

*APPLYING
RHETORICAL PRINCIPALS
TO
EXTEMPORANEOUS
SPEAKING*

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RHETORICAL PRESENTATION

OUTLINE

◉ **ART of RHETORIC**

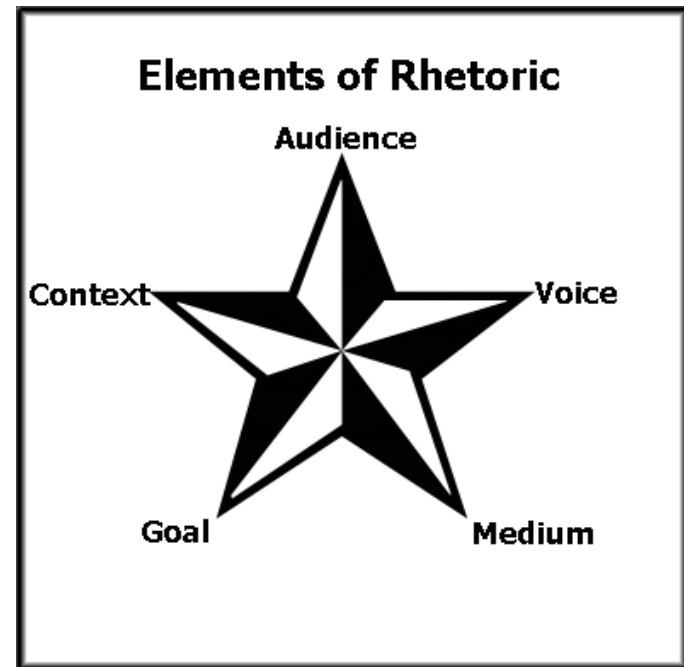
- **What is Rhetoric**
- **How to use Rhetorical Devices**
- **Four Essential Steps**
- **How to Establish Speaker Credibility**
- **What is Ethos, Pathos, Logos**
- **Why value Diction and Word Choice**

◉ **HOW YOU SAY IT...COUNTS**

- **Nonverbal Communication**
- **Voice Fluctuation & Emphasis**

◉ **A WINNING SPEAKING STYLE (Informative and Persuasive)**

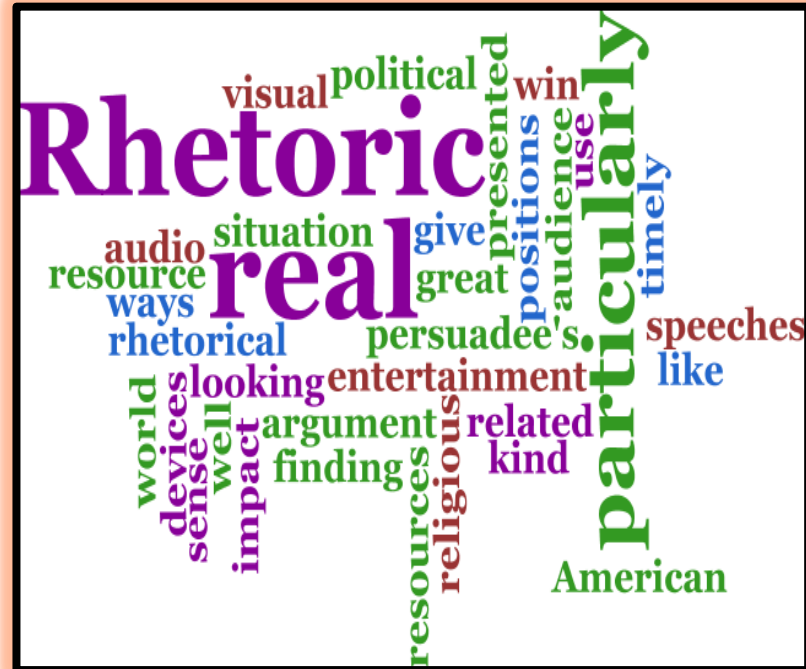
- **C's of COMMUNICATION**



WHAT IS RHETORIC?

rhetoric (noun)

using language effectively to please or persuade; a style of speaking



WHAT ARE RHETORICAL DEVICES? HOW ARE THEY USED?

