

Some Rhetorical Techniques

12 October 2020

Where we want to improve ...

dealing with stressful questions – where I do not know the answer

listening skills

offering information about myself – to build relationships

knowing the audience - not overestimating / underestimating the audience (culture)

dealing with nerves speaking to groups

introducing yourself memorably

managing change and not being afraid – dealing with fear

taking criticism

body language – using gestures

presenting data well

keep attention high – involve people – making subject meaningful

use my voice – vary my voice

go on the meta-level: how am I communicating, how do I want to communicate

improve eye contact

Strategies – self-awareness

For: Keeping attention

storytelling, dramatic tension (see presentation by Nancy Duarte), key numbers only (not too many), humour, mix of methods, voice modulation (see presentation by Julian Treasure), you are on stage: theatre and entertainment, mindset: the audience wants a reward for their time, ask questions, involve audience, tailor your data / information to audience

For: Body language

use hands, use your fingers, use a pointer, smile smile smile smile smile, eye contact, confident body (see presentation by Amy Cuddy) (see Steve Jobs), dress is body

For: Presenting data

focus on audience and their expectations, use pictures and not too much text, use tables, use objects (parts of machines)

Strategies – self-awareness

For: Knowing the audience

do advance talk with the audience, find out their experience and expectations, do intros and ask what they expect, research your audience, talk carefully to your principal / contractor

For: Clarity in content

Use images, less text

For: Dealing with nerves

Use tools, objects, visuals, etc., getting routine, practice your presentation many times (really speak it), prepare for questions, accept that you are nervous (it is ok to be nervous: Mark Twain – there are two types of public speakers: those who are nervous and those who are liars), be prepared and arrive early, welcome the people into the room

Miscellaneous: use humour? (see presentation by Ken Robinson) – be careful

For taking criticism: be open to it, acknowledge and park your emotion, invite constructive criticism, if there are insults you can identify them and even name them, know that there are cultural differences in direct criticism / indirect comment, separate the people from the problem

a toolbox or shopping bag for you to choose from

Rhetorical Techniques

clear introduction – relationship and task (welcome and aims)

signposting and flagging – “now I will talk about”, “Let me ask a question”, “So that is the main point”= metalevel signposts

summarising and focusing

numbering your arguments and main points

using clear and effective visuals

Rhetorical Techniques

giving contexts and reasons to facts, giving reasons and justifications, comparisons

using stories and examples

using images and pictures – painting them with words

using humour

using surprise

Rhetorical Techniques

directly addressing listeners and watchers – use “you”

tailor content and language to your audience – includes their age, knowledge, expectations, language skills, cultural expectations, etc.

using your voice – ensuring clarity of pronunciation, varying volume, speed, emphasis, tone, pauses, etc.

using your eyes, face, hands, body – smile

How to make people like you virtually

<https://www.bbc.com/worklife/article/20200923-how-to-make-people-like-you-virtually>

