

SHARQ VA G'ARB NOTIQLIGINING ILMIY-NAZARIY ASOSLARI

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O'zbek tili va adabiyoti yo'nalishi 3-O'TA-24 guruh talabasi.

<https://doi.org/10.5281/zenodo.14953333>

Annotatsiya. Sharq va G'arb notiqligi ham tarixan o'ziga xos yo'nalish va tamoyillarga ega bo'lib, ularning shakllanishiga ijtimoiy, siyosiy va madaniy omillar ta'sir ko'rsatgan. Ushbu maqolada Sharq va G'arb notiqligining asosiy xususiyatlari, ularning farqlari va o'xshash jihatlari tahlil qilinadi.

Kalit so'zlar: Notqlik san'ati, ritorika, hikmat va iborat, mantiqiy dalillar, axloqiy pand-nasihat, she'riy nutq, din va ma'naviyat, yashirin ma'no, Aristotel ritorikasi, Siseron notiqligi, aniq va ochiq ifoda, siyosiy nutq, ishontirish san'ati, jamoatchilik bilan aloqa, falsafiy donolik, auditoriyaga ta'sir, ritorika qoidalari, globallashuv va notqlik, Sharq notiqligi, G'arb notiqligi.

Abstract. Eastern and Western rhetoric have historically had their own directions and principles, and their formation was influenced by social, political and cultural factors. This article analyzes the main features of Eastern and Western rhetoric, their differences and similarities.

Key words: Oratory, rhetoric, wisdom and composition, logical arguments, moral advice, poetic speech, religion and spirituality, hidden meaning, Aristotelian rhetoric, Cicero's rhetoric, clear and open expression, political speech, art of persuasion, public relations, philosophical wisdom, influence on the audience, rules of rhetoric, globalization and rhetoric, Eastern rhetoric, Western rhetoric.

Аннотация. Восточная и западная риторика исторически имела свои направления и принципы, а на их формирование повлияли социальные, политические и культурные факторы. В данной статье анализируются основные особенности восточной и западной риторики, их различия и сходства.

Ключевые слова: ораторское искусство, риторика, мудрость и сочинение, логические аргументы, моральные советы, поэтическая речь, религия и духовность, скрытый смысл, аристотелевская риторика, риторика Цицерона, ясное и открытое выражение, политическая речь, искусство убеждения, связи с общественностью, философская мудрость, влияние на аудиторию, правила риторики, глобализация и риторика, восточная риторика, западная риторика.

Notiqlik san'ati insoniyat tarixida muhim o'rin tutgan bo'lib, u turli madaniyatlarda o'ziga xos tarzda rivojlangan. Sharq va G'arb notiqligi ham o'ziga xos tamoyillar va yondashuvlarga ega bo'lib, ularning shakllanishiga tarixiy, siyosiy va madaniy omillar ta'sir ko'rsatgan. Ushbu maqolada Sharq va G'arb notiqligining asosiy xususiyatlari, o'xshashlik va farqlari tahlil qilinadi.

Bugungi kunda, muloqot tushuncha orqali verbal va noverbal vositalar, shu jumladan og'zaki yoki yozma (grafik tasvirlar, infografika, xaritalar va diagrammalar kabi), shuningdek, turli signallar va xatti-harakatlar orqali xabarlarini yuborish va qabul qilish jarayoni tushuniladi. Inson nutqiy faoliyati uning dunyoqarashi, kelib chiqishi, ijtimoiy mavqei, bilim-tajribasidan kelib chiqqan holdayuzaga keladi. Muloqot jarayonida inson o'z ehtiyojidan kelib chiqib, rasmiy yoki norasmiy muloqotga kirishadi. Rasmiy muloqotning rivojlanish nuqtasi esa notiqlik san'ati (ritorika) bilan uzviy bog'liqdir. Notiqlik san'atidan mohirona foydalanish, so'zlovchining tinglovchilar bilan yaxshi munosabat o'rnatishiga, ko'zlangan maqsadga oson va tez erishishiga, tinglovchilar auditoriyasini notiqni qo'llab-quvvatlashlariga yordam beradi.