Rhetorical Devices are:

- *145 different types of speaking strategies or devices.*
- *used to **Inform** or **Persuade** an audience*
- *devices developed by the Greeks and Romans...*

145 DIFFERENT RHETORICAL DEVICES...!!!!!!



TOP RHETORICAL DEVICES

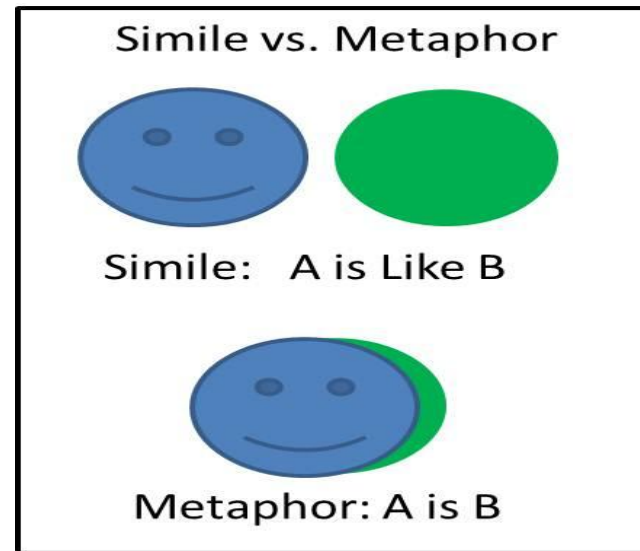
INFORMATIVE or PERSUASIVE SPEAKING

- ① **1. Triads**
- ② **2. Repetition**
- ③ **3. Lists**
- ④ **4. Monosyllables**

SOMETHING ENGLISH / GREEK

○ ENGLISH

- Metaphors
- Similes



○ GREEK

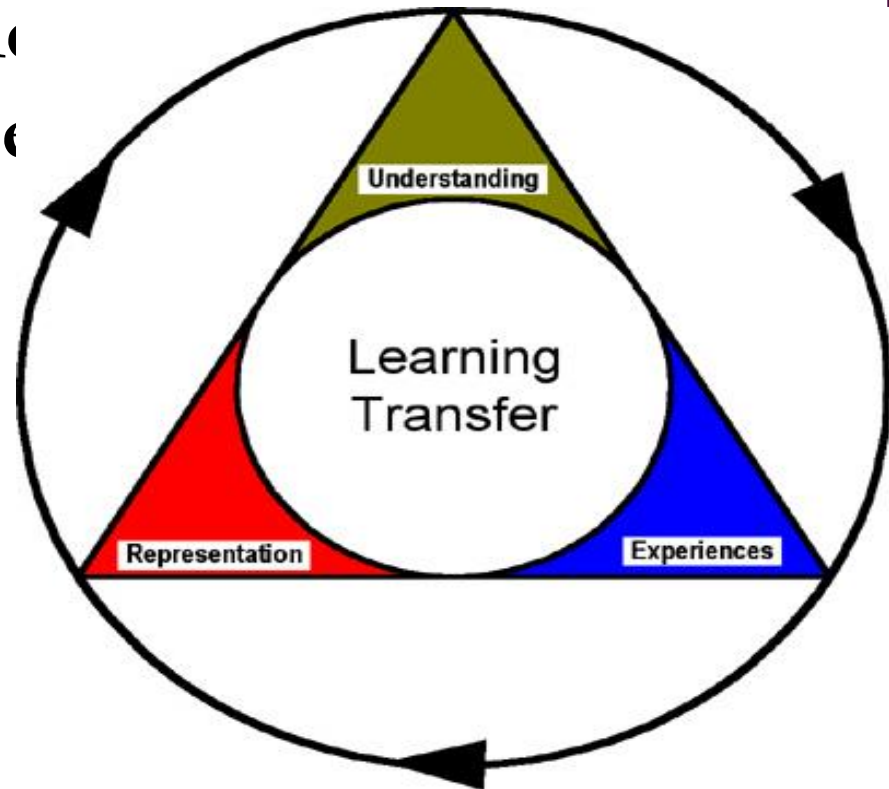
- ETHOS
- PATHOS
- LOGOS



#1 - TRIADS (RULE OF 3)

The Human Mind
LOVES Threes!

⦿ Name some examples
of things we remember
in threes....



EXAMPLES?

