

## Oratory or Eloquence

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### Abstract

The word orator is derived from the Latin word oro, orare – meaning tell, oratio, orationist – speech- speaker, oratoria - oratoriae - oratoria, ororian, and also in German the word orator means rhetoric, that means the ability to use wise speech or writing, in order to persuade or to please someone.

Oratory has its own history, because it was used before our era, in the ancient Greece, as well as in the ancient Rome, that are known as civilization places, without neglecting the development of oratory in Arab countries as well.

As far as the oratory is concerned, the Greek philosopher Plato says: "oratory is the way of governing the minds of men"<sup>1</sup>

And the scientist Jan Zamoiski says, "Eloquence is nothing else but a well-founded reason and well-lined arguments"<sup>2</sup>.

**Keywords:** oratory, eloquence, analysis.

### Introduction

In the ancient Athens, philosophers practiced this discipline, and among the most distinguished who practiced this discipline was Socrates<sup>3</sup>, who is said to have been born around 436 BC. His oratory activity has taken place in the city of Kio and later also in Athens, where he opened the oratory school, in order to elevate the art of speech and improve it. In that school, the courses were attended by: historians, poets, statesmen, while it was characteristic that he was in good relations with many leaders and kings of the time. Twenty-one artistically-crafted lectures of this author have been preserved that are considered to be long and 9 letters have also been preserved. Socrates is considered to have died around the year 338 BC. It does not mean that apart from Socrates other philosophers such as Plato, Aristotle and so on did not contribute to the development of this discipline.

### Ancient Rome

In addition to ancient Greece, the scientists of the ancient Rome or of the Roman Empire also practiced oratory as a scientific, philosophical discipline. Cicero<sup>4</sup> is among the most significant.

He studied justice and rhetoric in Rome, and his first knowledge about the art of oratory (eloquence) he accomplished after his trip to Greece in 63 BC in the capacity

<sup>1</sup> Plato, Greek philosopher, 428/427 or 424/423 to 348/347 BC.

<sup>2</sup> Zamoyski, Jan (1904). *Archiwum Jana Zamoyskiego, cancler and hetmanawielkiegokoronnego: 1553-1579*. Druk P. Laskauer and s-ki. p. 27. Retrieved 17 March 2018.

<sup>3</sup> Socrates, a philosopher of ancient Greece, born in 469 BC, lived until 399 BC.

<sup>4</sup> Marcus Tullius Cicero, born on January 03, 106 BC near the place Aripini, deceased on December 7, 43 BC in Formaie.

of the consul of the Roman Empire. He stayed there for 2 years, and after returning to Rome, he took up rhetorical and philosophical studies. During his life he was distinguished in holding various speeches as a statesman and a lawyer. His speeches have been praised as persuasive words, with an alluring force for each word. His works: "De oratore" (On oratory), "De Republic" (On Republic), "De Amicitia" (On amity) and "De Senectute" (On Senility) are characterized by a quite well used language, with an elaborate, clear and beautiful style, illustrating thoughts with attractive language figures. He also left a lot of letters he used to communicate with that are characterized by a high style. He was also a renowned historical historian and philosopher. He died on Dec. 7, 43 BC. He was a historian and a philosopher.

### **The development of oratory in other countries**

Besides developing in ancient Greece and ancient Rome, its development is noticed in the Arab world, as well as in other countries such as Russia, etc. Among the most distinguished, who gave a stronger emphasis to this issue was Omer Ibn al-Hattab, who belonged to a family of the Kureish tribe belonging to the eighth generation of the Prophet a.s. was born in 583, 400 years before the Hijrah<sup>5</sup>, and in his youth, Hazrat Omer was known as a famous orator, a brave man and warrior.

His conviction at first was opposed to Islam, but later he concentered into Islam, and finally he said he will die as a member of the Islamic religion.

His characteristics for a good oratory have been observed during his speeches, when his comrades were called to wars, during the call of prayer, that he massively spread and with extraordinary great courage.

The work on the development of this discipline was constant and among the most significant characterized in XIX century was Leon Nikolajevic Tolstoy<sup>6</sup> who during his lifetime has made a proper contribution to the development of the oratory, as he liked the public appearances as well as his writings as a writer, he was considered as an orator, a gossipmonger with an extraordinary great talent. Tolstoy has also written many works, and his most distinguished works are: "Anna Karenina" and "War and Peace".

