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**LANGUAGE UNITS' RYTHMICAL REPETITION AS ORGANIZER  
FACTOR OF THE SPEECH**

(According to Georgian classical eloquence texts)

Rythmical repetition of Phonetical, Morphological and Syntactical language units in eloquence texts organizes speech. This event is stylical. It is caused by function of the text.

The repetition of the language units causes euphony and rhythm, which has great influence on the listener. The orator always wants to conquer the audience