- ◉ **3 Little Pigs**
- ◉ **Goldilocks and the 3 Bears**
- ◉ **The good, the bad, and the ugly**
- ◉ **The Olympic Medal awards**
(Gold, Silver, Bronze)
- ◉ **3 Wise Men**
- ◉ **Red/White/Blue on Flag**
- ◉ **Red/Yellow/Green lights**

EXAMPLES IN SPEECHES

Julius Caesar:

- ◉ *“I came, I saw, I conquered”*

Abraham Lincoln:

- ◉ *“Government of the people, by the people and for the people...”*

Shakespeare: (Marc Antony)

- ◉ *“Friends, Romans, Countrymen....”*

#2 - REPETITION

- **Rule #1**

- never repeat without a purpose.

- **Rule #2**

- Always have a purpose when you repeat.

#3 - *LISTS*

- ◉ Used to amplify and intensify an Informative or persuasive speech.
- ◉ “He is a scholar, an athlete, a devoted husband. He is an award-winning speaker, an honored statesman, and a decorated veteran. He is a loving father, a doting grandfather and a true humanitarian”

4 MONOSYLLABLES

- **“To be or not to be....”**
- **“I have a dream”**
- **“Ask not what your country can do for you; ask what you can do for your country.”**
- **Remember...”Less is more!”**

STYLES OF SPEAKING

“Grammar is the mechanics of a language; logic (or dialectic) is the “mechanics” of thought and analysis; rhetoric is the use of language to inform or persuade.” ~ Sister Miriam Joseph

Four Essential Steps

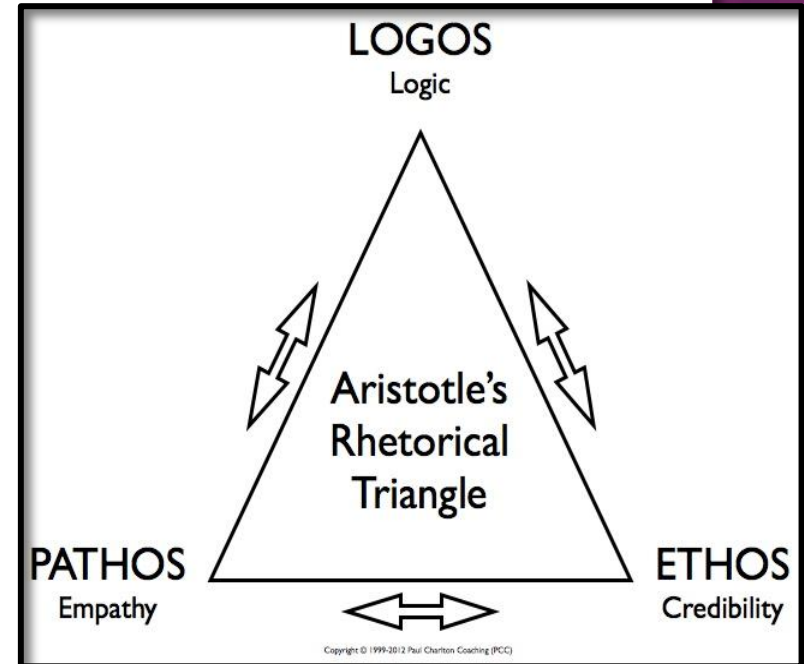
- ◉ Establish Credibility as a Speaker
- ◉ Frame “speaking” goals; identify common ground with the audience
- ◉ Establish and reinforce positions using vivid language and compelling facts (Value Diction and Word Choice)
- ◉ Connect emotionally with the audience

ARISTOTLE'S MODES OF PERSUASION

“Greek philosopher Aristotle argued that there were 3 appeals (basic ways) to persuade an audience of your position by Ethos, Logos, or Pathos.”

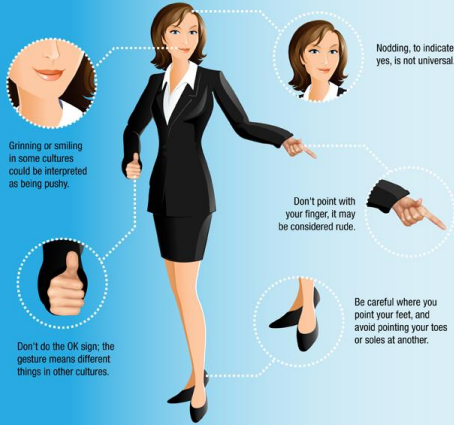
by Dr. John R. Edlund, Cal Poly Pomona

1. **Ethos** - appeals to ethics, convincing audience of speaker's character and credibility.
2. **Logos** - appeals to the logic; convince audience by use of logic or reason.
3. **Pathos** - appeals to the emotion;



HOW you say it... COUNTS!

