

## **Public speech, means of influencing the masses and weapons**

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**Abstract:** The ability to communicate through structured language systems distinguishes humans from other species of the earth. Although it is controversial whether this skill gives us an advantage, there is no doubt that the most influential and successful personalities throughout history have been distinguished by sophisticated communication skills. The value of the art of speaking is so recognized that it has been officially taught for thousands of years, highlighting its role in leadership, influence and success. Public speeches possess tremendous power, mainly because of the strategic use of rhetoric that has been essential in influencing public opinion and shaping political landscapes.

**Keywords:** Effectiveness of Public Exodus, Effectiveness of Information, Obama Public Speaks, Sarkozy's Pre -Election Word, Public Speech Powerful Catalysts, Faithful Catalysts

### **Introduction**

In modern discourse, public speeches are a key tool of mass perception and opinion. Finished from political protests with media programs, strategic use of rhetoric establishes the perception of critical issues of the audience. This impact is obvious in various media outlets that use specific linguistic and rhetoric strategies to enhance public debate. An obvious conviction technique in the titles of internet or print media shows the main purpose in shaping public understanding and engagement (Teimouri, 2024). In addition, the concept of strategic ambiguity, which is particularly actively used in political appeal, shows how uncertainty can be both a communicative strategy and a psychological instrument for manipulating the interpretations of the audience. Consequently, understanding the essence of public speeches is necessary to navigate the environment saturated with today's information (Campbell, 2015).

The The explanation and meaning of public speech in society

Public speech is the art of transferring ideas, information or messages to the audience through spoken words, body language and visual means. It implies the transfer of a rapporteur's message to the public, usually in order to inform, persuade or entertain them (Beebe, 2006). Public Speech This is the highest form of large -scale influence that has existed for more than 2000 in politics, society and culture as a phenomenon of change (Bhattacharjee, 2024).

It is in adhering to the basic rhetorical principles, which promotes productive dialogue between the speaker and the audience. According to Rhinedak and others, the success of public speaking is based on principles such as communicative cooperation, audience involvement, logical consistency, and the effectiveness of the information

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obtained. These elements are complexly reinforcing the rapporteur's ability to resonate with the audience, which contributes to its influence on listeners (Ryndak, 2022).

The power of rhetoric in public speech/analysis of cases

Rhetoric, which is defined as the art of effective conversation and writing, is the backbone of a successful public speech. Numerous studies confirm the fact that the basics of rhetoric, such as logical structures of arguments, audience involvement and effective emotional attraction, are crucial for successful public speech. Ryndak and others have developed essential principles that include communicative cooperation, interest and the need for consistent development of topics, which enhances the efficiency of the spokesman's word and the acceptance of the audience (Ryndak, 2022). This framework supports the notion that a successful public speech requires not only the knowledge of the content, but also the understanding of the dynamics of the audience and the rhetorical context in which communication will be conducted.

For example, Nikolai Sarkozy in a pre-election speech in 2007 recalled the events in May 1968 in France. In May 1968, massive protests in France began, with more than 10 million people strike against the political raccoon of President Charles de Gaulle, which almost paralyzed the country. Although the movement eventually lost its impulse, it had a significant impact on labor laws, education reforms and cultural beliefs. In the 2007 present campaign, Nikolai Sarkozy has criticized the 1968 protest spirit, noting that it was the moral fall of society, the weakening of authority and the destruction of traditional values. He noted that the protest has shaken his sense of respect for institutions in society (Boulé, 2009). In Sarkozy's speech, the condemnation of the 1968 protest and its negative effects sends a clear message to the public that France needs a strong leader and traditional values. Many scientists have argued that Sarkozy has used a rhetorical strategy and has shown the public how the word public weapon can be for both revolutionary and conservative purposes.

A such striking example is the speeches of George W. Bush after the September 11, 2001 terrorist attack, which directly supported the invasion of American military forces in Afghanistan (2001) and later in Iraq (2003). President Bush's speeches have encouraged the launch of the war as a response to national security. In his speech, the President used emotional language about the danger of terrorism and the provision of confidence in the US military and government forces. Rashid et al. (Rasheed, 2025). To obtain all of this, the administration of the presentation argued that Saddam Hussein had a weapon of mass destruction, justifying the actions of the US military forces, whose authenticity was not confirmed later, but it still gained primary support in the public.

It is an interesting example of how British political parties used media narratives to shape public attitudes towards the EU. For years, there have been discussions around EU membership about a national identity that discussed the threat of European integration to the sovereignty of British society. These media narratives played an important role when the UK backed the country's withdrawal from EU membership.

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Political leaders and media outlets have influenced this decision. This fact highlights how media-oriented political discourse can shape public perception and lead to significant changes. (Shaw, 2016).

In a speech, non-verbal communication plays an integral role in public speeches, where the rapporteur manners, gestures, and total presentation can significantly affect the perception of the audience. Risorchel and others note that the composition of the audience and their feedback directly affect the speech of the speaker (Ristorcelli, 2023). While Girondin and Raji are examining the nuanced effects of audience behavior in both virtual and real environments, which may alleviate or enhance emotional impact on the audience (Girondini, 2024). The importance of the perception of the audience emphasizes the commitment of the speakers, developing the ability and responsibility to adapt to the speech and adapt to the preferences of the audience.

#### The technique of persuasion and their impact on the audience

In the field of public speaking, the mastery of persuasiveness techniques serves a vital instrument of influencing the audience and forming public opinion. For example, the construction of emotional appeals is crucial for listeners' involvement, which often goes beyond the boundaries of simple rhetoric to strengthen the connection. The speaker's speech is significantly reflected in the emotions of the audience, which in turn serves as a critical determinant in receiving the message of the rapporteur (Hakim, 2012). For example, the public speeches of the 44th US President Barack Obama had a sophisticated and effective strategy with emotional impact on the audience. After winning the presidential election, he uttered an inspirational word, which is a strong example of how to contact an emotionally speaking audience and influence. Obama's speech is considered one of the most widely used in recent history and repeated political appeal. His speech was focused on the main issues of the United States and the world, and all this echoed the slogan of his campaign. His word was directed to the people's faith, values, attitudes, and behaviors (Hakim, 2012). Therefore, when the speakers effectively combine emotional and logical appeals, they not only stimulate the intelligence of the audience, but also resonate them at a deeper emotional level, enhancing overall conviction (Robbins-Tiscione, 2011).

#### Conclusion

Throughout history, public speeches were a powerful catalyst for social and political changes. Distinctive speeches were crucial moments that changed social movements in public consciousness, which reveals the power of public speech as a means of influencing the masses and a powerful weapon. Speakers' reports often reflect the fundamental principles and aspirations of their movements, which fundamentally alter public perspectives and promotes collective action. It allows leaders, activists and speakers to convey convincing narratives, persuade the audience and gain support for various purposes. However, it can also be used as a weapon, with emotional manipulation to promote propaganda and promote a rift. The impact of the public speech

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eventually depends on the rapporteur's intentions, ethical considerations, and the ability of the audience to critically evaluate the message of the rapporteur. In the rapid spread of information, the responsibility of using this instrument wisely is now greater than ever.

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