

THE ROLE OF CULTURAL VALUES IN SHAPING RHETORICAL PRACTICES

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Abstract : *The article examines how cultural values affect how people create and interpret rhetorical messages. That is, it looks at how culture's norms, communication styles, and Persuasive Strategies are all related. In looking at the various examples provided within the article demonstrating how multiple cultures connect to one another through common cultural norms, beliefs, traditions and social expectations, it also illustrates that those commonalities are important in influencing the choices made by those who create rhetorical messages and determining how effective their messages will be when used. Thus, the study emphasizes how much more important cultural awareness is in today's globalized society where it is necessary to understand and learn to create persuasive discourse using cultural values.*

Keywords: *cultural values, rhetorical messages, communication styles, traditions and social expectations, learn to create persuasive discourse using cultural values.*

The foundation of all communication is built upon cultural values. These values reflect the common beliefs, ethical guidelines, and social norms that are shared within a community. They play a crucial role in shaping individuals' perceptions of what is considered appropriate or inappropriate, as well as polite or rude, thereby influencing their rhetorical choices. For example, cultures that focus on collectivism often prioritize harmony, indirect communication, and group agreement. In contrast, cultures that are more individualistic may favor directness, clarity, and personal viewpoints. Such fundamental differences not only determine what is expressed but also how arguments are formulated and how individuals respond to persuasion. In many Eastern cultures, such as those found in China, Japan, and Korea, rhetoric usually avoids direct confrontation. Speakers often rely on implications, metaphors, or subtle hints to get their message across. This approach reflects cultural values centered on respect, social hierarchy, and group cohesion. In contrast, Western societies like the United States and Germany often prioritize directness, open debate, and logical reasoning. Rhetorical practices in these regions may include clear thesis

statements, explicit arguments, and strong individual opinions. These differing tendencies highlight how cultural values influence the communicative norms that characterize rhetorical behavior.

In the period before the modern technological age, which began with the Industrial Revolution and the Romantic era, Western culture, especially in its intellectual and academic expressions, can be accurately described as a rhetorical culture. Many academics, such as Ernst Robert Curtius, Leo Spitzer, Pedro Lane Entralgo, and the late C. S. Lewis, have confirmed the significance of rhetoric in the West. In the opening of his book "English Literature of the Sixteenth Century, Excluding Drama," Lewis asserts that "rhetoric, more than anything else, signifies the continuity of the ancient European tradition," adding that rhetoric is "older than the Church, older than Roman law, and older than all Latin literature," and that it "reaches deep into the eighteenth century." He also points out that rhetoric "is the greatest barrier between us and our ancestors," yet he unexpectedly leaves this discussion behind, even though he acknowledges that all literary works are influenced by C. S. Lewis, "English Literature of the Sixteenth Century." This consistent rhetorical method has shaped the intellectual landscape of Europe for centuries. The course centered around a basic training in rhetoric, where students learned traditional techniques of public speaking and persuasion. These customs have shaped politics, theology, law, and literature, highlighting the significance of rhetoric for comprehending pre-modern Western culture. One may also incorporate excerpts from scholarly works where scientists have presented their commentary on this subject: Ernst Robert Curtius – European Literature and the Latin Middle Ages

"Rhetoric is not merely a matter of style; it is the very instrument through which thought is shaped and conveyed."

"Language is equipment for living; through rhetoric, culture organizes experience and directs attention to certain values and interpretations." Wayne C. Booth – The Rhetoric of Rhetoric

"Rhetorical theory reminds us that how something is said is as important as what is said; culture and persuasion are inseparable in human discourse." Words! Mere words! How terrible they were! How clear, and vivid, and cruel!

One could not escape from them. And yet what a subtle magic there was in them! They seemed to be able to give a plastic form to formless things, and to have a music of their own as sweet as that of viol or of lute. Mere words! Was there anything so real as words?[5]

The analysis of cultural values and their influence on rhetorical practices shows that rhetoric cannot be comprehended without considering the cultural contexts from which it

arises. Comparisons between Eastern and Western communication styles illustrate that cultural norms greatly affect how people formulate arguments, understand messages, and assess persuasive techniques. The historical examination of Western rhetorical tradition, backed by academics like C. S. Lewis and Ernst Robert Curtius, underscores how significantly rhetoric has influenced intellectual, political, and literary spheres for centuries. These findings affirm that rhetorical behavior is fundamentally embedded in common beliefs, customs, and societal norms.[2]

Additionally, the academic views referenced in this research demonstrate that rhetoric serves not just as a means of persuasion but also as a mechanism through which culture structures experience and imparts meaning. Consequently, cultural awareness is crucial for successful communication in the interconnected world of today. Grasping how cultural values influence rhetorical expression enables individuals to connect more thoughtfully with varied audiences, prevent misunderstandings, and develop more significant and convincing discourse. In the end, the connection between culture and rhetoric shows that persuasive communication is not just a technical ability, but a practice shaped by cultural knowledge rooted in human identity, history, and collective experience

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