

TEXTBOOK ON RHETORIC: AN ATTEMPT OF AUTHORS REFLECTION

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The article is devoted to the textbook on rhetoric published at Altai State University. Two key points determined the main subject of consideration they are orientation toward the graduate students of philology and their preparation for professional activities in a multi-ethnic environment.

The need for a book is justified by the features of the socio-communicative situation in the countries of Greater Altai. The authors' attention is focused on issues of general and professional rhetorical, theoretical and practical training of graduate students of philology, their mastery of communicative and rhetorical competencies as well as the development of research skills.

It is shown that the content of the textbook, reading-book and case-studies contributes to the formation of the academic and educational competencies of graduate students in the field of rhetoric, the development of independent work skills and also improvement of verbal (rhetorical) practice; that the formation of knowledge in the field of Kazakh national rhetoric requires an understanding of the priority over the speech eloquence, the concept of speech relevance, or conscious "speaking".

Orientation of graduate philologists to the work in a multi-ethnic environment reveals the importance of intercultural communication, understanding the specifics of interpersonal relations between the speaker and the listener. In the field of higher education didactics, the research prospects are due to the improvement of the rhetorical culture of the teacher's personality and his role as a person providing successful group communication.

Keywords and phrases: *rhetoric; textbook; graduate student; multi-ethnic environment; Russia; Kazakhstan; socio-communicative situation; orientation of the publication on the main addressee; communicative and rhetoric competencies.*

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