

Rhetoryic: From Concept to the Applicability

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ABSTRACT: The advancement of artificial intelligence (AI) in the age of technology 4.0 has yielded numerous noteworthy advantages, including the ability to boost productivity and make rational decisions. Numerous concerns regarding the future role of humans are being raised by the astounding advancements in AI. Nonetheless, humans play an indispensable role in the AI era. The development of creativity, critical thinking, emotional contact, and sincere communication are some of the things that AI has not been able to accomplish like humans. Rhetoric is an expression of creativity, which is the capacity to communicate and display ideas in front of an audience in a clear, cohesive, distinctive, appealing, and motivating manner. The following article summarizes rhetoric theories, identifies rhetorical application areas and typical mistakes, and suggests ways for people, families, society, schools, and the government to develop and identify rhetorical skill.

KEYWORDS: Rhetoric, Theory, Practice, Vietnam.

1. OVERVIEW OF RHETORIC

Rhetoric is an art and skill of speaking, which is fundamental, elaborate, and incisive form of intellectual communication. Every aspect of human life uses rhetoric, from casual discussions to protracted negotiations and propaganda. Thus, it is no accident that humans have concentrated on mastering and using rhetorical techniques for practical purposes since ancient times. (Lieu Chi Trung, 2022)

When someone must persuade others or transmit a message or concept, they employ rhetoric, a unique communication talent. This skill frequently comes up in speeches, arguments, or gatherings with many of people. Speaking clearly and logically is simply one aspect of rhetoric, another is the capacity to hold the attention of the audience, make a lasting impression, and influence them using words, gestures, and facial expressions. (My Anh Pham Thi, 2024)

Anyone involved in sales, management, politics, etc., can benefit from knowing how to use rhetoric. It is possible to become proficient in rhetoric. It goes beyond simply knowing how to use language well. Confidence and nonverbal communication are also important. For this reason, it's critical to review your information, commit fascinating things to memory, and acquire language beforehand. These effective resources will boost your intelligence and self-assurance, which will enhance your rhetorical abilities. (Glints.com, 2023)

Rhetoric, presentation are crucial soft skills that can open a lot of doors in life. Not everyone is able to go past their own barriers in order to engage in public speaking competitions, comfortably present in front of an audience, or voice their opinions on particular life issues. This also depends on a lot of things, such work, personality, and strengths.

Young people's ability to speak in front of an audience is a huge asset in the workplace. Considering the significance of this ability, it is imperative that children be taught presentation and rhetoric techniques as soon as feasible. (Thao Nguyen, 2020)

Generation Z and Generation Alpha are developing with the 4.0 revolution. Students born during this time are more proactive in developing self-development abilities to lay the groundwork for future growth. Based on the curriculum and extracurricular activities, schools also encourage kids in developing these skills. Communication skills are just as important as the ability to become a global citizen, be creative and innovative, and use technology. Any student's future success depends on their ability to communicate. (penschool.edu.vn, 2024)

Children's life skills workshops have become increasingly popular in recent years. Children are taught the most fundamental skills in life skills training facilities nowadays, including communication, public speaking, self-introduction, etc. Thus, the ability to communicate effectively, known as eloquence, has been essential in the past, present, and future. It may come naturally, but it also takes practice, patience, and a lot of obstacles to master. Eloquence theories and successful real-world applications are therefore crucial.

2. RESEARCH METHODOLOGY

The authors' team employed two techniques to support the study: desk research (which involved looking through media publications) and sociological surveys (which involved gathering survey forms.)

By using desk research, the research team conducted a literature study on theoretical studies of rhetoric (general, role, needs).

The authors developed a survey to gather data for sociological study by looking into the subjects: pupils and the social community.

The following questions were included in the survey's design:

1. Are you familiar with "rhetoric"?
2. Where did you find out what "rhetoric" was?
3. Describe rhetoric.
4. Is Rhetoric required?
5. The function of rhetoric.
6. Essential rhetorical abilities.
7. Is the setting (home, workplace, or school) conducive to rhetoric training and practice?
8. Rhetorical application areas.
9. Typical rhetorical errors.
10. Techniques for honing rhetorical abilities.
11. How to become ready and hone your rhetorical abilities.

The research team used the convenience sampling approach as the basis for their data collection strategy. The survey was administered using the following link and was created on Google Drive: https://docs.google.com/forms/d/15QqDboM4L_0wPiK-JB-IHo7mj0QLBfHueCcoaFtFjws/edit

Respondents in various regions received the survey forms by Email, Zalo, Facebook, and other social media platforms. A total of 120 survey forms were gathered (five of which were deemed invalid). Respondents can select one or many replies (or a single level on a five-level scale, for each question).

Data processing method: To examine and illustrate the research problem, the research team gathered survey data from 115 legitimate questionnaires and used Microsoft Excel to statistically analyze the data.

Of the respondents, 69.2% had undergone "rhetoric" training, and the majority were male (55.8%) and between the ages of 20 and 25 (84.6%).