Smile

Find common ground

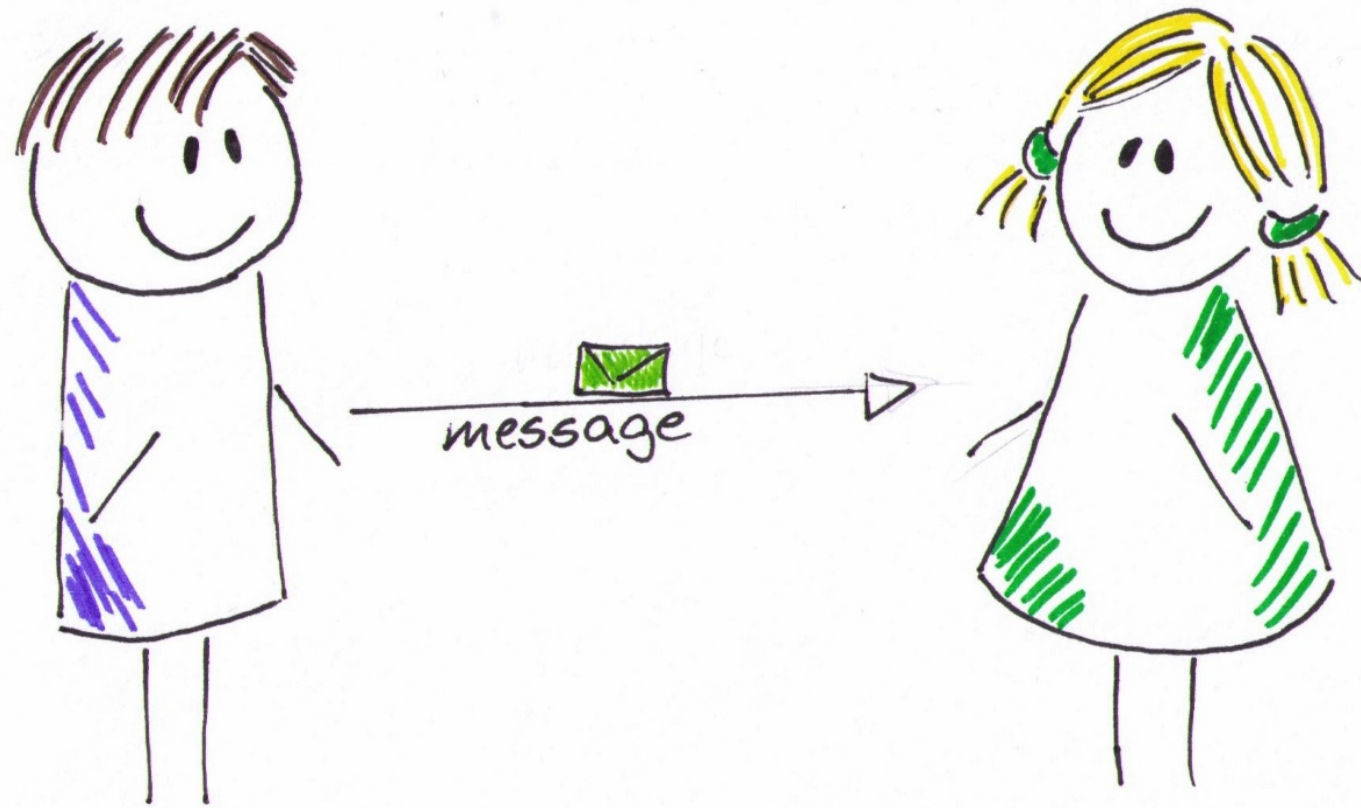
Be ready

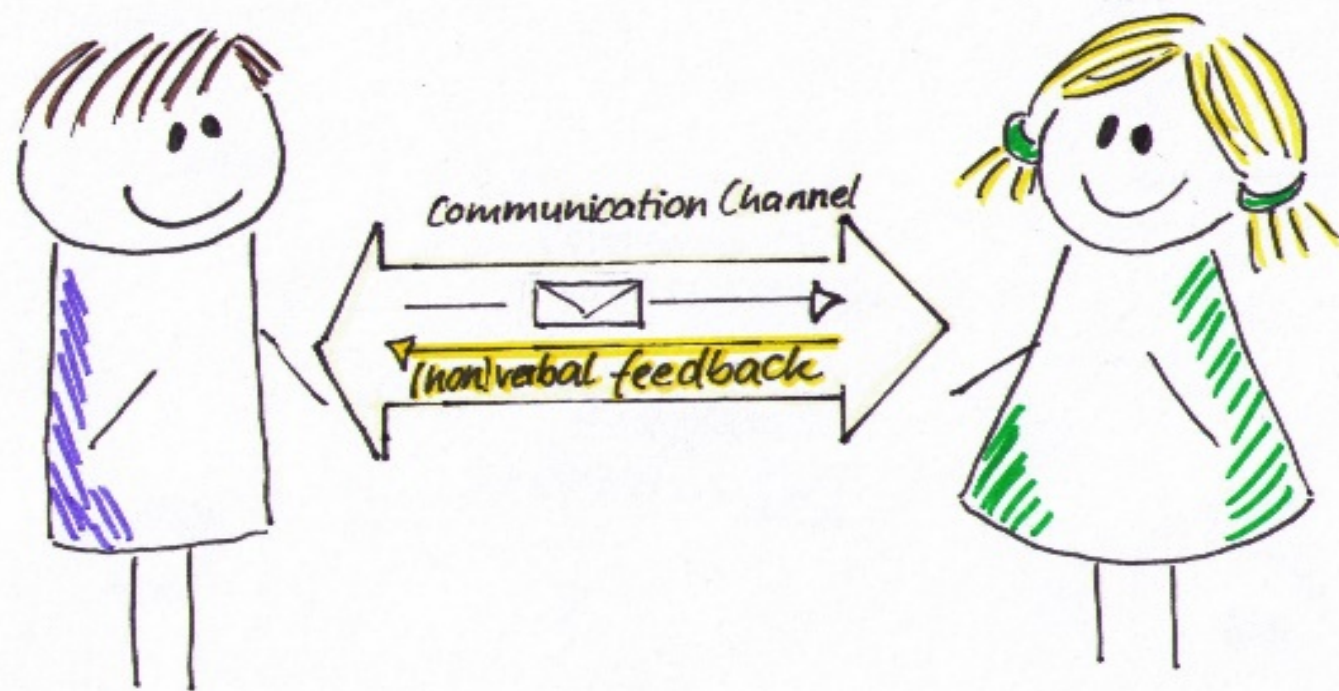
Give people acknowledgement

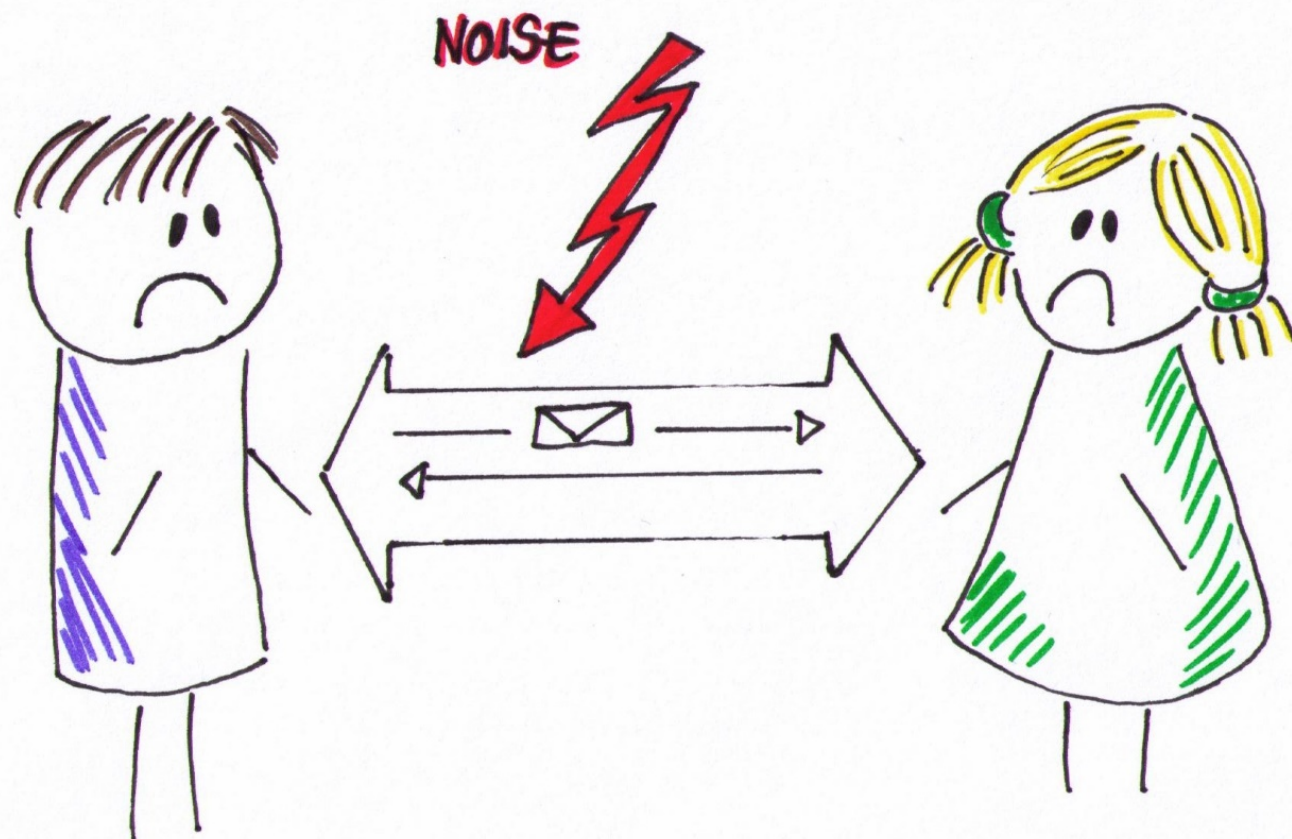
Tell stories

can be done online

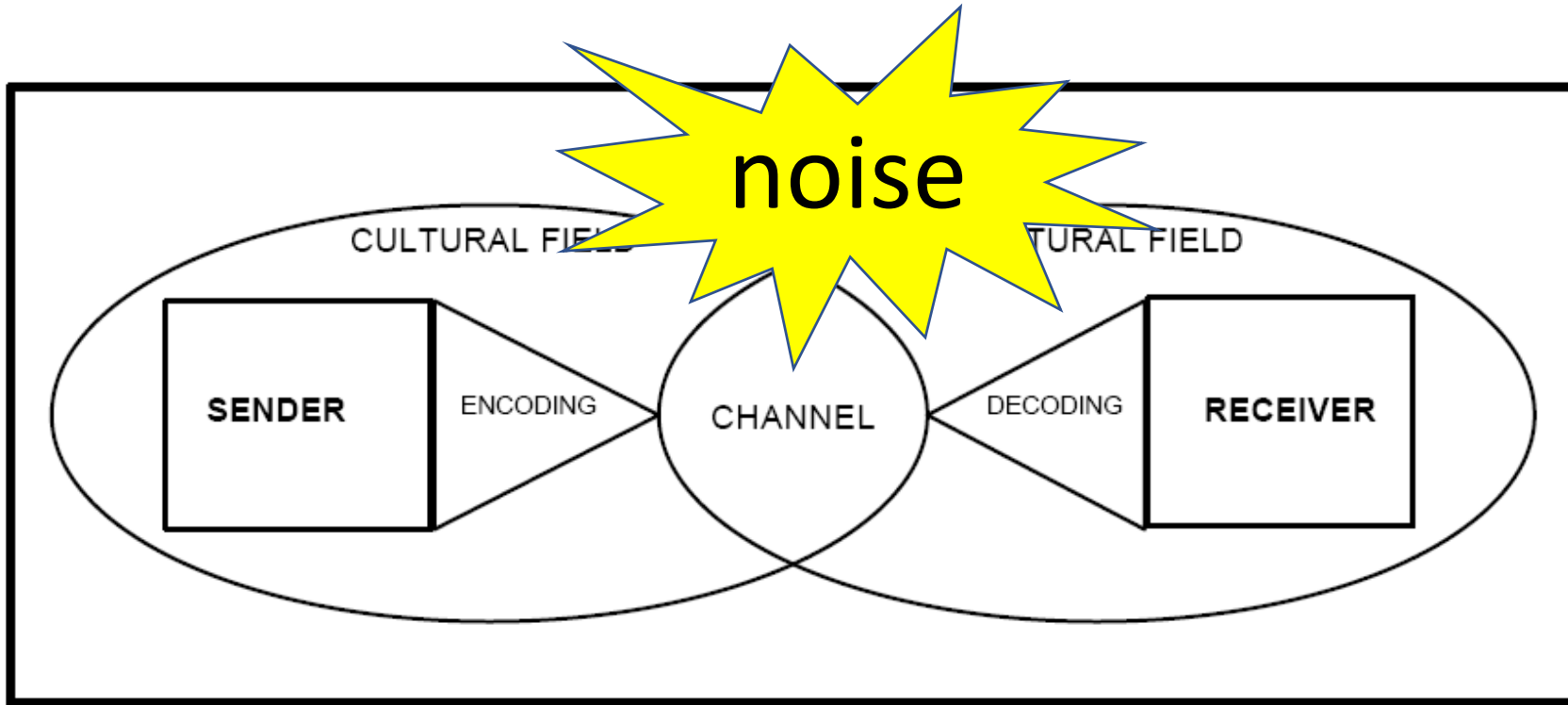
sender and receiver







Sender – receiver model



Presentations – the problem with the sender

Interested in the message but not in the channel:

Unclear, boring, or too complex

Not sticking to the point

Speaking for too long (dominating)

Use of terminology

Not articulating clearly

Voice uninteresting

Message not visualised effectively

Insensitive to listener's needs / reactions

etc. etc.

Presentations – problems with the receiver

Interested in message but:

Giving disinterested signals

Inattentive

Distracted

Not letting receiver finish talking

Too quick to interpret

etc. etc.

Who

is

responsible

for

getting

the message

across?

Getting the message from S to R

Which channel should I use?

Which words / images / sounds / stories should I use?

When should I send the message?

How do I know if the message is not received?

What should I do if the message is not received?

Sender - Receiver Model

Not sufficient to concentrate on *what* you want to say

Who do you want to say it to?

Where do you want to say it?

When do want to say it?

How do you want to say it?

What codes will you use?

What channel will you use?

How will you avoid noise?

online?

FEEDBACK