

SPEECH WRITING AS AN EFFECTIVE POLITICAL TECHNOLOGY.

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ABSTRACT

This article discusses the importance and effectiveness of speechwriting, methods of its effective use, the place and features of speechwriting among modern PR technologies. It has been revealed that speechwriting is becoming an important tool for influencing political leaders and government officials in modern rapidly changing socio-political processes.

KEYWORDS: *Speechwriting, Speechwriter, Rhetoric, PR Technologies.*

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