

## ЄВРОПЕЙСЬКИЙ ВИБІР ВИЩОЇ ТЕХНІЧНОЇ ОСВІТИ

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### MANAGEMENT AND RHETORIC

In the life nowadays, modern managers should be universal and developed people. Good manager must know: how make difficult decisions; how to motivate, coordinate and control the staff; how to make plans and implement them etc. In any case, this person is first of all responsible for team's actions and for every work prepared by his or her team or by own. At first sight it may seem that management does not relate to the rhetoric, because it already has own rules and levels, requirements and features. However, this is wrong view.

Rhetoric, first of all, is a science about ways of persuading the audience and influence on it. Rhetoric takes into account all features of the audience, study methodology of making texts, their structure – the most suitable for statement of opinion. Indeed, talking with people not in every case is the main work for a manager, but he or she needs to be experienced in this task. Yes, bigger part of managers for all their life didn't have an experience in public speaking and didn't participate in speech performances. That's because they didn't have necessity of it. Managers are people needed in approximately every sphere of work, so not everyone deals with performances, and not everyone needs to be like a Steve Jobs or Nick Vujicic.

From the other side, if you are good manager and you achieved the first level of management – the top-management, may be you will need to make a speech to your employees, to your staff or team. In big companies – the number of employees may be very huge, and everyone is a personality with own skills and ways of thinking. You, as a head of the company or enterprise, need to motivate them, to make a contact, to unite and coordinate, and in any case not to offend, to understand clearly all their features and characters, because none successful manager would not reach success without ignorance of the staff.

Making everything mentioned above – is not the light task, especially if you don't know how. So for such purpose, managers need to study how prepare the right speech and how to persuade the audience or bring it the information in the right order – in other words the essence of rhetoric.

Famous rhetoricians like Socrates, Plato and Aristotle thought about the rhetoric, its essence and development many years ago. As a result were created 4 basic concepts of classic rhetoric: *logos*, *ethos*, *pathos* and *topos*. *Logos* is a creative thought, creative idea which speaker offers to people. Such concept is a basis for logic. In speech orator should successively give the arguments and prove them by logic thing's expression.

Ethos is telling about morally-ethical behavior of speaker, which is precondition of effective persuasion of others. Good orator must have such virtues: wisdom, justice, bravery, moderation. Pathos – is emotional force of word, ability to influence hearts, to induce people to act in name of good. It is showing a connection between the topic – the speaker telling you about and the feelings he or she perceives. Also, it is a connection of honest heart, high thoughts, sincere soul of the orator and its showing for the listeners. The last concept (topos) is about general places in speech, i.e. the standards of speeches for certain topics and for certain situations. In such situations we know how to ask, and what answer will probably be. To my mind the last concept is natural for everyone, because parents taught us about it in childhood, and the personal experience developed this knowledge, especially using of them in everyday life.

Finally, after analyzing of all rhetorical peculiarities, I may state that rhetoric is an instrument for a great manager, which he or she must know and be able to use in real life. Although I was writing below this only about usefulness of rhetoric for managers, but highly developed skills in rhetoric for anybody is also useful, because they show the level of education, the level of personal development and availability of moral qualities and principles. All these make a level of respect for the person.

#### **Main sources**

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## **ОСНОВНІ ПРОБЛЕМИ ЛЮДЕЙ ІЗ ОСОБЛИВИМИ ПОТРЕБАМИ ПРИ НАВЧАННІ У ВНЗ УКРАЇНИ**

Проблема людей з особливими потребами стає дедалі актуальнішою в наш час. Згідно із даними ООН близько однієї десятої всього населення планети становлять люди з обмеженими можливостями. В свою чергу, в Україні цей показник становить близько 6% від всього населення, серед якого приблизно 80% цього числа – це молоді люди студентського віку.

На шляху побудови незалежної демократичної держави Україна не залишилась осторонь соціально-державницьких проблем суспільства, зокрема проблеми інтегрування в суспільство людей з обмеженими можливостями. Про це наголошується в Конституції України (ст. 53), а також законах України «Про освіту», «Про вищу освіту», та «Про основи соціальної захищеності інвалідів України».