3. FUNDAMENTAL RHETORICAL THEORIES

3.1. First - comprehend rhetoric.

The idea of rhetoric appeared in Ancient Greece era

Speaking in public with fluency, vividness, elegance, and persuasiveness while showcasing expressive force through the beauty of language is known as rhetoric, and it draws in and persuades listeners. (Wikipedia, 2024)

Rhetoric, as defined by the dictionary, is the ability to talk clearly, argue persuasively, and persuade the listener.

The first great philosopher to see rhetoric as a crucial leadership tool was Aristotle. He separated the three main components of persuasion: pathos (passion), ethos (ethics), and logos (logic). Proceed to look at them now.

Initially that exist logos. Your argument's logic, language, and justifications are its logos. To create coherent statements or arguments, it is crucial that everything you provide is connected like puzzle pieces or links. From general to specific, from introduction to conclusion, you arrange your thoughts into a system when you are preparing your speech. Each idea builds upon the one before it to create a strong case.

Ethos is the second factor. Speaking reveals your values, dignity, and character. Your audience is more likely to believe your ideas and heed your recommendations if you establish credibility both before and after your speech.

The third aspect is pathos, the emotional part of your argument, and perhaps the most important. This is when you use emotion to connect with your audience, motivating them to change their minds and take action.

To influence and convince your audience of your point of view, you must combine the three components of pathos, ethos, and logos. (Brian Tracy, Rhetoric)

When asked, "What is rhetoric?" poll participants also shared their thoughts:

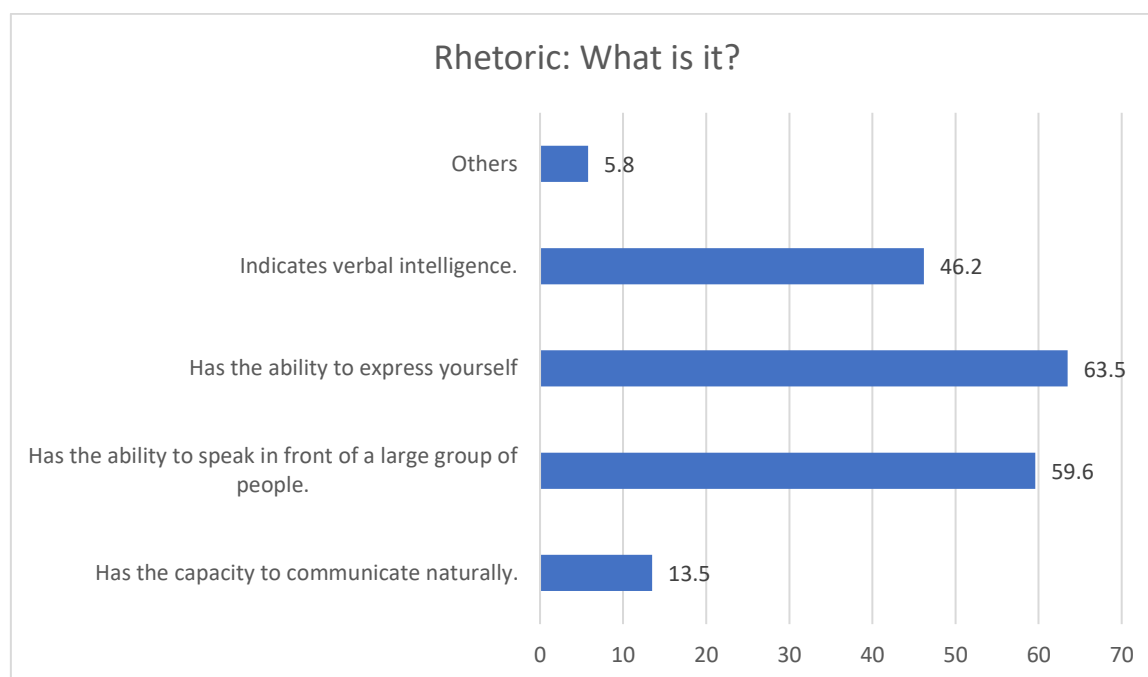


Figure 1.1. Survey of opinions on the concept of rhetoric

Source: Survey results

Although some respondents think that rhetoric is an intrinsic communication skill, all respondents agree that it is the capacity to talk, the skill of communicating in front of a crowd, and a sign of linguistic intelligence.

Rhetoric is the capacity for rich and clear intellectual expression, most effectively achieved through the use of language to influence listeners to accept a viewpoint or concept. To put it simply, rhetoric is the capacity to utilize language to communicate a point and influence listeners.

In addition to rhetoric, there are the ideas of debate and exposition. The nature of rhetoric is both similar to and different from debate and exposition.

Debate is the process or method of proving or defending a viewpoint, opinion, or thesis using logic and supporting data. This type of persuasion involves proving the validity and accuracy of one's position through logical and reasonable reasoning. Debate is frequently employed in talks, debates, or to persuade people of a general position, opinion, or personal point of view.

