

# Rhetoric

- **A personal approach (I)**
- **Useful hints (II)**

I

The nervousness smoulders inside me as I take the first step to climb the huge marble stairs leading up to the great hall – to the **General Assembly**. Dressed correctly and formally I continue up the stairs, regretting my choice of clothes, because I don't feel comfortable, and considering the coming speech in defence I am expected to give inside the hall; I need to be as restful as possible.

I have a clear focus in my speech, which is important bearing in mind that the receivers are going to hear a lot of speeches. I will need to attract their attention. In the beginning I will make them aware of the purpose of the speech and in the end of the conclusion.

I have chosen to make the structure clear and simple since I have to reach different people of different cultures. At first, I will make the introduction catchy and memorable. Then, I will clarify the resolution's intention and argue in favour of it – while taking up possible counter-arguments.

Being halfway to the top, I keep on moving towards the last point of preparation: The great opening leading into the hall and my speech.

My speech continues with the proposals of the resolution, which is going to make the speech more constructive. Thereafter focus will shift to the consequences of the General Assembly voting in favour or against.

A few more steps are overcome.

Finally, with the best arguments I will request the General Assembly members to vote in favour of the resolution. I hope that I will not forget anything. I am likely to forget to address the president or mix Madam and Sir – it will freak me out, if something like that happens. Nevertheless, I've made a good structured speech and practised at home several times.

Leaving the safe ground one step at a time, the performance distance narrows.

Why this nervousness inside me? I have even had a colleague to read my speech; questioning and correcting it and given me feedback. I am ready.

Step by step.

I have considered the construction of my arguments, and they will do fine shaped just after the book: the claims are supported and by that my arguments are bullet-proof. No reason to worry.

The entrance isn't far away any longer.

It is so important to feel comfortable – my clothes are a mistake – but I've chosen the words well, they feel easy in my mouth as they will do well under formal circumstances. I can have better circumstances than this; the audience can be an easier one, I am going to be the last speaker before lunch after four hours of listening, arguing and voting and the receivers will be restless after hours on uncomfortable seats. That is not good at all.

A few steps between me and the top.

Okay, perhaps I've overlooked the fact that the circumstances aren't as good as they might have been. So, I just need to be even more convincing. I can do that by emphasizing the correct words, pronouncing the words correctly, showing surplus, and by using body language to seem more alive. That's good. And I also have to remember to let my passion show, because then I am more trustworthy.

I reach the top of the beautiful marble stairs and feel the nervousness disappear as taken by the wind. I am prepared.

And with that feeling I enter the hall.

## **II Rhetorical rules/Useful hints**

- to bear in mind when giving a speech

### **Focus**

- It's important to clarify the focus in the beginning of the speech, which will make it easier for the receivers to understand arguments and purposes. To have a clear focus is essential for a good speech.
- In the creation of the speech, it's necessary to be aware of the chosen focus.
- A focus is to be found by asking what the receivers have to know and what you, as the sender, want them to know.

### **Structure**

- The structure helps to make points and focus of the speech clear.
- A useful structure dealing with speeches concerning persuasion is:
  1. The introduction needs to be catchy and thereby draw attention to the speech
  2. In the beginning it's important to clarify the intention and focus of the speech as well as the arguing in favour of the intention, and take up counter arguments.
  3. Give proposals for solving the thesis and by that be constructive.
  4. Explain the consequences if the receivers will or won't do as the sender asks.
  5. Encourage the receivers to take action as the sender requests.

### **Language**

- The language needs to fit the:
  - Circumstances
  - Sender

It's possible to obtain it through choice of words. It must be words which come naturally to the sender, and in the meantime are suitable under the circumstances.

### **Pronunciation**

When giving a speech the sender needs to bear in mind that wrong pronunciation can lead to misunderstandings or loss of attention. Therefore; remember to pronounce the words correctly.

### **Emphasize**

- By emphasizing important words and sentences the points get more clear
- It helps the receivers following the speech, and makes the speech more alive, which draws the receiver's attention.
- Be aware of not emphasizing wrong parts – then it'll create confusion.

### **Rhythm**

- Speak slowly – the receivers don't know your speech and can have difficulties keeping and understanding focus.
- Pauses can help underlining the message of the speech.

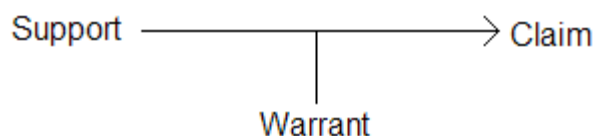
### **Performance**

- The sender needs to be "alive" by showing passion and attitude.
- Remember to breathe; else it will be difficult to make a thorough speech.

### **Body-language**

- Be yourself and don't be afraid of using hands and gesticulating.
- But don't use it to such an extent that the receivers can't concentrate on your words.

### **Arguments**



Claim: What the sender wants to convey

Support: The reason for the claim. The support is found by asking why and answering with because.

Warrant: Is a general rule and an expansion of the support. It combines the claim and the support.

- Use some of the same expressions of speech as in the beginning – think of it as a circle.
- Underline the most important points.

