

# Developing mechanisms for preparing effective political speeches

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**Abstract:** The article examines and studies the important mechanisms of creating an influential political speech. It is worth noting that influential speeches have historically played an important role in the development of humanity and have become a part of our lives today. Political speeches have served as an important tool for leaders to express their opinions, mobilize supporters, and shape public opinion. The art of political oratory is widespread in today's conditions, from large election rallies to television and social media platforms. The article covers the historical development of influential speech and the importance of political speech, the problems that hinder the preparation and delivery of an influential and meaningful speech, and the mechanisms for preparing a political speech.

**Keywords:** Rhetoric, preaching, oratory, effective speech, communication.

**Introduction:** People have long sought to correctly express their thoughts and ideas, to understand the power and properties of words, and to master the skill of using them effectively. Over time, as a result of evolution, speech improved, first oral, then written and other forms emerged and developed. Speechwriters and speech technicians emerged as professions and became important for political leaders in communicating with society. Oratory and the art of public speaking began to play an active role in politics, as it began to communicate with society, mobilize, persuade, and manage. Political speeches previously served as an important tool for leaders to express their opinions, gain support, and shape public opinion.

The art of political oratory is widespread in today's conditions, from large election rallies to television and social media platforms. The sphere of influence of political speeches is very strong, it not only unites society, but also turns it into a single force. However, the preparation of today's political speech is characterized by a number of problems and shortcomings that prevent the delivery of effective and meaningful messages. The article examines with examples the methods of overcoming these problems in the preparation of an effective speech, how and

when to deliver a speech and what to pay attention to, and determines the historical development of effective speeches and the importance of political speeches, and explains the mechanisms of preparing a political speech.

## Historical development of persuasive speech

Historically, the roots of meaningful speech date back to ancient civilizations, where skilled orators were valued for their ability to change public opinion and influence decision-making processes. In ancient Greece, famous orators such as Demosthenes and Pericles delivered powerful speeches that united citizens in defense of their city-states and expressed the values of democracy [1]. Similarly, in ancient Rome, Cicero's emotional and meaningful speeches played a significant role in shaping public discourse and political debate [2]. The importance attached to an effective and meaningful speech in the East also has a long history. In particular, the linguistic evidence, some considerations on speech culture and etiquette written by the famous Turkish scholar Mahmud Kashghari in his work "Dīwān Lughāt al-Turk" are clear evidence of this. We see that another scholar Yusuf Khos Hajib perfectly revealed the power of language and the importance of words with the following verses: [3]

"A person should have a sweet tongue, an open heart, sweet words, and be extremely intelligent.

A person with sweet words is beautiful, and the deeds of a person who speaks beautifully are also good.

If his words are soft and sweet like sugar, both the great and the small will melt for his sweet words.

The work of an ambassador consists entirely of words, and if his words are good, he will find his desire.

It is known that in ancient times in the East the art of speaking was called preaching. The word "preaching" is translated from Arabic as exhortation. The word "preaching" means a preacher and a speaker. The famous writer Alisher Navoi writes about oratory in his work "Mahbub ul-qulub": "Propaganda is the work of the one who is alert and receptive to his exhortation. The preacher should be such that if someone enters the meeting empty, he should leave full; Those who enter full should retreat a little and return relaxed. If the preacher is a scholar and an honest worker, then those who deviate from his exhortation will be sinners" [4]. These historical examples show that effective and persuasive speech has always been important in politics and social relations.

In today's world, powerful political speeches play a significant role in shaping public opinion and guiding society. Powerful speeches by world leaders, political candidates, or activists have the power to mobilize, inspire, and unite people toward a common goal. As Russian writer V.A. Sukhomlinsky noted, "words can kill or revive people, wound or heal, sow despair in their minds, or unite them around new ideas and inspire them toward a single goal" [5].

By engaging audiences through compelling rhetoric and persuasive arguments, political speakers can communicate their goals and aspirations and unite people around common goals. For example, historic speeches such as Martin Luther King's "I Have a Dream" speech and Winston Churchill's "We Will Fight on the Beaches" demonstrate how public speaking can generate intense passion and unity, leading to social movements and political change.