Sharq madaniyatida notiqlik ko'pincha ma'naviy va falsafiy ma'nolar bilan boyitilgan bo'lib, nutq didaktik ruhda bo'lgan. Sharq notiqligining asosiy jihatlari quyidagilardan iborat: Axloqiy va ma'naviy yo'nalish – Sharq notidlari, jumladan, Alisher Navoiy, Jaloliddin Rumi va Konfutsiy o'z nutqlarida axloqiy pand-nasihat va donolikni ilgari surganlar.

Aristotel nutq uslubiga alohida e'tibor beradi. Aristotelning notiq uslubi haqidagi fikrlari hozirgi kunda ham o'z ahamiyatini yo'qotgan emas. U notiq nutqi uslubining layoqatliligi uning aniqligi bilan belgilanadi, deb juda to'g'ri ko'rsatadi. Agar nutq aniq bo'lmasa, notiq o'z maqsadiga erisha olmaydi, tinglovchilarga kerakli ta'sir etolmaydi. Taniqli faylasuf, ayrim notidlari nutqida epitet, o'xshatish, metafora va boshqalarning o'rinsiz qo'llanishini qoralaydi va ularni to'g'ri qo'llay bilish nutqning ta'sirchanligini oshirishda muhim ahamiyatga ega ekanligini aytadi. Rim notiqlik san'ati yunon notiqlik san'atining davomi sifatida yuzaga keldi. Rimdagi iqtisodiy va siyosiy o'sishning xarakteri notiqlik san'atining yangi tipini yaratdi.

She'riy va ramziy ifoda – Sharq notiqligi ko'pincha metaforalar, hikmatli so'zlar va tasavvufiy mazmun bilan boyitilgan.

Din va urf-odatlarining ta'siri – Sharq notiqligi asosan diniy va falsafiy tushunchalarga asoslangan bo'lib, ko'pincha ilohiy ilhom sifatida qabul qilingan.

G'arb notiqligi qadimgi yunon va rim madaniyatida rivojlangan bo'lib, aniq mantiqiy tizim va dalillarga asoslangan nutq uslubini o'z ichiga oladi. Uning asosiy jihatlari quyidagilardir:

Mantiq va dalillarga asoslangan yondashuv – Aristotel, Sison va Kvintilian kabi G'arb notidlari nutqning ta'sirchanligini oshirish uchun dalillarga asoslangan uslublarni qo'llashgan.

Ritorikaning aniq qoidalari – G‘arb notiqligida ritorikaning ilmiy jihatlari ishlab chiqilgan bo‘lib, bu notqlik san‘atining muhim qismidir.

Aniq va lo‘nda ifoda – G‘arb notiqligi asosan to‘g‘ridan-to‘g‘ri va aniq dalillarga asoslangan, tushunarli va lo‘nda nutq uslubini afzal biladi.

Sharq va G‘arb notiqligi o‘rtasida ayrim farqlar bo‘lsa-da, ularning umumiy jihatlari ham mavjud: Ikkala madaniyatda ham notqlik auditoriyani ishontirish va yo‘naltirish vositasi hisoblanadi. Har ikkisi ham tinglovchilarning hissiyotiga ta‘sir qilishga intiladi, biroq Sharq notiqligi badiiy obrazlarga, G‘arb notiqligi esa mantiq va dalillarga asoslanadi. Notqlik jamiyatga katta ta‘sir ko‘rsatgan bo‘lib, u siyosiy, ijtimoiy va ma‘naviy yo‘nalishlarda qo‘llanilgan.

Xulosa qilib aytish mumkinki, Sharq va G‘arb notiqligi har xil tamoyillar asosida rivojlangan bo‘lsa-da, ularning asosiy maqsadi insonlarni ishontirish va ta‘sir o‘tkazishdan iborat.

Bugungi globallashuv jarayonida Sharq va G‘arb notiqligining o‘ziga xos uslublari bir-birini to‘ldirib, zamonaviy nutq madaniyatiga yangi yondashuvlarni olib kelmoqda. Notqlik san‘atini o‘rganish esa nafaqat shaxsiy rivojlanish, balki jamiyat taraqqiyoti uchun ham muhim ahamiyat kasb etadi.

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