

**National Doctoral Programme
in Informational and Structural Biology**

R H E T O R I C A L S K I L L S

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FROM ANCIENT GREECE AND ROME...





...TO MODERN RHETORIC

R H E T O R I C

= the art of effective or persuasive speaking

Abroad...
and in Finland...!

"Rhetoric is the art of moving souls."

Aristotle

ARISTOTLE'S ③ TYPES OF RHETORICAL PROOF

1. ETHOS = speaker's character and credibility

- How the speaker's character and credibility can influence the audience to consider him/her to be believable, reliable, trustworthy and sincere.
- How the speaker can convince the audience of his/her goodwill ("moral character and competence").
- Ethos is shaped by the overall moral character and history of the speaker: what audience think of his/her character before the speech has even begun.
- Remember to establish ethos from the start!

ARISTOTLE'S ③ TYPES OF RHETORICAL PROOF

2. PATHOS = the use of emotional appeals

- How to awaken emotion(s) in the audience to induce them to make the judgment desired.
- How to put the audience into a certain frame of mind.
- Pathos can be created in numerous ways: eg. through metaphor, storytelling or presenting the topic in a way that evokes strong emotions in the audience.
- Use strong emotions when there already is a connection with the audience!

ARISTOTLE'S ③ TYPES OF RHETORICAL PROOF

3. LOGOS = the use of reasoning

- How to use (inductive or deductive) reasoning to construct an argument.
- How to perceive the audience through logical arguments and reasoned discourse: "the speech itself proves – or seems to prove".
- Logos appeals include appeals to statistics, logic and objectivity – data that are (ostensibly) more difficult to manipulate and harder to argue against.
- Using logical arguments makes the speaker look prepared and knowledgeable to the audience and enhances ethos – trust in the speaker, built through ethos, enhances logos!

ONLY ⑤ STEPS TO EFFECTIVE SPEAKING!

1. INVENTIO (& INTELLECTIO)

= systematic discovery and search for arguments

2. DISPOSITIO

= selection and organization of arguments

3. ELOCUTIO

= mastery of stylistic elements to present arguments

4. MEMORIA

= learning and recalling the arguments

5. PRONUNTATIO (& ACTIO)

= delivery of arguments



Marcus Tullius Cicero 106–43 B.C.

ONLY 5 STEPS TO STRUCTURAL SPEAKING!

1. INTRODUCTION (= EXORDIUM)

- introduce your own character to make the audience predisposed to believing you and your arguments
- prepare the audience: "I want to hear more!"

2. STATEMENT OF THE CASE (= NARRATIO)

- explain the nature of your case
- a narrative account: WHAT has happened/have been done, WHY is the case important/essential, HOW has the case been made of...

3. MAJOR POINT(S) IN THE ARGUMENT (= PROBATIO)

- offer a series of proofs that confirm and verify the truth of the case
(PROPOSITIO = thesis, opinion, proposition; CONFIRMATIO = proofs and arguments for propositio)
- make your audience curious, establish discussion, be provocative!

ONLY 5 STEPS TO STRUCTURAL SPEAKING!

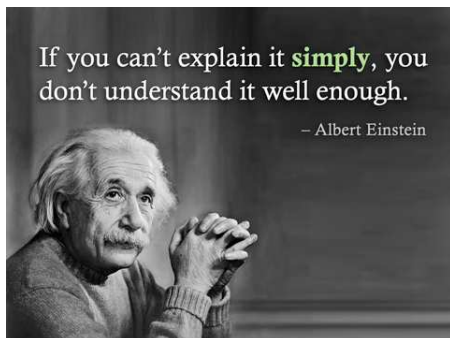
4. REFUTATION OF OPPOSING ARGUMENTS (= REFUTATIO)

- be prepared to refute the argument that could possibly be presented in opposition to your original speech
- "If I was in the audience, what would convince me?"

5. CONCLUSION (= PERORATIO)

- sum up your arguments, arouse sympathy for yourself and/or your case, appeal to the emotions of your audience or persuade towards action
- the most important part of your speech!

R H E T O R I C A L (and other) S K I L L S



1. STRUCTURE
2. LANGUAGE
3. VOICE
4. OTHER NONVERBAL COMMUNICATION

5. FUNCTIONAL METHODS AND MODELS, ACTION
6. TECHNICAL EQUIPMENT

R H E T O R I C A L "T O O L S" (1/2)

FIGURES OF SPEECH

- TROPES like HYPERBOLE, IRONY, SIMILE and METAPHOR may be used to evoke strong feelings, to create a strong impression, to characterize contrast between reality and appearance and to describe the case and attach it to the audience
- to REPEAT is to emphasize the message: say, say, say it in other words
- RHETORICAL QUESTIONS and EXCLAMATIONS can connect or separate the contexts of the speech, arouse interest and emotions in the audience and create cohesion between the speaker and the audience
- FRESH EXPRESSIONS and VIVID LANGUAGE will make the speech more interesting and easier to follow
- HUMOR will provide amusement and can help to remember – use carefully!

RHETORICAL "TOOLS" (2/2)

VOICE and OTHER NONVERBAL COMMUNICATION

- pay attention to your **VOICE** as a whole: **VOLUME, RHYTHM, PITCH, INTONATION, STRESS** and **TONE**
- take care of the **QUALITY** of your **VOICE**: remember the warm-up!
- try to speak **FLUENTLY**: avoid extra fillers and tautology
- **EYE CONTACT** will make your speech more effective, can promote learning and reveal a lot about how your audience feels or thinks about your topic
- **FACIAL EXPRESSIONS, GESTURES, BODY MOVEMENTS** and **POSTURES** are an essential part of visual communication (kinesics = "body language")
- be aware of **TIME** and **SPACE**: when (and how long!) and where you speak
- remember appropriate **CLOTHING** and **APPEARANCE**



...or what do you think?!



ABOUT RHETORICAL SKILLS AND CHARISMA (in Finnish):

- Aulanko, Mari (1999, 2. edition): Rohkeasti puhumaan. Luonteva esiintyminen. WSOY.
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- Hägg, Göran (2001): Hyvin puhuttu. Suomentanut Veijo Kiuru. Tammi.
- Kihlström, Eva (2007): Karismakoodi. Seitsemän tietä säteilevään persoonallisuuteen. Suomentanut Veijo Kiuru. Tammi.
- Koskimies, Riitta (2002): Asiantuntijan esiintymistaito. Onnistuneen esiintymisen kulmakivet. Oy Finn Lectura Ab.
- Puro, Jukka-Pekka (2006): Retoriikan historia. WSOY.