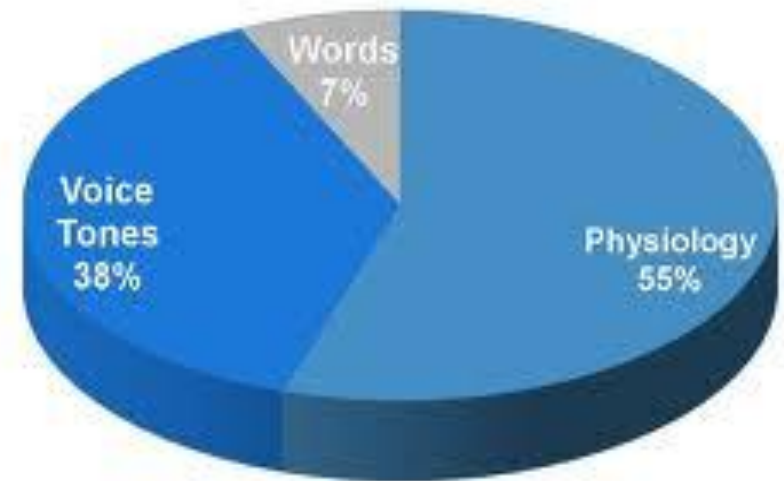
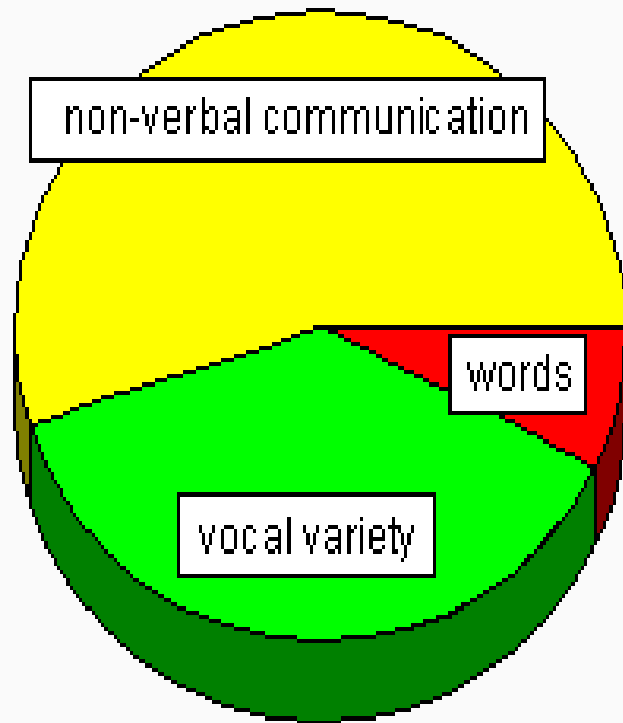
BODY LANGUAGE 101



HOW IDEAS ARE PRESENTED HAS A GREAT DEAL TO DO WITH HOW MUCH VALUE THEY SEEM TO OFFER.

