

1. Introduction.

Communication is an important aspect of human interaction and plays a vital role in shaping society. Communication models are structures that describe the process of communication and how it works. There are various communication models that have been developed to understand how people communicate with each other.

These models are designed to help people understand the different components of communication and how they interact with each other. In this essay, we will discuss five communication models, including academic rhetoric, political rhetoric, diplomatic rhetoric, public rhetoric, and dialogic rhetoric.

2. Academic eloquence

Academic eloquence is a communication model used in the academic environment, it is the oratory of a scientist or teacher who reports on research results and popularizes scientific achievements. This model is used to communicate complex ideas and concepts to an academic audience. Academic eloquence requires a deep understanding of the subject and the ability to present information in a clear and concise manner.

This model is often used in lectures, conferences, and research papers. It is characterized by an official tone, technical jargon, and the use of specialized language.

It is used in school (at different levels) and academic audiences. The word comes from the Greek "academia" - the name of the gardens that allegedly belonged to the mythical hero Academus. Later, it was used to refer to the philosophical school founded by Plato in this very area. In Europe, academic eloquence developed dynamically in medieval universities. At that time, it existed in the bosom of scholasticism, which inherited from ancient sophistry an interest in speculative things (lecture and debate were the dominant forms).

But it flourished especially in the post-Renaissance period, when science, freed from scholastic models, began to penetrate and describe the world of material phenomena. The work of higher and secondary schools became more complicated, and scientific pedagogy emerged (Jan Amos Comenius).

In Ukraine, the birth of academic eloquence is associated with the functioning of the Ostroh School and the Kyiv-Mohyla Academy, although there were also very tangible relics of scholasticism. Later, it developed within the walls of several universities (Kyiv, Lviv, Kharkiv, etc.).

Prominent representatives of Ukrainian academic eloquence were M. Maksymovych, M. Kostomarov, V. Yermakov, and Feofan Prokopovych.

The main features of academic eloquence are evidence, impeccable logic, precision of thinking, and clear terminology devoid of any ambiguity. Science is known to be an accurate description of real, material phenomena of the world. The scientific description of these phenomena in the spoken word is what nourishes academic eloquence. It is equally important that the results of scientific research should be communicated to the public (not to mention students and pupils) in a

somewhat simplified (adapted) form. At the same time, schoolchildren and students need to master the language of science, its terminology and the way it is presented.

3. Political eloquence

Political eloquence is a communication model used in the political environment. This model is used to persuade and influence people to support a particular political agenda or candidate. Political eloquence requires a deep understanding of the political landscape, the ability to connect with people, and the ability to communicate complex ideas in a simple and persuasive way.

This model is often used in political speeches, debates, and election rallies. It is characterized by a persuasive tone, emotional language, and the use of rhetorical devices.

Political eloquence is usually associated with the social stratification of society, the clash of interests of different classes and parties. The speaker may put a vivid personal attitude to a particular problem into his speech, but the problem itself remains supra-personal.

This determines the high ideological content of political speech. In today's Ukraine, where more than a hundred political parties are competing for power, the ideological spectrum of political speech is very diverse, reflecting the complexity and diversity of the spiritual life of the Ukrainian citizen.

4. Diplomatic eloquence

Diplomatic eloquence is a communication model used in the diplomatic environment. This model is used to facilitate communication between

countries and conflict resolution. Diplomatic eloquence requires a deep understanding of international relations, cultural differences, and the ability to communicate effectively with people from different backgrounds. This model is often used in diplomatic negotiations, treaties and agreements. It is characterized by an official tone, the use of diplomatic language, and the ability to find common ground between different parties.

Diplomatic eloquence has several types of speeches, including the most common ones

- a) speeches at international and intergovernmental conferences, meetings, sessions, and gatherings;
- b) speeches during diplomatic acts (agreements, contacts, communiqués)
- c) speeches during visits, receptions, farewells, awards, etc;
- d) diplomatic correspondence.

Diplomatic eloquence is properly developed only in free states that pursue an active international policy. It requires a speaker to have a perfect command of the native literary and foreign languages, good pronunciation, a developed sense of language, the ability to connect to the right topics, ideas, thoughts, to engage in an interesting conversation, and to be tactful and correct. A diplomatic speaker needs will, strength, intelligence, and at the same time caution and prudence.

5. Conclusion.

In summary, communication models are important frameworks that help people understand how communication works. Each communication model has its own unique characteristics and is used in different situations to achieve specific goals. By understanding these communication models, people can communicate more effectively and build stronger relationships with others.