Nischeta Volodymyr. The modern rhetoric in the context of philosophy: methodological aspect.

In the article there have been done theoretical and methodological grounding of researching the process of introducing of rhetorical component in school language education by means of covering the conceptual positions of modern rhetoric in general philosophical context. The conceptual positions of modern rhetoric and doxology in the context of dialectics, epistemology, post positivism, ontological relativism have been considered.

The foundations for appearing of new rhetoric were positions of classical rhetoric beginning with Aristotle’s rhetoric, linguistic turn, linguistic philosophy, development of the theory of rhetorical communication, semiotic research.

The results of linguistic turn and linguistic revolution are rejection from basic postulates of classical philosophy, researching of meaning and significance, exchanging the notion of verity by the notion meaning fullness, researching and description different types of language in its everyday functioning and its social functions, development of the theory “speech acts” in the context of speech influence.

Semiotics is a science about communicative systems and signs using by people in the process of communication. Semiotic declared the availability in semiosphere the conditions for realization of communicative process, production of new information by means of semiosis and procreation of meaning. The specialists in semiotic stressed dominant meaning of semiosphere in the creating of picture of the world in the culture, because without semiosphere there is neither communication nor language.

There have been defined main positions of the new rhetoric of H. Perelman: realization of emotive persuader discourse; exchanging the search of verity by forming of plausible meaning and value- assed judgments; persuaded character of rhetoric argumentation as reasonable; communicative cooperation; dividing the auditory for target and universal.

There have been defined conceptual characteristics of doxology of M. Rosengren as rhetorical philosophy of cognition: orientation on doxa with the aim of its potential changing, aspiration of rhetorical philosopher to get recognition of auditory; the reality is human reality; any knowledge, facts and verity can be refuted or changed.

In the period when there is cooperation of philosophy and rhetoric the rhetoric teaching should be philosophical.

Key words: modern theory, philosophy, linguistic turn, linguistic philosophy, semiotics, rhetoric communication, doxology.