The power of political speech is so powerful that it can not only unite a society but also transform it into a unified force. For example, the nonviolent resistance and inclusive rhetoric of Gandhi, the founder of the Indian Independence Movement, inspired people around the world and contributed to the eventual decolonization of many countries. One of his most effective speech slogans was: "Do or die: We will liberate India or we will die in the process" [6].

One of the famous names who fought for the independence of his homeland, Mustafa Kemal

Atatürk, united his entire nation with his speeches and started the war of independence. His speeches that went down in history were as follows: "I am not ordering you to attack; I am ordering you to die! "Other forces and commanders can take our place until we die.", "Either independence or death" orders and slogans changed the course of the war and therefore the course of history [7].

Nelson Mandela's 1964 "I am ready to die" speech is one of the most famous and influential speeches. It demonstrated Mandela's leadership and determination by effectively communicating the struggle against apartheid in South Africa to the international community. He said, "I have fought against white rule and I have fought against black rule. I have cherished a democratic and free society, in which all people live in harmony and with equal opportunity. This is the perfection I hope to live for and achieve. If necessary, I am ready to die for it" [8].

Based on the above examples, we can say that every great step begins with effective and influential speeches and conversations. Mobilizing people, empowering and inspiring them, is achieved through effective oratory and speeches. The speeches of the young girl Greta Thunberg on climate change have shown that influential speeches can have different directions and objects. Indeed, Thunberg's direct and passionate communication about the urgency of the fight against climate change crossed cultural boundaries and caused a global movement to begin [9]

These examples demonstrate effective interpersonal communication through strategies such as empathy, inclusion, kindness, liberation, struggle, and diplomacy, and highlight the power of emotional speech to cross cultural boundaries.

### **The importance of influential political speeches**

Effective political speeches have the potential to shape public discourse and set the agenda for political debate. By framing issues and highlighting specific priorities, political leaders can influence the focus of public discussion and focus attention on specific policy areas. Through their speeches, leaders can highlight pressing societal needs, promote political reforms, and shift public opinion toward specific courses of action. Therefore, political speeches play a crucial role in shaping the context around political issues and in directing public opinion in the desired direction.

Effective political dialogue plays a key role in building consensus and improving cooperation among diverse stakeholders. Political leaders can bridge differences and foster a sense of unity around shared policy goals by appealing to shared values and aspirations. Through their speeches, leaders can articulate a shared vision

that resonates with different segments of society and inspires collaborative efforts to achieve policy goals. The ability to navigate the complexities of policymaking and create a framework for mutual understanding and cooperation, and to unite people around a common goal, is essential.

In addition, effective political speeches serve as a means of connecting with the public on an emotional level. Political leaders can connect with their audience by using empathetic and interactive language, making their speeches more resonant and engaging. This emotional expression creates a sense of trust and understanding and supports the speaker's agenda and policies. Effective communication of empathy and understanding is essential in fostering a sense of solidarity and camaraderie among diverse groups in society.

Political speeches help mobilize public opinion and bring about change in society. When delivered convincingly, they can change public opinion, challenge long-held traditions, and spark critical debate on pressing issues. Effective political speeches have the ability to capture the public's attention and imagination. Political leaders can build support for their policies and initiatives by presenting a clear and credible vision of the future. Through passionate and persuasive rhetoric, speakers can inspire a sense of collective purpose and encourage citizens to rally behind specific policy proposals.

While an effective speech is generally a lifesaver in engaging an audience, its importance can be summarized as follows: [10]

- A speech outline helps you to determine in advance what you are going to talk about and what you are going to say.
- It helps you to communicate more freely.
- It allows you to express yourself in the right sentences.
- Public speaking outlines have a guiding function so that you do not stray from the topic.
- With the help of speech outlines, you can give an impressive introduction without losing your confidence.
- Previously written speech outlines are valuable texts that show you how to proceed. You can study them and prepare your own speech outline.

### **The challenges of preparing an effective and meaningful political speech**

Political speeches have long served as an important tool for leaders to express their views, mobilize society, and shape public opinion. The art of political oratory is

widespread in today's environment, from large election rallies to television and social media platforms. However, the current state of political speech is characterized by a number of problems and shortcomings that prevent the delivery of effective and meaningful messages.

