**Nischeta Volodymyr. The phenomena of rhetoric in the context of sociology and Cultural Studies.**

**Summary.** In the article there have been done the research of the phenomena of modern rhetoric in the context of Cultural Studies and sociology from the point of view of theoretical and methodological grounding of the process of introducing of elements of rhetoric in modern school language education. The conceptual positions of rhetorical theory in the context of Cultural Studies and sociological knowledge as philosophical and also in the plane of sociology of culture have been considered.

The Cultural Studies and sociology as humanitarian philosophical disciplines have many common from the point of view of sphere of using and significant filling of terminological apparatus. And social life as an element of social being and different forms of social interaction and culture and its creation can be considered and should be considered in the context of modern rhetoric.

In interpretation of culture there is place for rhetoric. It is known that the cultural phenomena is text (throughout the panel from procreation and information in sign system to translation). Rhetoric research and directs process of communicative interaction.

In the definition of sociology there have been defined the culturological aspect: social and human shape is a cultural phenomenon, fact of the culture; fact of the culture is also a social consciousness, mediated concrete norms of social behaviour, which created in the process of cultural and historical development of the society; organized forms cooperative life activity and value are forms and facts of the culture, the development of social consciousness was and is in the process of becoming and development of the culture of “definite society”; all sociological phenomena in the field of the culture should be empirically researched.

The appeal personality to collective culture with the aim of enrichment of individual consciousness can be realized with the help of communication – partner in communication is another that is why he is useful for personality. So there is communication of individual cultures in the stream of existence and development of cultures.

The modern rhetoric as a theoretical and applied study about laws and regularity and realization of speech behaviour of speaking people, speech and communicative interaction of people. The rhetoric is a fact of culture, cultural phenomenon and directly connected with process of becoming, keeping, development of the culture in society and the society itself in sociocultural meaning. That’s why to learn meanings of rhetoric on the different levels of education is logically, having as basis its social cultural interpretation.

**Key words:** modern rhetoric, culture, Cultural Stadies, society, sociology, semiotics, sociology of culture.