In order to help the listener or reader better comprehend a problem, event, occurrence, or product, a speaker may give information, explain it, or describe it in an exposition. In the domains of communication, education, culture, tourism, and the arts, exposition are frequently utilized. The speaker presents information in a straightforward and logical manner by using suitable language and sentence structure. To present information in a clear and vivid manner, they could employ analyses, examples, pictures, descriptions, and other techniques. Helping readers or listeners comprehend a thing, event, or feature better is the aim of explanation. Exposition aids in comprehension and accurate and intuitive knowledge grasp by offering comprehensive details, rational exposition, and illustrative examples. (luatminhkhue.vn, 2023)

Comparison of exposition, debate, and rhetoric:

- Parallels among these three types of discourse:
 - + Persuasive objective: Convincing the reader or listener is the aim of both exposition, debate, and rhetoric.
 - + Use of language and logical reasoning: For conveying concepts and ideas, exposition, debate, and rhetoric all rely on the application of language and logical reasoning.
 - + Interactive nature: The speaker and the listener or the reader engage in interactive exposition, debate, and rhetoric.
 - + Organization and preparation: Prior to the speech, exposition, debate, and rhetoric all require organization and preparation.
- Differences among these three types of discourse:

Table 1. Compares the distinctions between exposition, debate, and rhetoric.

Criteria	Rhetoric	Debate	Exposition
Objectives	Convince and psychologically impact the reader or listener	Create and support a position with reasoned arguments and relevant data.	Explain a problem and provide facts in an understandable and efficient manner.

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Criteria	Rhetoric	Debate	Exposition
Techniques	Make use of powerful language, gestures, and speaking strategies to sway and convince.	Show logic and persuasion by proving or defending a position using reasoned arguments and supporting data.	When successfully and clearly communicate knowledge and information, use logical reasoning and thorough explanations.
Purposes	Appeal to audiences' emotions and psychology to sway and convince them.	Logic and solid facts should be used to support or defend a position.	Clearly and efficiently communicate your knowledge and information while structuring it.

Source: luatminhkhue.vn, 2023

The aims, strategies, and objectives of exposition, debate, and rhetoric are different. Essentially, exposition conveys information and provides clear explanations, debate depends on reasoning and logical proof, and rhetoric concentrates on psychological impact and persuasion.

Therefore, rhetoric is a potent speaking and communication talent that allows the practitioner to influence and persuade the audience by using words and other components like tone, gestures, expressions, and charisma. The ability to articulate ideas concisely, persuasively, and with strong arguments is the essence of rhetoric. The ability to logically and methodically shape the message and organize consciousness are prerequisites for rhetoric.

3.2. The function of rhetoric

The renowned philosopher Aristotle was the first to recognize the value of rhetoric as an art form and a crucial leadership tool. Speaking in front of an audience is only one aspect of rhetoric; it's a vital life skill that helps you communicate your opinions and influence others. Since up to 56.6% of respondents to the poll stated that rhetoric is extremely vital, its role cannot be dismissed.

According to survey opinion, rhetoric has the following roles:

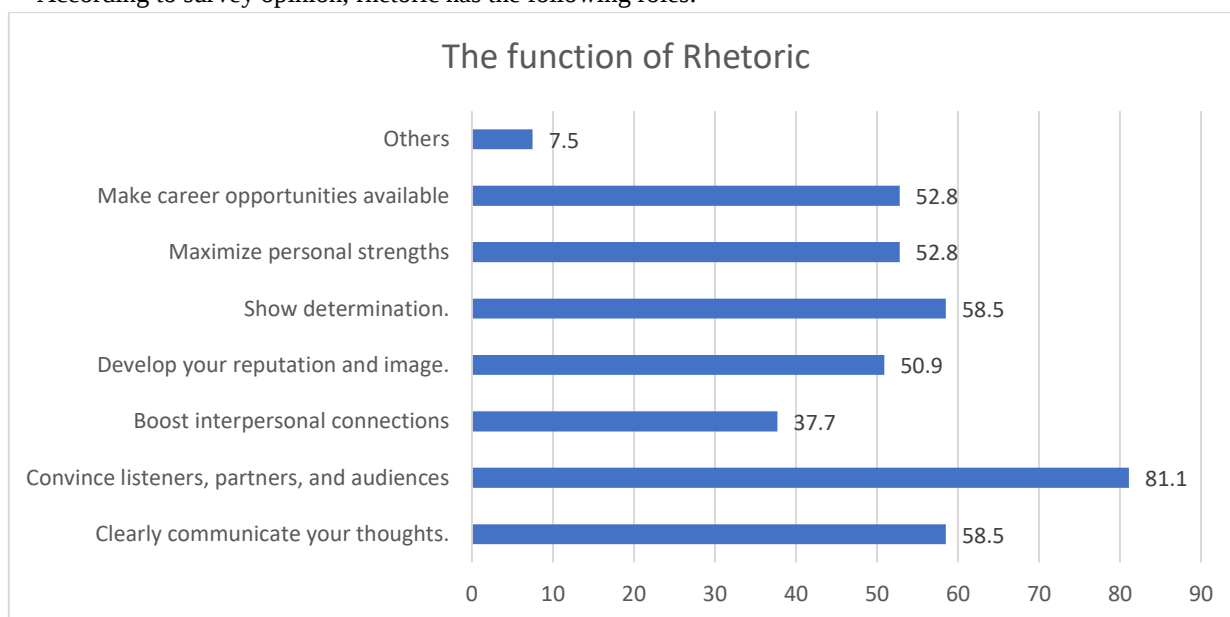


Figure 1.2. Survey of opinions on the function of rhetoric

Source: Survey results

The primary function of rhetoric, according to survey participants, is persuading the audience, partners, and listeners (81.1% of opinions). This is followed by rhetoric's function of clearly conveying ideas and exhibiting courage (58.5% of opinions).