One of the main problems facing contemporary political discourse is the proliferation of ambiguous and manipulative rhetoric. Politicians often use catchy but meaningless slogans, exaggerated promises, and emotional rhetoric to influence public opinion. This tendency to exaggerate and simplify not only dilutes the content of political discourse, but also undermines the credibility and authenticity of the messages being conveyed [11]. As a result, public speeches are saturated with superficial references, making it difficult for listeners to discern the true intent and content of political speeches.

Furthermore, the weakening of public trust in political institutions and leaders leads to widespread doubts about the legitimacy of political discourse. The public often perceives political discourse as detached from the realities of everyday life and perceives it as fake. These widespread doubts create barriers for audiences to analyze political messages, engage in meaningful engagement, and engage in genuine dialogue. As a result, the potential of political discourse to inspire trust, understanding, and collective action is undermined by a lack of credibility and effectiveness.

In addition, polarization in political discourse creates an environment dominated by opposing rhetoric and hostile communication styles. The abundance of "combat" language, personal animosity, critical and discriminatory language in political discourse creates an atmosphere of division and hostility in society [12]. This hostile rhetoric hinders the development of discourse, undermines a common language and the ability to solve problems together. Polarization in political dialogue not only exacerbates divisions in society, but also hinders the free exchange of ideas and the search for meaningful solutions to existing problems.

Another serious flaw in political speeches is the neglect of important policy proposals and evidence-based aspects. Political speakers often prioritize emotional appeals and symbolic gestures over engaging in argumentative debates and offering detailed policy rationales. The prevalence of superficial speech leads to a lack of meaningful debate on important issues and hinders the search for innovative and effective solutions to complex social problems.

In the modern era, discourses are rife with populism and false news, harnessing the power of the media. As

researcher Diana Owen has written, the media is rife with misinformation, false rumors, and outright lies. In the 2016 election, fake news and unverified facts came from fake news sites, as well as from the social media accounts of candidates and their representatives. For example, Republican candidate Donald Trump used his Twitter (now X) account to spread sensational, unverified claims, including one that claimed that candidate Ted Cruz's father was involved in the assassination of President John F. Kennedy and one that made history by falsely claiming that President Barack Obama was not born in the United States. Trump has continued to share such unverified opinions even after becoming president [13].

As a result, the issue of trust in political discourse has become very relevant in the current era. Lies and manipulations aimed at convincing people, fear and threats undermine the integrity of political discourse. This reduces trust in political discourse and reduces citizens' political participation.

#### **Mechanisms for preparing a meaningful and effective political speech**

It is well known that effective political speeches have the power to capture the public's attention and imagination. Political leaders can build support for their policies and initiatives by presenting a clear and credible vision of the future. By using passionate and persuasive rhetoric, speakers can inspire a sense of collective purpose and encourage citizens to rally behind specific policy proposals. Whether delivered in front of a live audience or through media platforms, these speeches have the power to resonate across all segments of society and inspire a sense of unity and common purpose.

In addition, meaningful and effective political speeches serve as a means of informing and informing the public on various policy issues. By communicating key facts, statistics, and arguments in a consistent and understandable manner, political leaders can increase political literacy and arouse public interest in specific policy issues. Politicians can use their speeches to engage citizens in discussing the problems facing the country and to present their proposals. Such an important function of political speeches is crucial in shaping public opinion and supporting political change.

But since writing an effective and meaningful speech is not easy, many political scientists and social scientists and experts have raised the question of how to write such a speech. Since the importance of a speech is great, they are working on the questions of under what conditions it will be effective, and what needs to be done to achieve this.

For any speech to be effective, it must be relevant to

the time, place, situation, and context, and the issues raised in the speech must be relevant to society or relevant to current issues. For example, when Martin Luther King Jr. announced his vision of a future where blacks and whites would have equal civil rights in his "I Have a Dream" speech, it was a very important issue in the United States.

