

SPEECH MANAGEMENT SKILLS AND THEIR IMPACT ON THE ECONOMY

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Introduction. Contemporary economics cannot be utilized and practiced without communication, without developing proper skills in speech and the right wording. Human activity has two main types: substantive and verbal. The experience accumulated by subject activity is transferred from generation to generation and in space through verbal activity-communication. Social sciences are completely built on the basis of verbal communication. Education communicates itself. All branches of science develop as communication. Business relations and politics are communicative in nature. That is the reason that both natural and social sciences develop with the direct participation of speech activity, and a number of social sciences directly depend on the peculiarities of speech and communication.

Methodology. The analysis in the article was made on the basis of many judgments, conclusions and studies of modern theoreticians of public administration and experienced professionals, according to experts speech is the main means of managing the joint life and activities of people. Various methods of public management, efficiency calculations, technical tools of control, economic measures of work promotion not only do not eliminate the role of oral speech, but also significantly inferior to the stimulating effect of speech. As the comparative analysis of various management systems shows, the most effective are those organizations whose leaders know the stimulating power of human speech and are able to use it skillfully.

Literature review. In this article, we have referred to speech management, i.e. business communication. It examines the culture and organizational rules of organizations and corporations. It considers the role and function of typical corporations in society and their structures as a functional unit. Business communication examines the ways in which members of an organization communicate with each other, how an organization communicates with its customers and the public, and how organizations communicate with each other globally. In this sense, business communication acts as a bridge between interpersonal and mass communication. We refer to the following authors and their works: V. Mirzoyan, Artifice Gerard Nirenberg., Genius of negotiations, Zaretskaya E.,

Rhetorics. Theory and practice of speech communication, Snell F., Business art, Taylor F.U., Principles of scientific management, Ciceron., Three treatises on oratory art.

Scientific novelty. The scientific novelty of the article lies in the fact that now this topic is becoming relevant for almost all organizations, employees and managers, and the necessity of this article will also be important for them to be able to study and understand what are the important skills of speech management.

Analysis. Currently, there are a number of models of economic systems in the world, the choice of which depends on the communication and management capabilities of the given state, the level of influence of human potential. The difference between the models is determined by the degree and form of the state's involvement in the economy and economic processes, and one of these models is the skill of speech management.

Either the state turns into a passive actor, engaging only in fiscal activities or, in other words, tax collection, or it is also involved in active and passive processes of business activity, replenishing the state treasury with income from dividends, and here it is definitely necessary to master in order to carry out profitable negotiations speech control skills. In the case of the active version of involvement, the state manages the given business, in the passive version, it does not manage it. A speech is influential if it is understandable and convincing, if the thoughts are connected to each other, the conclusions are proven and argued, the process of reasoning is regular and uncontradictory, the speech is able to influence people if the speech meets the requirements of logical thinking. One of the conditions for speech influence is the correct choice of style. In the field of management, great attention is paid to the use of the appropriate style in relations with subordinates, during business conversations, negotiations, and discussions.

A correctly chosen style in both classical and modern speech management is evaluated as a crucial prerequisite for ensuring the appropriateness of the main requirement of the speech. The ability to speak clearly, persuasively, and pleasantly is within everyone's reach, making it a powerful way to control one's own speech and to control others. Let's remember the winged speech of Cicero. "Poets are born, they become eloquent".

Cicero said this to Demosthenes, to show what obstacles of a material nature may be overcome by one who really desires to master the art of speech. Demosthenes himself is the best example of how diligently one should prepare for public speaking. And if he was preparing before every speech, then no one has the right to despise the preparatory work. to be seduced by an impromptu speech, to be seduced by the immediate reactions of a successful speech or two. So, let it not seem strange that Cicero, one of the greatest masters of sounding speech, exhorts us: "The pen is my best and unsurpassed teacher and mentor in poetry" [Tsitseron., 1972, 103]. Speech, as a means of management, also shows the manager's attitude towards the managed. This circumstance is often for-

gotten. Meanwhile, the nature of human speech already contains elements of mutual attitude. "Whatever you're talking about with the other person, you're communicating your attitude whether you like it or not. And if it is an experienced listener, an observant personality, then your exposure is inevitable". [Zaretskaya, 2002, 12]

Understanding verbal communication in management functions is characteristic of F. Taylor: "First of all, it is desirable that the conversations of the bosses with the workers should be at the level of the latter in an appropriate tone. Every worker should be encouraged to discuss with the supervisor all the difficulties he is facing in or outside the factory. People would rather listen to a decathlete's speech (especially if there is a tinge of human emotion in the remark) than see them go by day after day without uttering a word and paying less attention than to the parts of a machine". [Taylor, 1991, 71]

Management specialists consider question and answer skills, the art of managing people through questions, as one of the important components of a leader's mastery of speech, the founder of which, as is known, was Socrates, one of the greatest connoisseurs of speech. If he had written a book 2,500 years ago about controlling the behavior of others through questions, he might have said something like the famous American theorist Gerald Nirenberg in his book *The Genius of Negotiation*: "A question predetermines the further course of a conversation, argument, or negotiation... by using questions correctly, one can easily control the opponent's attention, maintain his interest in the subject, and direct the course of the discussion in the desired direction.