First, rhetoric serves the purposes of persuasion and information transmission. Presenting concepts, facts, and knowledge in a logical, understandable way and grabbing listeners' attention are made easier by rhetoric skill. Making the message compelling and understandable, they must employ techniques like comparison, examples, quotations, storytelling, and rebuttal in addition to selecting the right words. Speakers will effectively communicate if they grasp tone and body language in addition to using vocabulary that is relevant and vivid. In order to inspire and foster consensus among participants and listeners, rhetoricians employ incisive argumentation techniques, compelling facts, and emotional appeals.

Second: rhetoric contributes to the growth of both professional and personal abilities.

Rhetoric has helped the respondents maximize their personal qualities (52.8% of them), open up employment prospects (52.8% of them), and develop their reputation and prestige (50.9% of them).

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The speaker or the speaker's team must prepare, conduct in-depth research, analyze information, construct compelling arguments, and stand in front of an audience to speak eloquently. This not only shows the speaker's abilities but also effectively trains and develops critical thinking skills. Speakers gain more self-assurance in their skills and abilities, get better at expressing themselves, manage their body language, and react adaptably to changing circumstances. Some people have developed their own brands, identified and followed appropriate careers, and discovered their own strengths because of the speaking sessions.

Third: The evolution of society is greatly influenced by rhetoric.

According to 37.7% of respondents, rhetoric serves the purpose of "improving social relationships". Speaking eloquently in front of a crowd has the power to alter how society perceives and assesses political and social issues, influence others to support them, and bring people together to solve problems and make decisions. Great rhetoric can inspire, arouse, motivate and motivate listeners to act towards positive outcomes. Rhetoric is also a powerful tool for defending individual and community rights, speaking out against injustices and promoting positive social change.

3.3. Fundamental abilities for rhetoric

Rhetoric requires more than just talking; the speaker must also employ abilities including body language, logical reasoning, rich language, and voice expression.

The following abilities are necessary for rhetoric, per the respondents to the survey:

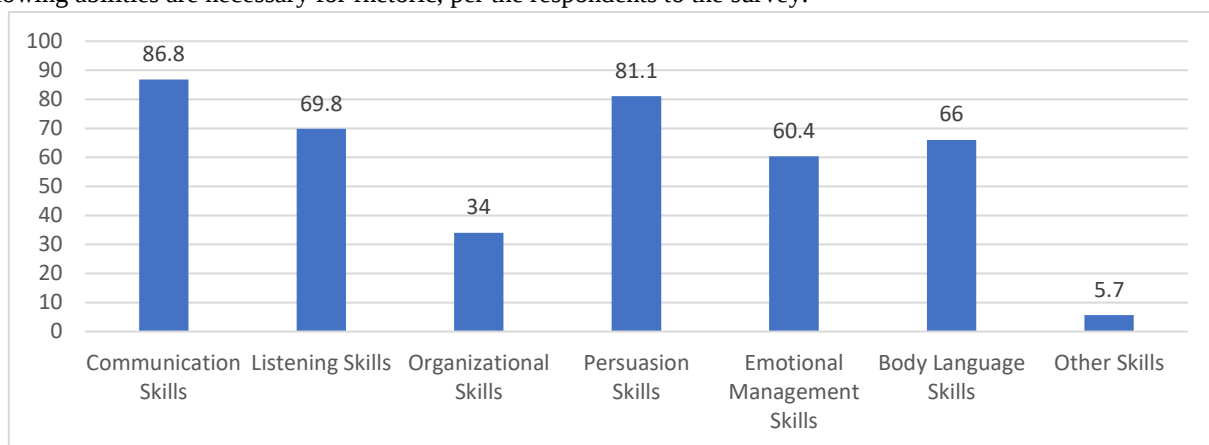


Figure 1.3. An overview of the rhetoric abilities required

Source: Survey results

According to over 90% of perspectives, communication skills are the most crucial aspect of presenting a speech. In order to establish trust and draw attention, the speaker must make and maintain eye contact with the audience. When speaking, the voice must also modify its intonation, pace, and loudness to highlight key topics and express emotions. When communicating, information must be precise, succinct, and focused on the most crucial details in order to capture the listener's interest.

