

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
ӘЛ-ФАРАБИ АТЫНДАҒЫ ҚАЗАҚ ҰЛТТЫҚ УНИВЕРСИТЕТІ
ЖУРНАЛИСТИКА ФАКУЛЬТЕТІ



Қазақстан 2050

III ХАЛЫҚАРАЛЫҚ ФАРАБИ ОҚУЛАРЫ

Алматы, Қазақстан, 4-15 сәуір, 2016 жыл

Студенттер мен жас ғалымдардың

«ФАРАБИ ӘЛЕМІ»

атты халықаралық ғылыми конференциясының

МАТЕРИАЛДАРЫ

Алматы, Қазақстан, 11-13 сәуір, 2016 жыл



III МЕЖДУНАРОДНЫЕ ФАРАБИЕВСКИЕ ЧТЕНИЯ

Алматы, Казахстан, 4-15 апреля 2016 года

МАТЕРИАЛЫ

международной научной конференции

студентов и молодых ученых

«ФАРАБИ ӘЛЕМІ»

Алматы, Казахстан, 11-13 апреля 2016 года



III INTERNATIONAL FARABI READINGS

Almaty, Kazakhstan, 4-15 April, 2016

MATERIALS

of International Scientific Conference

of Students and Young Scientists

«FARABI ALEMI»

Almaty, Kazakhstan, 11-13 April, 2016

Verbal communication on television

Amirova A.

Al-Farabi KazNU

Scientific Advisor: senior teacher N.P.Saparkhojayeva

Professional knowledge of the speech was and is an important part of the success of many professional activities. Oratory, since ancient Greece, is considered an integral quality leaders, heroes and leaders. In ancient times, the rhetoric and the training methods of dialogue made compulsory. Since then, the verbal form of communication is a key element of human society. And artistically possession voice, its timbre, tone, ability to highlight key points often becomes more important than the content of the message. In addition, various shades of voting form in the minds of the audience the image of the device.

The effectiveness of verbal communication is largely determined by how much the device has the art of oratory and his personal characteristics. Possession speech today - the most important component of a professional person. In practice, performance in public must not forget that just a substantial part of the message is crucial for the formation of an atmosphere of trust, building a positive for the organization of public relations. That is why PR-specialists devote a lot of time writing articles, press releases, writing speeches. It is necessary to distinguish between the text and verbal communication. The text has its own structure, which differs from the others.

Verbal communication is the impact on the audience, not only the content part of the message, but in the other planes (tone, volume, pitch, physical features, etc.). In addition to voice features in the formation of verbal communication is crucial. The correlation of the listening position and the speaker, the distance between them. Communications Specialist are four distance communication, the change of which leads to a change in the rules of communication, including the rules of speech - intimate (15-45 cm); - Personal - close (45-75 cm) - personal - far (75-120 cm); - Social (120-360 cm); - Public (360 cm or more).

Knowledge of such details is undoubtedly important in the construction of verbal communication. More importantly - the choice of strategy of verbal communicator impact on the audience. The strategy includes a set of personal qualities of the communicator, his knowledge of the basics of psychology of the audience, the ability to identify close to her values, and guided by the rules necessary preparation and transmission of information. The message is built in accordance with certain requirements: - it should be simple and accessible; - Appeal to the audiences should be based on simple and clear human values; - It is desirable to avoid the frequent use of new, little-known and foreign words.

By the conditions of communication are including perceived as pleasant or unpleasant types votes communicators. Types of votes and their compliance with this or that estimates of the audience, as well as expectations of communicators themselves quite often cause changes in the status of people and their public perception. For the perception of the communicator audience of no less importance is the culture of speech - pronunciation, speech, diction, literacy, availability of interjections and word-parasites ("it", "Well", "mean"). Also important are the keywords that are most affecting the emotional state of the audience. That is why then should carefully study addiction recipients. Considerable importance for the perception of the performance the audience has the form of emotive speech. Often, the impact of the spoken word is more dependent on the power of persuasion than on the content of the message. Let us turn to another area. Submission news media is not built randomly, but in strictly verified and approved canons, usually involving several levels of information outreach: - summary; - situation; - Orientation; - complication; - Isolation; - Evaluation; - code.

The reaction of the person listening to the news, great varies depending on the context in which he hears the message. About the same in the book "Linguistics lies" wrote X. Weinrich: "There is a privileged area of literary lies. Love, war and hunting voyage have their own language - as well as all the dangerous classes, as it is important to their success, "So, verbal communication forms the main characteristics of the strategy of Public Relations. It helps to create messages, to perceive and understand a broad target audience, greatly affects the reaction of the latter".