### **Attributes for a better oratory**

In order not to lose time during learning, the speech mechanism should be utilized being of the utmost importance. The speech mechanism is followed by some conditions that an individual has to possess, such as sound formation, phonetic rules, decorative words, oratory and other gestures. The success of the oratory is related to the gift given to each individual by the nature with the skillfulness to find himself, facing all the challenges, with an intelligence that can be above average, and be constantly

<sup>5</sup> The Hijrah, also known as Hijra or Hijaz, is the expulsion of Prophet Muhammad from Mecca to Medina, and the arrival at the 12th Cuba Mosque of Rebi al-Evvelit, namely on September 24, 622. The hijrah marks the date of the Islamic calendar, which is put into use 17 years later. Even the Iranian calendar begins with Hijra, but its year coincides with the year of the Gregorian calendar.

<sup>6</sup> Born on August 28, 1928, in JasnajaPoliana near Tula, Russia, died on November 20, 1910 inAs-tapowoRussia (philosopher, scientist, Russian scholar).

refined.

The speech has a greater meaning than the saying of several words spoken to the listeners, it is the way of discovery and expression of the human individuality that will characterize the individual in communication, and distinguishes him from other creatures.

In order for an individual to have a successful speech, he needs to acquire elementary skills, to be spiritually prepared for a better success, so he should possess some general features for a better success, and to be seen as an individual with a more perfect oratory.

The general features are:

- *acquisition of elementary skills,*
- *preparation of as much of a successful soul as possible,<sup>7</sup>*

Both of these features have a connection between them, and are accompanied by other features, in which case, a harmony of the elements that are special features is noticed.

The specific features of the general characteristics relate to learning from the experience of the others as well as the achievements the orator claims to have accomplished, claiming success, after having used the time for a continuous exercise by cultivating confidence. All of these require an analysis before going public, an adequate preparation for a speech, which should not be literally learned, that the audience's reaction must be constantly followed, otherwise it will become a boring speech.

Speaking to the public requires a rhetoric perfection, followed by the beauty of execution, because it is important for the orator to leave an impression having an easy appearance in front of the public by not forgetting the rules that the presentation should focus on the topic, not to be mean, but the speech is to be courageous, fully conscious, and finds the easiest and fastest way of successful speech.

These features that have an unbroken connection between them, are related to the experience of the speaker who is presented to the public, whether in political life, in the economic sphere, as a lawyer, a professor, so his experience will facilitate presentation and holding of the speech, telling the others what he has learned in life, with special emphasis on the most important topics, and which topic will better suit the speaker as well as create a closer relationship during the speech before the audience.

If the subject is right, then the curiosity of the audience rises because we have established collaboration in the orator - auditor relation, and our transmission, or our presentation, is pleasant, and the speech is not boring.

### **The opening sentence**

If they possess these features, it is important that the opening sentence has its own weight, because the good speaker, with the first appearance, respectively, in the first minutes, will give a fairer reflection in front of the audience.

The introductory sentence should be followed by some features and the speaker

<sup>7</sup> EsatStavileci was born on July1, 1942 in Gjakova, died on August 17,2015 in Pristina.

initially should be given the right to a speech, the topic should be of the general aspect, following all the data and examples from everyday life, in order to become closer to the audience. We need to talk about the subject that we already started to talk about, clarifying and concretizing the details related to the subject, and dramatizing the speech through the dialogue to be placed with the audience in a very close relationship.

Education is not important for the presentation of the speech, or the profession, but the oratory will be characterized by the liveliness and the freshness of the expression that give the speech or lecture the grade of entertainment and the teaching value.

The speech is anticipated to have limited duration, preferably 8 minutes, but the maximum duration of a speech should not be longer than 30 minutes. All the features taken into account during the speech should be as short as possible in order to use the concrete examples to emphasize speech with different graphs if we have them in our disposal because this way the topic will be concretized.

The speech can be of the visual dimension, thanks to TV media, advertisements and entertainment, without leaving aside the auditory speech, followed by the accompanying infrastructure.

The speaker should talk about the subject; he should leave the emotions behind, be more persuasive, adjust to listeners, talk about what the listeners know most about the current topic, and give space to listeners for their questions.