More than 80% of survey participants believe that persuasive abilities are essential when delivering a rhetoric speech. In order to persuade audiences through in-depth study, the speaker must have a thorough understanding of the speech's subject, approach the information from multiple perspectives, and confirm the accuracy of the data. In addition to using language that is appropriate for the audience and environment, the speaker must explicitly state the purpose of their speech. Additionally, the speech can be made more vivid, genuine, particular, and understandable by utilizing accompaniment materials like slides, pictures, and videos.

Nearly 70% of poll participants believe that listening skills are essential because rhetoric involves more than just talking; it also involves consideration and listening to audience input. The public speaker engages with the audience, watches how they respond, and hears any queries or remarks. When asked, provide a succinct, courteous, and straightforward response. Admit it honestly if you have no answer. In order to boost attention and two-way communication, it is also essential to ask open-ended questions that encourage audience participation.

It is also essential to employ body language when during rhetoric, making organic gestures and movements that correspond with the words. On stage, stand erect or move with assurance, utilizing the available space to draw in and engage the audience. The speaker gives his all when he speaks, demonstrating his belief in what he is saying, excitement in his breathing, and passion or feelings through embraces and handshakes.

The ability to regulate one's emotions during rhetoric is also crucial (more than 60% of respondents said as much in a survey). There will be a lot of unforeseen circumstances when speaking, thus the speaker must manage the audience's mood while being composed and steady. The speaker truly needs to be able to manage their emotions and master their voice when things like forgetting words, equipment malfunctioning, or audience reactions happen.

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Furthermore, according to 34% of viewpoints, having organizational skills when speaking is also essential. Speakers must arrange their remarks in a logical and sequential fashion, which includes:

Opening: Draw in the audience and explain the purpose and subject.

Primary content: Provide arguments, supporting data, and examples to elucidate the matter.

Conclusion: Provide a concluding message and a summary of the key points.

4. RHETORICAL APPLICATIONS IN PRACTICE

Speaking with confidence, persuading listeners, and fostering positive relationships are all made possible by clarity. You may effectively communicate your ideas at work, persuade bosses and colleagues, and be promoted with rhetorical skills. Additionally, rhetoric aids in learning by enhancing your ability to present, debate, and communicate. Therefore, rhetoric is not just a talent for the stage but also a potent instrument that is frequently employed in a variety of spheres of life, including:

First, rhetorical in the classroom

Second, competing rhetoric

Third, legal rhetoric

Fourth, business negotiation rhetoric

Fifth, using rhetoric in diplomatic, military, and political contexts

The survey's findings indicate that respondents' views on the following rhetorical application domains were as follows:

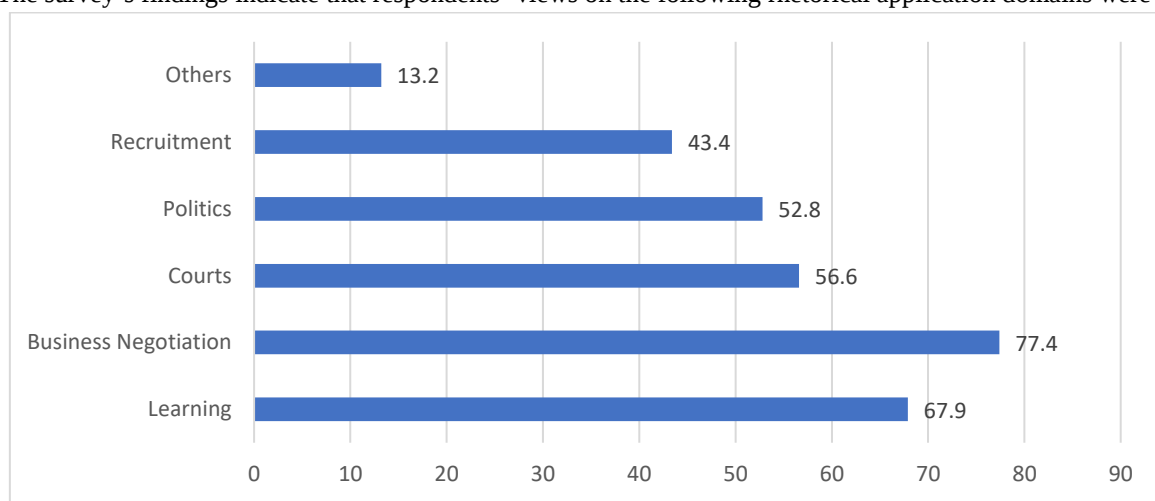


Figure 1.4. Findings from a survey on rhetorical application areas

Source: Survey results

According to 77.4% of respondents, rhetoric is most frequently utilized in business negotiations, followed by learning (67.9%), and recruitment (43.4%).

The respondents to the research agreed that the current environment is beneficial for application (training, practice) when asked about this (32.7% of opinions).

