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THE ART OF PERSUASION: MASTERING THE SKILLS THAT LEAD TO SUCCESS

Искусство убеждения: овладение навыками, ведущими к успеху

Communication is a powerful tool that only humans possess. It helps people exchange ideas, thoughts and feelings, build connections and foster cooperation. The most influential people in the world have long been able to persuade their audiences to think and act in a certain way. They masterfully possess the art of persuasiveness employing a number of verbal and non-verbal means. Thus, the topic of this research is «The Art of Persuasion: Mastering the Skills that Lead to Success». The purpose is studying the phenomenon of persuasiveness in English and finding out the most effective linguistic and non-linguistic means to influence the audiences. Speech influence theory originates in ancient rhetoric, it taught orators to speak publicly, to debate and to win discussions. Ancient orators used mainly logic of reasoning to convince others. Nowadays persuasiveness is a complex psycholinguistic process. It's about engaging with empathy, appealing to emotions, and addressing the needs and desires of your audience. Persuasive messages contain various elements, but one of the most important is language. On a syntactical level simple affirmative sentences are easier to understand. On a lexical level it is completely different: the more diverse and elaborate vocabulary the speaker uses, the more listeners are likely to believe them. A good orator must be aware of Persuasive Language Techniques. They include the usage of adjectives, adverbs, alliteration, metaphors, pun, clichés, emotive words, exaggeration, the opinion of experts, inclusive language («we» or «us» instead of «I»), the repetition of words and ideas can be used to reinforce an argument, rhetorical questions where the answer is obvious can help lead listeners to a particular conclusion. Moreover, those who want to learn the art of persuasiveness, need to know about Strategies of

Persuasion: Ethos, Pathos, and Logos. Ethos means to show an audience that the speaker is a credible source and is worth listening to, pathos means to persuade an audience by appealing to their emotions, logos or the appeal to logic means to convince an audience by the use of logic or reason. Language techniques only are not enough to persuade the audience. If a speech is delivered quietly and unemotionally, it is unlikely to evoke an emotional response. Smooth, fluent, coherent speech and the pitch variety of the voice contribute to speech persuasiveness. With respect to body language there is some evidence that facial activity and the adequate use of gestures increase perceptions of the credibility and the persuasiveness of a speech as well.

The linguistic analysis of some famous people's speeches showed that persuasive communication can be impactful and with practice anybody can develop these abilities. Having studied the theoretical material on the topic and having analysed some convincing public speeches, the authors of the current research have worked out a number of tips on how to influence the listeners.

To deliver a persuasive speech the speaker should: know the needs and preferences of the audiences and skillfully appeal to their emotions; know the subject of their speech well; present a direct and concise speech avoiding beating about the bush; the speech must be logical, well-structured, justified with clear examples and evidence; take advantage of persuasive language techniques and strategies of persuasion in bringing the audience around to the speaker's point of view; be confident since unassured inarticulate speeches do not evoke trust and credibility; be emotional and passionate about what they speak as it increases the audience's engagement; remember about the role of non-verbal communication; a speaker's body language, posture, gestures and facial expressions must match what they are saying; set an eye contact with the audience as it is a sign of respect, an important display of honesty; articulate their speech loudly enough for everyone to hear.

Persuasion is a valuable skill that can elevate one's personal and professional life. Mastering the art of persuasion involves blending scientific strategies with artistic execution. By honing these skills, we can become more influential communicators achieving greater success in all aspects of our life.

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EMOTIONAL INTELLIGENCE AS A MEANS OF OVERCOMING LANGUAGE BARRIERS IN SECOND LANGUAGE ACQUISITION

Эмоциональный интеллект как средство преодоления языковых барьеров при изучении иностранного языка

One of the biggest challenges that international students face is a social-psychological barrier to speaking a foreign language. Some studies have found that emotional intelligence could aid people who are trying to learn a foreign language [2]. The link between emotional intelligence and negative emotions, especially anxiety, has been investigated in different educational contexts. However, the link between emotional intelligence and successful language learning remains underexplored, despite the growing interest of second language acquisition researchers in positive emotions, motivated by the positive psychology movement.

The goal of the research is to collect some rules, advice and exercises for those who want to eliminate social and psychological language barriers by improving some of the