### **The speaker preparing to speak**

When the speaker wants to present his/her speech, first of all, he/she must take into account the above features, but also other features, and in particular he/she must keep in mind:

- *the short speech will encourage the listeners to act,*
- *the examples that will be given from real life will be an example for a further speech, and the speech begins with concrete information, presenting the details,*
- *the speech must have the zest, what the listener wants, to be brief and clearly formulated, in order to offer the proposals to the listener after submission of the arguments,*
- *the speech may be informative, depending on the topic, the time available, listing thoughts that have logical links, and counting the main points of the speech,*
- *all the points to be addressed in the speech will be compared and clarified, with facts to be as close as possible to the audience, in order to gain the confidence of the listeners, and to have a positive reaction from,*
- *the speech should be presented passionately to the listener, showing respect and inclination to them, by adopting amicable tones,*
- *the speech can be improvised, that should be exercised, requires psychic preparation and vivacity in a more energetic way, focusing on the truly improvised speech.*

Depending on the course of the speech, we notice that speeches are informative, with accompanying features, but we have improvised speeches, and both types of these speeches are distinguished. The essential distinction between the informative and the improvised speech is that the informative speeches should be adjusted to the time available to the orator, it requires an alignment of thoughts having logical connection,

and an improvised speech is more difficult to present, because really the orator must hold an improvised speech but he must not improvise.

Regarding all of this, it is important that the communication skills understood when presenting the speech as a communication skill between the speaker and the listener, to break the shell of uncertainty of the speaker, by not imitating the others, by presenting the problem on a plausible level for the audience, talking to them, communicating, using the most friendly words, with a quiet, phonetic voice, and the voice to be acceptable to all listeners.

### **Characteristics of a Successful Speech**

If we have all the features we already emphasized, the speech will probably be successful, so a successful speech is prompted by the speaker, following the features of a successful speech, that are:

- presentation of the speakers, sharing and receiving of gifts,
- proper preparation of what will be said,
- content of the TIO formula (topic - importance – oratory),
- presentation of exultation, sincerity and cordiality,
- presentation of sincere feelings and preparation of the longest speech, by drawing the attention of the audience,
- the beginning of the speech with an example experienced by the speaker that will trigger tensions, giving information that will attract attention, by arousing the curiosity of the listeners to converse, to reflect what he/she wants to achieve,
- using a sample, which will not be boring, and that will not create an undesirable situation,
- the speech does not start with the word "will apologize",
- avoiding exulting stories as an introduction of the speech, but every message should be argued, using statistics, using the opinion of the relevant field experts, using analogy, demonstration, with an appropriate sample, for a better conclusion,
- preparing the best outcome will make the listeners to be active, how to use what they have learned, and will use the interesting details in daily speeches and successful methods at work,
- finding space for speech in front of the public, which means sustainability and achievements that will follow it.

All the features are related to a successful speech, of an orator who has taken up the role to appear in public, estimating that he/she has done good preliminary preparations. The speech should focus on the formula T- (topic), I- (importance), O- (oratory), and if this known formula, T-I-O is respected, exultation, sincerity and affection will be present in his speech making him/her as natural as possible, to express the most sincere feelings, and surely the auditor's attention will be drawn.

For the speech that will be held or the public presentation be more successful on the part of the speaker, it will never start with the words, I apologize, because initially shows that you are not prepared to hold the speech and to communicate with the audience, while in our practice or reality, this often occurs.

The speech should have the introductory part, the content, and the final part, which

will constantly communicate with each other, otherwise if the subject is missed, the attention of the listeners will shift away, the speech will be boring, and the listeners will leave the place the presentation of the speech was planned to be held at.

### Public appearance

The public presentation will start with these aphorisms: -

*"The wise man is the one who knows he shouldn't go over the limit" –*

*"I am the most spontaneous lecturer in the world, because I have very carefully beforehand every gesture and every response, I have tried it out beforehand" -*

**George Bernard Shaw**<sup>8</sup>.

It is well known that the written and spoken rules have different rules, so that clearer and more precise ideas should be presented, and the same should have a closer meaning to the listener.

With the public appearance, the presentations are usually verbal, therefore, in order to better understand, more arguments should be presented to justify the concrete actions, clearer methods should be used in order to awaken the audience's curiosity because all are important for the next stage, which will create the best relationship between the speaker and the listeners, because otherwise a cold environment will be created, one must speak with a fluent, understandable language, the presenter should have a perfect style during the presentation, since ideally the more complicated the subject, the simpler the language. The person appearing in the public needs not speak fast just for the sake of it, because in this way the attention of the listeners will shift away.