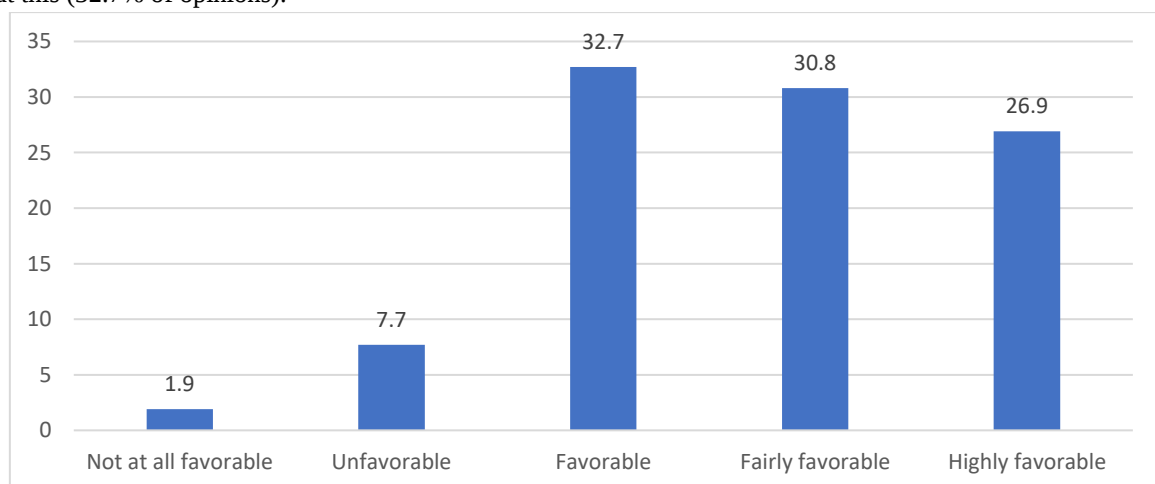


Figure 1.5. Findings from a survey about whether the home, workplace, or school is a good place to practice and train the rhetoric

Source: Survey results

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The use of rhetoric in a variety of contexts is also significantly influenced by very favorable environments, such as those found in the workplace, school, and home (26.9% of opinions assessed as so).

The use of rhetoric in business:

- + Public speaking abilities are used by salespeople in marketing and sales to explain services, convince clients, negotiate and sign contracts, and introduce items. A crucial component of accomplishment is the capacity to exhibit in an appealing manner and adeptly handle client questions.

- + Business owners and startups utilize their rhetoric to promote their ideas and persuade potential investors to invest while they are making a call for investment. An investment project's success or failure can be determined by a clear presentation, complete business accounting for the benefit of all parties, and reliable backup plans.

- + Businesses utilize rhetoric in events, seminars, and press conferences to grow their brand, maintain relationships, and care for customers. They also use rhetoric to broaden their public relations efforts.

The use of rhetoric in education:

- + Helping students improve their communication skills. Students must practice speaking in front of the class, displaying confidence, and being able to articulate and improvise in front of an audience when they are involved in debate clubs or other comparable extracurricular activities.

- + Students are able to defend their own ideas and efforts, convince others to follow them, and respect the viewpoints of others by using rhetoric whether working in groups or engaging in debate.

- + Teachers and instructors utilize rhetoric to present and teach in a clear, engaging, and visually appealing style that makes learning easier for pupils and encourages creativity.

The use of rhetoric in the judiciary:

Almost 60% of survey participants stated that rhetoric can be used in court proceedings.

- + Attorneys depend on their ability to use rhetoric to defend their clients, take part in trials, and uphold the rule of law.

- + Many defendants are acquitted when they have enough proof of their innocence and the capacity to speak, which they can use to defend themselves and file an appeal.

The use of rhetoric in the politics:

According to up to 52.8% of survey participants, rhetoric can be used in political contexts.

- + During campaigns and rallies, politicians utilize rhetoric to appeal to voters and communicate their policies and goals. Speaking logically and convincingly aids politicians in gaining the public's trust, winning votes, and deciding who is deserving of them.

- + National leaders employ the rhetoric to inspire the nation's spirit, establish consensus among the populace during critical moments, and communicate the country's direction, objectives, and development path. Orators' historical speeches have enormous political sway, inspiring and influencing a nation's course of development. Effective rhetorical use aids politicians in establishing a solid, dependable, and trustworthy reputation with the public and media.

- + In international diplomacy, rhetorical skills help negotiators present their views and positions clearly and convincingly, both protecting national interests and achieving consensus.

The use of rhetoric in daily situations:

- + Candidates have limited time during job interviews; therefore, employing rhetoric can boost the likelihood of being hired and lead to other work possibilities.

- + The ability to present our views calmly, logically and with respect for our listeners helps us resolve disagreements and conflicts effectively.

- + Rhetorical skills are useful when we need to convince someone to agree with us or do what we want them to do.

- + In order to confidently convey our personalities, thoughts, and feelings to others, rhetoric is used in communication activities.

5. SEVERAL METHODS TO IMPROVE PUBLIC SPEAKING ABILITIES

5.1. Typical slip-ups in public speaking

Rhetoric is widely used in many fields, but from there many errors arise, requiring solutions to develop personal rhetorical skills.

