

RHETORIC

the art or skill
of speaking and
writing formally
and effectively
especially as a
way to persuade
or influence
people

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THE ART OF RHETORIC

HOW TO BE A GOOD SPEAKER?

It requires sticking to following rules:

- using **speech structure**, which should contain introduction, body and conclusion
- **body language** and **gesticulation** is very important, as it allows speaker to get closer to the audience
- **eye contact** - "Z method" can help to keep it better with an audience
- **speaking style** tailored to listeners
- **appropriate attire**



FIGURES AND RHETORICAL DEVICES

- an **allusion** - a reference to a matter that we are not able to express directly
- **antimetabole** - giving words a deeper meaning
- **aporia** - force receiver to react by doubting his words
- **play on words** - the goal is to make the recipient laugh
- **hyperbole** - conscious increase in the weight/meaning of a given word in relation to the actual weight



STORYTELLING

If you want to underline something in your presentation, you should use storytelling for it. Storytelling purpose is to stimulate listeners' imagination. You can tell a fairy tale, story from your life or just make it up.

