

**THE RHETORICAL CULTURE OF
ELITIST PERSONALITY IN THE
MODERN PARADIGM OF HIGHER
EDUCATION AND ACADEMIC
SCIENCE IN UKRAINE AND IN THE
WORLD**



by **SHCHERBAKOVA Olena**
(Ukraine)

- PhD, Lecturer, Senior Researcher of Department of Leadership and Institutional Development of Higher Education at Institute of Higher Education of National Academy of Pedagogical Sciences of Ukraine



The rhetorical culture is:

- a particular type of spiritual culture through which a person is able to understand the core values of culture

And also

- the subject of interdisciplinary research performing its leading role in education



The integrative comprehensive study of rhetorical culture, including its role and objectives, components and factors, is the matter of great importance in formation of the elitist personality of higher education.





The culture of rhetoric is seen
as a sequence of actions aimed at
continuous improvement of potential
candidates and current representatives of
the university and academic elite

- as lecturers-orators
 - as professional citizens in their field and also
 - as organizers and managers of the multifaceted process of modern life of University or Academy.

Taking into account its peculiarities, the modern rhetoric is:

- defined as a kind of meta-science influencing the formation of vision of the human world;
- considered as an universal scope of human knowledge, an interdisciplinary science of any kind of speech communication to achieve certain communicative effects on the public



The rhetoric is:

- a science of persuasion with effective means of convincing communication technologies
- a complex science of laws for mind control of speech and human activity





- There is a lot of evidences in favor of the powerful potential of Rhetoric and Rhetorical Culture in the development of Elitist Rhetorical Identity at the beginning of the 21st century.



- The Elitist Rhetorical Identity is looking as a mentally mature person, fully developed, rhetorically educated, with a professional skills, aware of his rhetorical acts in relation to future generations.

Provided it is learned by students in a thoughtful and conscious way, this discipline will form with time the Elitist Rhetoric Personality of the 21st century in the modern paradigm of higher education and academic science in Ukraine and in the whole world.



Of course, in this development, the future orator will come across the choice of ideal rhetoric:

- his own vision of the highest perfection which
 - will constitute the standard and the higher goal,
 - will determine his subsequent communication mode and the character of his actions and his collaboration.



From the beginning, the person studying modern rhetoric will use images of the greatest orators of antiquity and other speakers and precursors whose life had the undeniable impact on the formation of the secular, ecclesiastical and theological rhetoric.



- Therefore, the teacher must be very brave to be able to match for the requirements of the top contenders of the global elite and he must know how to present the results of his activity on any scale.



So we must ask ourselves:

- Did we make enough efforts for studying and analyzing of important and multifaceted components of rhetoric which is a synthesis of science and art of persuasion with its brilliant speeches, with its treasures of integration and opportunities to have a multi-directional impact on modern communication audience?



- Until now, we have not paid enough attention to the analysis of national and international experience in the study of rhetoric culture as an integrating factor in the formation of the academic elite.





- We only tried to do an interdisciplinary synthesis of recent activity on rhetoric. And we managed to grasp some generalized facts from the activity of many rhetoric institutions and organizations implementing the important educational matters in Ukraine, in Europe and in the world.



- We found only the scattered research schools, but we have identified the key orientations and tasks of rhetoric that have helped us to do a brief review of the exchange of knowledge on general and professional rhetoric.

- Also we are studying the many foreign editions of the early 2000s devoted to rhetoric, eloquence of speech and culture of communication, including the works of researchers and teachers of rhetoric from several universities and publishers of South Africa, Germany, Argentina, Belarus, Belgium, Bulgaria, Denmark, the USA, France, Great Britain, Italy, Luxembourg, the Netherlands, Poland, Russia, Sweden, Ukraine and from other countries.





- Recently, the list of countries in which we found the research centers of the rhetoric that regularly organize international conferences of rhetoric was complemented by Lithuania.
- Notably, 6-7 May 2016, the Vytautas Magnus University (Kaunas, Lithuania) organized the Conference

“RHETORIC AND FORMS OF EUROPEAN CULTURE:
FROM TRADITION TO CONTEMPORARY
CHALLENGES”



- We are pleased that our list also contains Canada, which in honor of the 50th anniversary of the University of Calgary, assembled all interested in the study of rhetoric and who want to share their scientific knowledge and their ideas with colleagues, which is very important because it is mostly the university representing the academic community creates an image of the intellectual potential and the innovation.

- If Canada has already its rhetorical community, then in Ukraine, this community is just about to appear.



- We hope that the Ukrainian Association of Rhetoric will see its birth this year when the world celebrates the 2400-th anniversary of Aristotle and Demosthenes, the 2000-th of Publius Cornelius Tacitus, the 980-th of Theodosius Pechersky, the 960-th of Nestor Caves (Columnist) and those of Yaroslav the Wise, Taras Shevchenko and of many other secular and ecclesiastical enlighteners of all time.





- That's why we use with our continuing efforts to lay the foundation of Ukrainian Association of Rhetoric (UAR) and to renew the activity of our Rhetoric Culture Author's Center in Kyiv.

- We also rely on our long experience of teaching of rhetoric at religious and laical educational institutions and establishments in Kyiv, on the conceptual author's projects (Center of Rhetorical Culture, Library of Rhetorical Knowledge from A to Z, Rhetoric of Harmonizing Dialogue), on more than 120 scientific works on rhetorical studies of the mass media, literature and educational performance of human activities.





- In June, we initiate again the roundtable “Rhetoric in higher education and rhetorical and communicative culture within the university and academic environment: national traditions and international experience” in the framework of the 25-th International Conference of Sergei Bourago “Language and Culture” (Kyiv, Ukraine, 2016 June 20-23).

*And taking the opportunity I
would like to invite you to Kiev!*



We remember the aphorism of classical work *“Rhetorica ad Herennium”* by an unknown author:

“Whoever looks for me will never be tired, and he who has found me soon will be without sorrow”!



- Good luck with your studies, dear colleagues, in the joy of rhetorical art in the field of education, pedagogy and research!



Thank you for your attention!



My contacts:

- Address:

9, vul. Bastionna, 01014 Kyiv-14, Ukraine

Institute of Higher Education of
National Academy of Pedagogical Sciences
of Ukraine

- Tel./Fax: +38 (044) 286-63-68

- Cellular phone: (+38) 067-509-60-37

- E-mail: elena-20075@narod.ru