Very often, through questions, it is possible to lead the opponent to the necessary conclusion" [Nirenberg, 2009, 149].

Following the tradition of classical speech, let's introduce a piece of advice related to pronunciation. "Your voice is your greatest asset, develop it.

Everything, your voice, mannerisms, appearance, everything should work in your favor. As soon as you appear in front of the audience, you must understand that I have something to tell you, and it is worth listening to. I will present it to you clearly, simply, directly, listen carefully, you will not waste your time" [Snell, 1990, 11].

In management circles, many managers find that the most effective verbal communication style with their subordinates is the imperative, directive, unconditional wording style. Meanwhile, logically based verbal communication is not only more understandable and persuasive, but also more effective and effective as a stimulus for activity than outwardly sometimes seemingly irrevocable, but unfounded command or only emotional basis (again unfounded) exhortation or persuasion.

Of course, commanding is an easy task, persuasion is a little difficult, and justification already requires some mental effort from the manager. The point is that an

unfounded order is mostly a manifestation of the superior's will (desire, dissatisfaction, demandingness, etc.), and persuasion (if it is not anchored on logical grounds) is mostly an expression of emotions (promise, favor, etc.), there must be logic in the reasoning.

Persuasion is one of the functions of communication. How do we make sure? We need to be convinced in order to make a decision about the goodness, importance, novelty of new ideas. We need to make sure the new information is accurate and appropriate.

As long as we exist in the social system, our attitude towards any new thing will be reflected through our social experience, that is, it will depend on our social experience, on what we have learned from our society in the past. Our beliefs and values are determined by our experiences.

Speaking persuasively is the most demanding part of the speech challenges.

There cannot be any class of laws that can guarantee the success of the speaker or the influence of his speech. The principles of potentially successful persuasion can be divided into two groups, that is, "what" to say (that is, relating to the speech, its content) and "how" to say (referring to the form of presentation: the way the speech is organized, the behavior of the speaker, his personal opinion and beliefs) [Mirzoyan, 2006, 65].

The first principle concerns the purpose of a good, persuasive speech. It is also called assertion. The speaker must be aware of what he wants the audience or listener to believe or do. Thus, any saying must be formulated in a certain way. But before making a final decision about the wording of the purpose of the speech, the following axioms should be considered: the farther the focus is from the emotions of the listeners, the less likely it is to achieve the goal. The greater the difficulty for the listener the less likely is the chance of success. The more self-centered the listener is, the less chance the speaker has of succeeding.

The second principle concerns trust. Persuasion is more likely when the audience likes, believes and trusts the speaker. The third principle is hidden in justification. Persuasion can be achieved by showing the audience logical reasons for their support, since human beings are rational.

Conclusion. Most people fulfill the requirements of logical thinking by relying on experience, habit, and abilities acquired through everyday communication. The same experience tells people when the requirements and rules of logic are violated. People, no matter how seemingly indifferent and even careless to the logical justification of the leader's words, are actually quite strict, they record even the smallest slip. Therefore, managing people effectively means first of all managing one's own speech, knowing the requirements of logic and acting according to them.

To achieve mastery of speech, one should not limit oneself to the listed tips. Whoever wants to really improve his skill, to be able to control people with his words, should familiarize himself with the works of cited authorities and regularly published literature. There will always be leaders, political tools, just geniuses, whose words can be imitated. And the most important thing is to apply what you have read and seen during daily verbal communication, after all, eloquence is not only knowledge, but also a skill, an art that can be fully mastered by anyone who is aware of the role of speech and wants to use it in the effective and harmonious work of people for organization.

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The article presents speech management skills and the importance of their correct presentation. The ability to manage speech helps to achieve success. Therefore, it is necessary to treat speech with great responsibility and create situations that provide a lively, lively conversation, which will ensure activity and interest. In order to control the behavior of others through speech, the speaker must first organize his own speech. First of all, it implies providing a logical development of what is being said. You need to start with something, communicate something (tell, justify, instruct, refute) and end with something. People working together is impossible without verbal communication. In order to agree on their actions, to perform the functions of the organization, to give any assignment, to report on the completed assignment, to solve various other problems, people always need to say and listen to each other. This is even more true for the leader. No matter how much the technical means of activity and communication develop and become complicated, in the end people manage, they manage people. Nothing can replace living human speech, the stimulating role of that speech in the regulation of a person's behavior, provided, of course, that the speech is used properly.