NON-VERBAL COMMUNICATIONS

Communication Skills



HOW you say it...5 ways

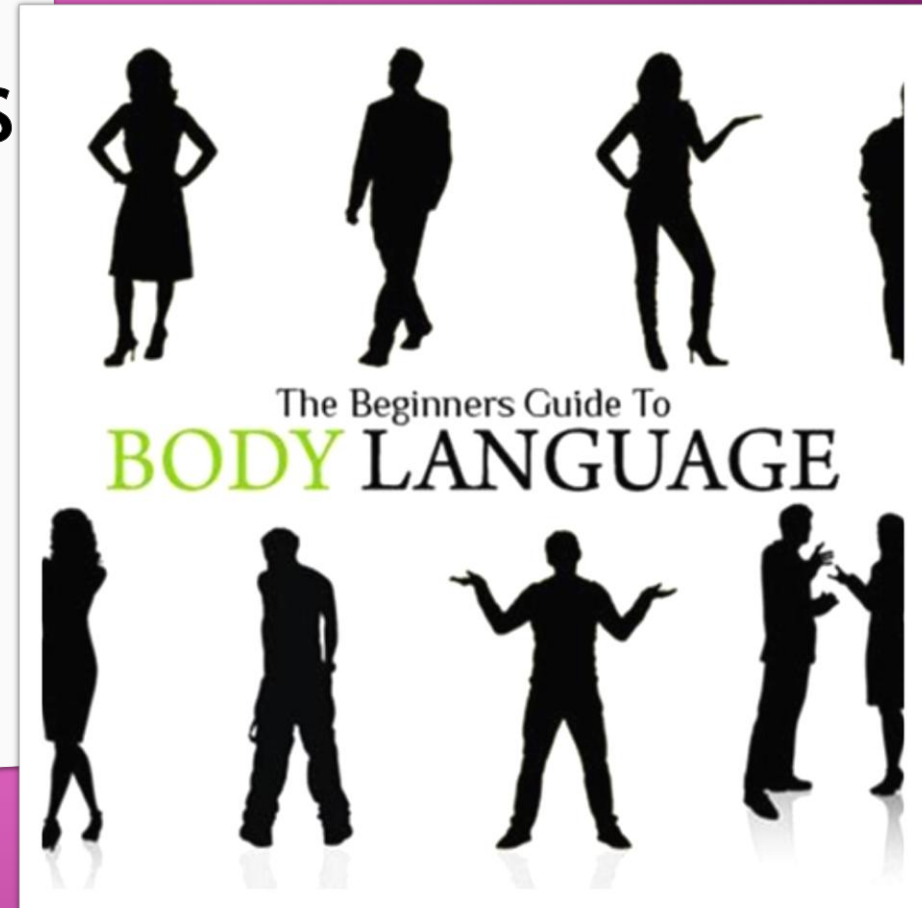
1. EYES

2. FACIAL EXPRESSIONS

3. VOICE-TONE

4. POSTURE -
MOVEMENT

5. HANDS



THE EYES HAVE IT...

1. Make eye contact before you speak
2. Make eye contact to stress a key point



Eye contact helps:

- ◉ reinforce a message you are communicating to an audience.
- ◉ the audience stay engaged and involved



FACIAL EXPRESSIONS

Can you imagine trying to communicate without facial expressions?



1. Practice
2. Knowledge is Power
3. Reading a speech vs knowing it

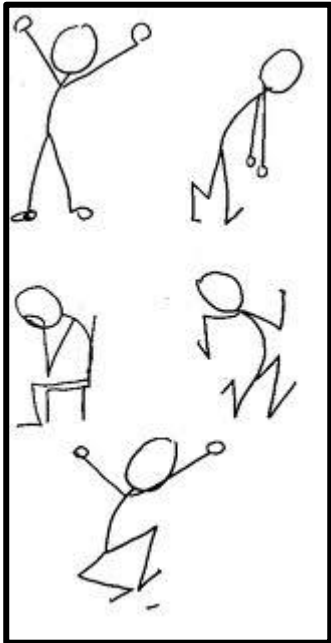
People want to listen to people that provide eye contact and assertiveness, not arrogance

EXCITING VOICE AND TONE

Excitement



Energy



Emotion Vary speed

 **Monotone**

POSTURE AND MOVEMENT

IT'S WHAT YOU **DON'T** SAY THAT COUNTS!



LEARN TO **READ** AND **INFLUENCE** PEOPLE THROUGH **NONVERBAL COMMUNICATION.**

Slouching communicates lack of self-confidence



Correct movement communicates confidence and emphasizes key points

WHAT TO DO WITH HANDS?

Appropriate use of your hands can result in a marked increase in the understanding and retention of your message

1. Avoid using the same hand gesture over and over in pumping action
2. Don't animate or mime entire speech
3. Refrain from copying others
4. Practice new gestures
5. One-handed gestures typically more effective



COMMUNICATION TIPS

◉ **The Cs of Communications:**

- ◉ **Clear**

- ◉ **Concise**

- ◉ **Concrete**

- ◉ **Confident**

CONCLUSION