It is important that the language of communication during the presentation is clear, and in this regard some conditions must be considered:

- *knowing to speak is a matter of quality rather than quantity,*
- *you guide the word, do not let the word drag you,*
- *use comprehensive words, they are more compelling,*
- *consider the word as "the quality of success",*
- *keep in mind that the words have made history,*
- *count on the fact that the word is the basic instrument of success,*
- *if you learn the art of speech, do not be afraid that you will become talkative,*
- *to "polish the word", choose the language,*
- *to overcome the difficulties of the word, patience, willpower, and serenity are indispensable,*
- *the elementary secret of the word lies in giving one a personal tone.*

All of these should be taken into consideration during a public appearance, because if you are content, you will be clearer, more concentrated, you will be considered to have a good style, that you have been close to the audience, and your attitude will give you the best results, in which case all the features you have and have manifested in the presentation will combine.

With public presentation, it is important that the whole presentation focuses on three phases:

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<sup>8</sup> George Bernard Shaw (Born in Dublin on July 26, 1856 - died in Ayot St. Lawrence on November 2, 1950).

- the initial phase, the object and the evidence to follow,
- the second phase, will be an overall evaluation of public presentation, with all the accompanying evidence to be analyzed,
- the third will be the final phase, but the conclusion must once again be related to all the accompanying evidence that have accompanied it.

During the public presentation, all the provided information can be used, the presentation should be as precise as possible, in short phrases, graphic signs can be used, maps, projections, large light-colored letters, graphs, etc., that are thought to be more suitable for communication with the audience.

Care should be taken that whatever it is claimed it should be illustrated with examples, and then the conclusion drawn.

The first sentences play the main role, because they will constantly stir the audience's curiosity, but the focus of the audience during public appearances must not be lost, things that have been emphasized once should not be repeated, the audience should be observed.

During the lecture any gestures that are unpleasant for the audience should not be made, such as touching the nose, the hair, the face. A solution can be found for this, preferably holding a pen in hand that will keep you concentrated. Constantly observe the audience during the presentation by glancing at them, with some movements, winning them over by laughter, and do not take your mind off the aphorism:

- *"a laughter gets more people together than a frown"*,
- *"non-concentration distracts attention from the lecture"*.

In public appearances it is important that at the end, if we have been successful, we will willingly wait for the questions of the public.

During each public presentation the lecturer's oratorical ability will be noted that will be followed by continuous maturity, and effectiveness that will be related to the use of time available for us, meaning that will not entirely use it, but there will also be time for questions, as only this way we will we show true values. In order to be the best public appearance possible, organization is the most important, or in other words undertaking everything possible for a timely appearance, in a certain place, and before a certain audience.

The public presentation will certainly be evaluated by the audience, and the person who made the presentation must accept the criticisms whoever they come from, he/she should not feel insulted if the presentation is criticized, if the presented material is criticized, as well the arguments he/she used during presentation.

Regarding public, I would like to quote the following two citations:

a. - *"no one can convince the other to change; each of us has a gateway to change that can only be opened from within. We cannot open the gate, in turn, with arguments or prayers"* - Marilyn Ferguson<sup>9</sup>.

b. - *"What we gain very easily, we appreciate very little. It's the price, what gives value to everything. God knows how to decide, a proper price for his goods"* Thomas Paine<sup>10</sup>.

For the public presentation of the subject of thinking and legal writing, I have prepared a final word for a trial that was held and concluded. I will present it verbally, but as

<sup>9</sup> Marilyn Ferguson, born April 5, 1938 in Grand Junction, Colorado - died in October 2008.

<sup>10</sup> Thomas Paine (born on February 9, 1739 - died on June 8, 1809).

an integral part of the work but the written form will be attached to this material too.

## Conclusions

After evaluating the paper, I think that it represents a structure of a public appearance, which is indispensable in our reality. Oratory is one of the main features of appearance before the audience, because the fluent, pure, unobstructed speech, and word articulation, are the main devices and offer the greatest sense of hearing. Otherwise, due attention was paid to the oratory, from the most ancient times, such as the ancient Greece, the ancient Rome, and so on. If these characteristics are assessed during communication, regardless of whether they come from the diplomatic, political, scientific, cultural, economic, health, legal aspects, etc., each person's main weapon should be the Oratory by which one communicates. Every beginning of communication has its own characteristics, and the introduction must be more powerful, since the interlocutor's attention should be drawn, between each communication one must show ingenuity not to come to pause, as it causes monotony, and the end result should be even more successful for a successful presentation.

- *"You cannot reach the end if you do not know where you started"*.

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