The methods for developing effective and meaningful political speech writing mechanisms include a wide range of strategies and best practices needed to create impactful political speeches. From improving your public speaking skills to extensive research and strategic messaging, the process of preparing a political speech requires careful thought and attention to detail. We can illustrate the general mechanisms for how to prepare speech texts and what they should contain with the following examples:

**Consistent research and analysis:** A key element of effective political speech preparation is in-depth research and analysis. Political speakers must have a comprehensive understanding of the issue or topic they are addressing, including its historical context, relevant data and statistics, and the various perspectives and arguments surrounding the topic. This requires careful study of authoritative sources, expert opinions, and empirical evidence, ensuring that the speech is accurate and realistic. In addition, audience analysis and understanding the concerns and interests of the audience are essential to tailoring the speech to the intended audience.

**Clarity of message and purpose:** Clarity of message and purpose is key to preparing a political speech. Speakers should clearly identify the main theme or main message of their speech and ensure that it is concise, coherent, and understandable. Establishing a clear and effective purpose for the speech (to inform, persuade, inspire, or call to action) serves as a guiding framework for the content and delivery of the message. By articulating a focused and purposeful message, political speakers can effectively capture the attention of their audience and adequately convey their objectives.

**Create attention-grabbing videos:** Using eye-catching visuals is a powerful way to convey complex ideas and engage your audience on an emotional level. Political speeches that include commentary and personal anecdotes leave a deep and lasting impression on the audience, fostering solidarity and connection. By incorporating stories into their speeches, speakers can generalize political issues, connect them to the audience's real-life experiences, and make their message more engaging and memorable.

**Effective use of language and rhetoric:** The strategic use of language and rhetoric is essential for the



effectiveness of political speeches. Political speakers must use persuasive language, rhetorical devices, and powerful imagery to engage their audience and effectively convey their message. By using rhetorical techniques such as parallelism, repetition, and vivid metaphors, speakers can reinforce their main points and inspire responses from their audience. It is also essential to foster constructive and positive dialogue by maintaining a respectful, inclusive, and understanding tone.

**Adapting to different audiences and contexts:** adapting the content of political speeches to different audiences and contexts is essential to ensuring relevance and resonance. Political speakers must adapt their messages to the specific needs, perspectives, and concerns of different audiences, recognizing that effective communication is not one-size-fits-all. In addition, understanding the context of the situation, including time, place, and cultural differences, is crucial to having appropriate and effective conversations in different settings.

**Exercise and presentation techniques:** Effective practice and presentation techniques are essential to ensure that political speeches are delivered with persuasion and confidence. Practicing delivering a speech several times allows speakers to improve their delivery style, work on their pace, and master the content of their speech. In addition, using techniques such as voice modulation, body language control, and judicious use of pauses can significantly enhance the impact of a message and capture the attention of the audience.

**Feedback and evaluation:** Seeking feedback and evaluation from trusted sources, such as the speaker, industry representatives, or community members, is an invaluable way to improve the quality of your political speeches. Receiving constructive criticism and feedback on the content of your speech helps speakers identify their strengths and improve. Incorporating feedback into the speech preparation process allows for continuous improvement and effectiveness of your message, ensuring that it resonates with your target audience.

**Ethical considerations, reliability and transparency:** Accuracy and ethical considerations are important when preparing a political speech. Speakers should promote clarity, transparency, and accountability in their communications and avoid misinformation or misleading information. Following ethical standards in speech preparation builds trust and transparency with the audience and demonstrates the sincerity and true intent behind the message.

## CONCLUSION

Consequently, persuasive speech is of great importance in today's political dialogue. Effective and meaningful delivery of political speech is of great importance in persuading the public, attracting its attention, solving problems, increasing the effectiveness of governance and mobilizing. The decline in public trust in institutions and political organizations is a major obstacle for speechwriters. In an environment of skepticism and despair, speechwriters and communicators face the important task of restoring credibility, developing authentic relationships, and combating the spread of disinformation. The need to develop transparency, authenticity, and ethical communication practices in speech preparation has proven to be a positive change in an increasingly polarized and uncertain political environment. For an effective political speech to be prepared, the language of the speech must be relevant to the time, place, situation, and situation; the issues expressed in the speech must be reflected in society or related to current issues; the speech must be grounded in consistent research and analysis; the message and purpose must be clear; and it must have important features such as effective and persuasive use of language and rhetoric; adaptation to different audiences and contexts; repeated feedback and evaluation; and ethical issues. Transparency and accuracy are of great importance.

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