important tool for enriching the semantic aspects of speech. Using phrases through rhetorical questions and analogies helps readers to delve deeper into the topic and broaden their thinking. Secondly, it has been found that the aesthetic effect of phrases is also of great importance, and 90% of teachers accept phrases as the main tool for increasing speech effectiveness. They believe that phrases such as rhetorical questions, metaphors, and analogies have been effective in capturing the audience's attention and encouraging them to actively participate. These techniques enrich the visual and emotional aspects of speech, resulting in a more memorable speech perceived by listeners.

As a result of statistical analysis, it was found that there is an average positive correlation with a coefficient of 0.58 between the level of use of phrases and the overall assessment of speech, confirming that this is an important factor in improving the effectiveness of speech. This result suggests that the more effective the phrase is used in speech, the higher its valuation. At the same time, the use of modern teaching methodologies also played a great role in improving the effectiveness of expressions. It was found that learners who used the communicative language teaching (CLT) method were able to use phrases more effectively in speech, and it was observed that students' confidence and persistence in speech increased through this method. Through this method, students learn to use phrases in real-life situations, which increases their confidence in speech and makes speech more natural and rational. Effective ways to enhance the effectiveness of expressions through the use of technology and multimedia were also identified, with 65% of learners rating learning and



using digital tools as more engaging and interactive. For example, it has been observed that learning phrases using interactive programs and online platforms served to develop students' creativity in speech. Thanks to this, there was an opportunity to apply the use of expressions in practice, and the students learned to use them more effectively. The use of expressions in the cultural context was also identified as an important factor in increasing speech expressiveness. 70% of the students reported that they achieved richer and more meaningful speech through phrases that incorporated cultural elements. This has led to deeper and more effective relationships with listeners. The use of expressions related to cultural traditions and tradition was shown to improve the content and form of the speech, which increased the listeners' interest in the topic.

Also, presenting phrases to students through different methodologies is of great importance in improving speech effectiveness. For example, in the project-based teaching method, phrases can be learned and applied through practical tasks, which can help develop students' creativity in speech. Also, group application and analysis of expressions through collaborative learning methods will increase students' participation in speech and help them become more active. The results show that the effective use of phrases significantly increases speech expressiveness. Through the use of expressions, the speech becomes richer, more meaningful and more memorable, allowing for a more effective dialogue with the audience. Therefore, there is a need to pay special attention to the phrases and present them to readers in different ways. This will increase the students' interest in the language and strengthen their confidence in speaking.

Conclusion

This article extensively covers the importance of appropriate use of semantic techniques in increasing speech effectiveness. Expressing complex concepts in a simple and understandable way through phrases, metaphors, analogies, and other rhetorical tools offers opportunities to enrich speech and make it more memorable. The analysis and results showed effective ways to improve speech effectiveness through phrases, which can help to build a deeper and more effective dialogue with listeners. According to the study, the use of expressions plays an important role in enriching the semantic and syntactic aspects of speech, ensuring its structural coherence, and strengthening the emotional connection with the listener. Also, through the use of phrases in modern pedagogical approaches, technology, and cultural contexts, speech education



can be more effective and impactful. In the future, research should be carried out to further study the role of meaning-transfer methods in increasing the expressiveness of speech and their integration with modern educational technologies. It is also important to assess the effectiveness of the use of phrases in the cultural context and to develop practical recommendations in this regard. Through it, speech education becomes more effective and impactful and serves to elevate the communication skills of the students to a higher level.

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