

# Rhetoric and Body Language

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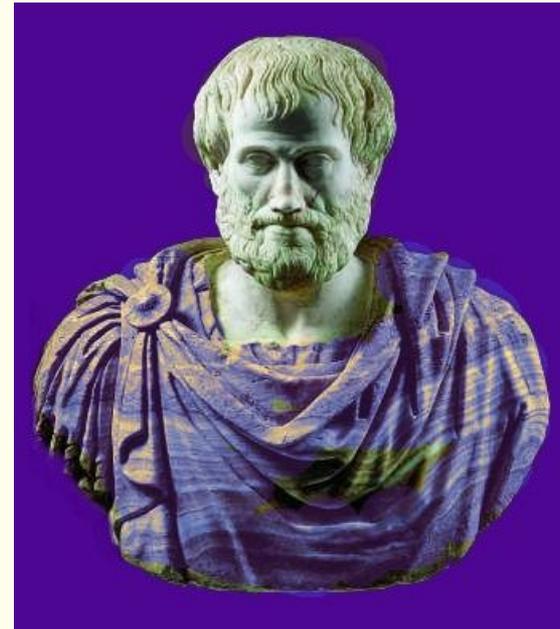
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# Rhetoric

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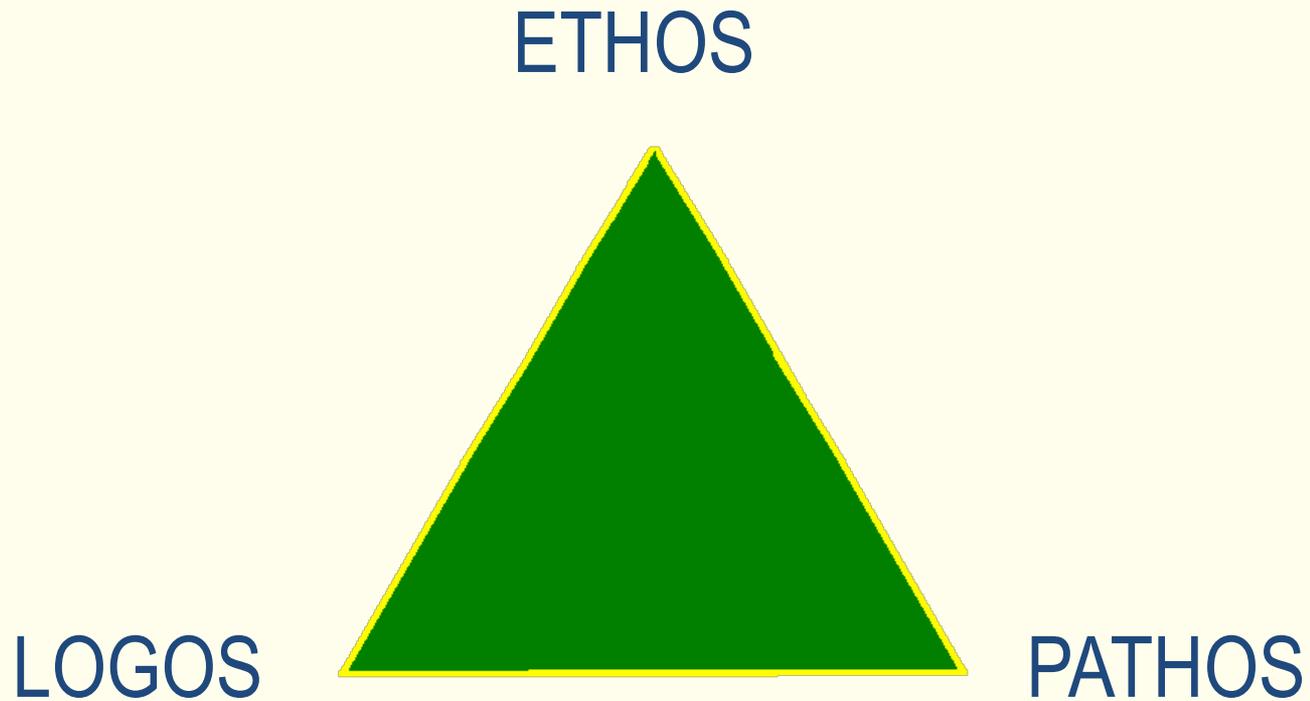
## History and concepts

- Rhetorical proofs
- Orator
  - Authority
- Audience
  - Universal
  - Specific
- Argumentation
  - Persuasion
  - Convincing



# The rhetorical triangle

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# Fear of speaking in public (video)

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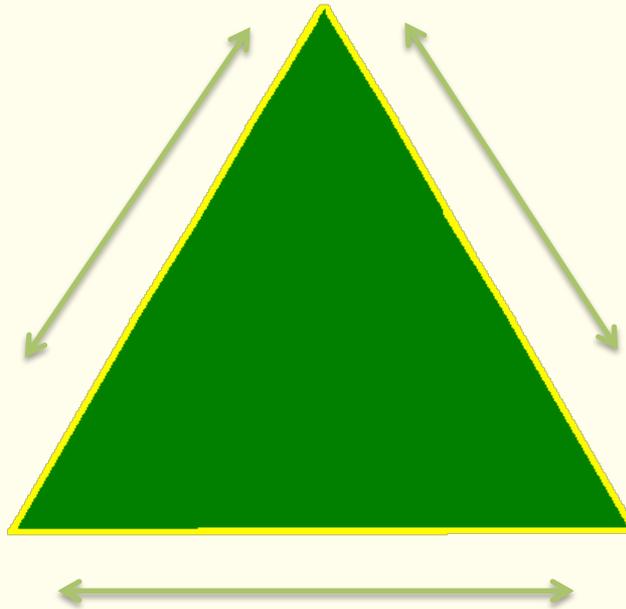


# Still the rhetorical triangle

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Orator: credibility, authority, correction,  
looks, eloquence.

Message:  
arguments, reasons,  
data, evidence,  
structure.



Audience:  
beliefs, emotion,  
value, knowledge,  
experience.

# How to detect lies (video)

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# Personal presentations

Take full advantage of your natural breathing mechanism in order to make your voice pleasant

- Prosody
- Voice
  - as a wind instrument
  - easy-to-avoid defects
- Emphasis
- Intonation
- Rhythm
- Confidence



# Personal presentations

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Exercise: loud reading of alliterations.

1. Sally sells seashells by the seashore
2. Peter picked a pack of pickled peppers.
3. Five fat frogs fly past fast.
4. Inch-thick, knee-deep, o'er head and ears a fork'd one!

*Shakespeare*

# Personal presentations

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Stay in the correct position. Present yourself to the audience.  
Perform your personal marketing. Control time.

Style: your way of behaving

- Posture
- Fluency
- Movement

Discourse: learn the techniques of discourse development

- Introduction
- Preparation
- Core
- Conclusion



# Can you convince people (video)?

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# Your personal presentation

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Exercise: One minute to tell who you are

## Criteria:

- The only subject: you
- 15 minutes to prepare
- Use personal marketing techniques