The following are the poll participants' thoughts on typical mistakes made during public speaking:

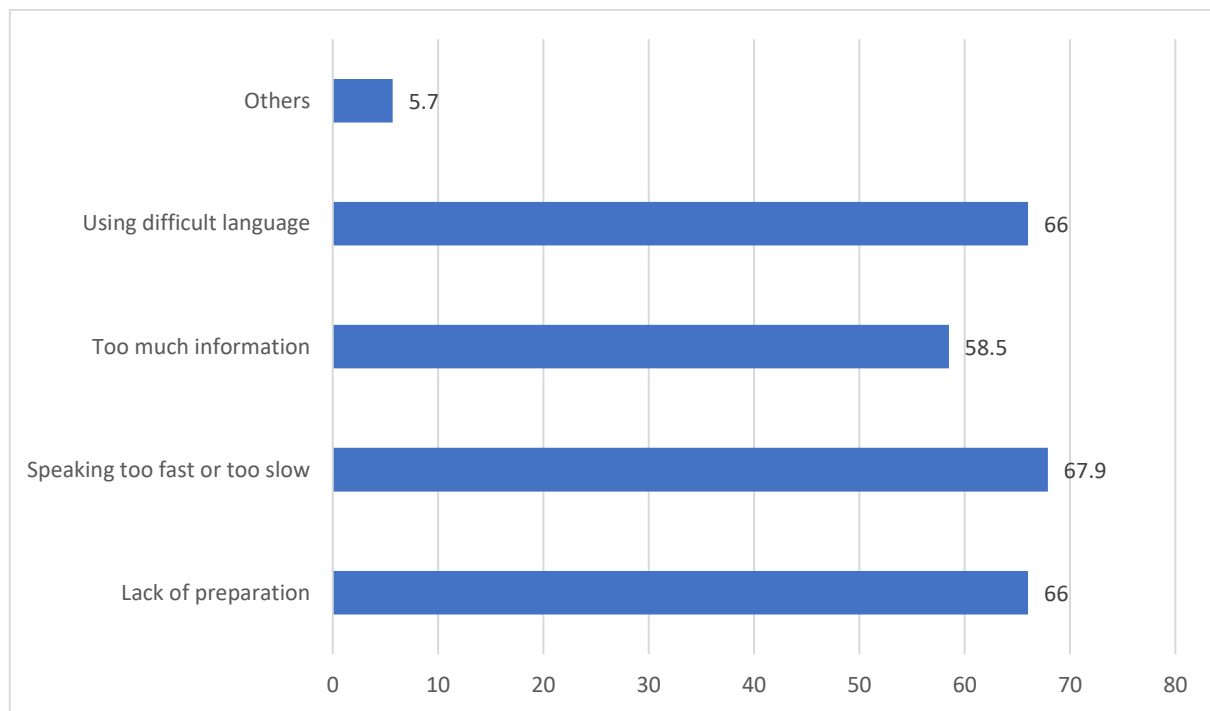


Figure 1.6. Findings from a survey on typical errors during rhetoric

Source: Survey results

According to survey responses, the most common mistakes made by speakers are speaking too quickly or too slowly, being unprepared and using difficult-to-understand language (up to 66% of respondents), and providing too much information or speaking for too long (58.5%).

First: Errors in content preparation

- + The speech is unsubstantiated and unpersuasive because the speaker and his team did not invest in finding relevant topics.
- + Additionally, they might prepare too much material, talk too slowly, ramble, lack concentration, and reduce audience attention, all of which would waste time.

- + Insufficient audience participation, one-way speech, and lack of audience interaction. Additionally, the speaker becomes quiet and perplexed when the audience raises questions or offers counterarguments.

Second: Presentation errors

- + It is challenging for listeners to follow and comprehend speakers who speak too quickly or too slowly. Excessive use of regional accents, filler words, or incorrect terms breaks the flow of speech and conveys insecurity and disdain for the listener.

- + The speaker does not connect with the audience, he does not control the stage, his voice is unpleasant, he employs difficult vocabulary, and his communication is emotionless. The audience loses motivation because of his forced, passive, and unnatural body language.

- + The orator is pallid when speaking because they misuse technology and artificial intelligence, or they use poor assistance aids.

Third: Psychological errors

- + Because of his extreme anxiety and nervousness, the speaker trembles, forgets what he is saying, or finds it difficult to focus. The speaker's eyes are turned away, his voice is halting and monotone, he might not believe what he is saying, and he might be preoccupied with personal issues, health issues, or outside influences.

- + Sometimes, in an attempt to express oneself, orators make the error of being overconfident, haughty, or exaggerated. They treat the audience with disdain or, sometimes incorrectly, guide them in the direction they desire.

5.2. Providing some ideas for investigating, honing, and improving rhetorical abilities and capabilities

The survey revealed the following suggestions from the participants for enhancing public speaking abilities:

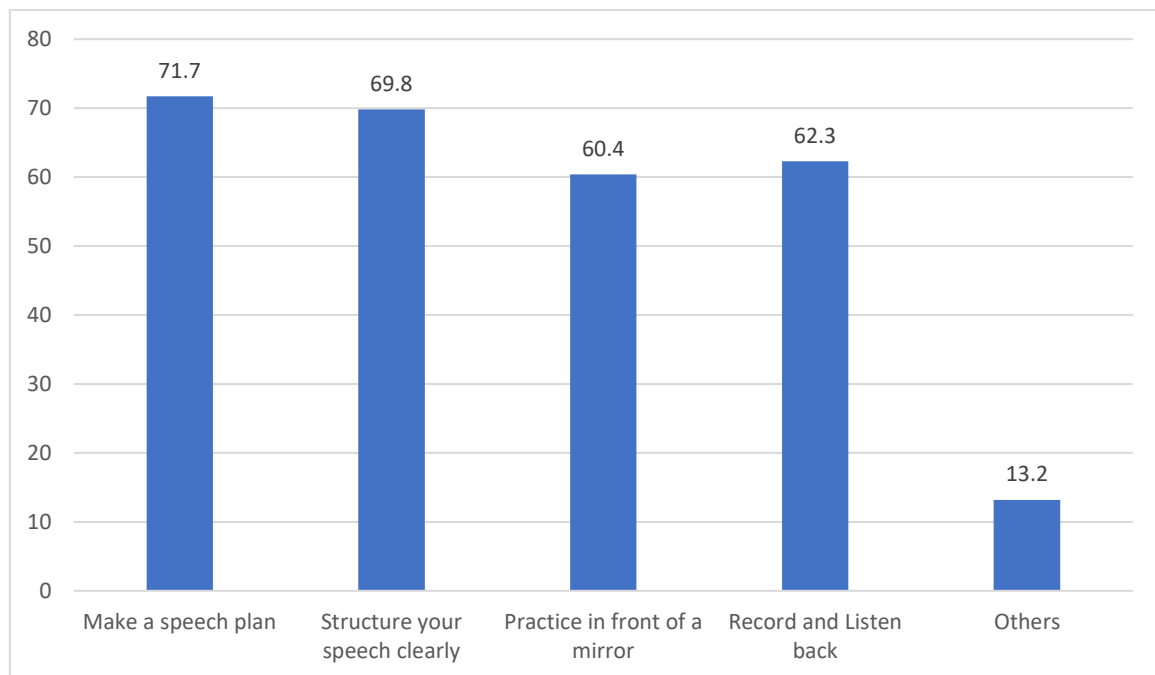


Figure 1.7. Summarizes the views on how to practice rhetorical skills more effectively

Source: Survey results

Survey respondents said that among many ways to improve rhetorical skills skills, the most important is to “plan your speech” (71.7% of respondents), followed by “clearly organizing your speech” (69.8% of respondents), “record and listen again” and “practice in front of a mirror”

Using the survey respondents' perspectives and the roles of rhetoric, common rhetorical errors, and essential rhetorical skills, the authors' group suggested several ways to investigate, hone, and improve rhetorical skills and abilities, including the following:

First, from a personal perspective.

- + Regularly practice your speech with friends or family to become accustomed to the presentation and content. You can also rehearse in front of a mirror.
- + Prepare thoroughly, conduct in-depth study on the subject, create a thorough outline, and be ready for any questions that may come up.
- + Your voice, body language, and conversation can all be improved by recording and reviewing your own speech.
- + Asking those who have heard you speak for their thoughts and ideas can also yield unbiased and helpful input.
- + Participate actively in public speaking classes to pick up tips and tricks from seasoned speakers.
- + People must also maintain mental clarity, take deep breaths, unwind before speaking, and concentrate on the point they wish to make.

Secondly, from a family perspective.

- + The first step in preparing for the subsequent public speaking process is to create an environment that encourages and motivates people to voice their ideas and to articulate their desires and goals.
- + Permit people to enroll in rhetoric lessons so they can learn the proper study techniques and plans.
- + Give people the equipment they need to conduct research, create content, and practice public speaking before they take the stage or stand in front of an audience.

Third, from a school perspective.

- + Enhance programs and rhetorical instruction materials
- + Try to give pupils opportunity to practice rhetoric.
- + Set up rhetoric contests to give kids a chance to compete, push themselves, and show off their abilities.

Fourth, from a societal perspective.

- + The community will be the audience for the speaker, contributing to the speech in an active way.
- + Arrange a lot of talk shows and invite a lot of speakers to create programs that develop common rhetorical approaches.
- + There are public speaking training organizations in operation, and people who want to become skilled public speakers can get financial assistance.

Fifth, from the State perspective.

- + Provide all the right circumstances for impressive people to improve in their capacity for original and creative thinking.

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+ Make sure public speaking engagements are planned and content-controlled to prevent the spread of misleading information that undermines national traditions and customs, jeopardizes national security, and pollutes the environment.

CONCLUSION

Rhetoric, which is both a natural talent and an example of developed talents, has made numerous politicians famous throughout history. Because of this, we still need to learn the theory of rhetorical abilities and practice them consistently, which will help us in our profession, studies, and daily lives.

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