

## Rhetoric

### Seminarcontent:

The seminar deals with rhetoric methods and the basic standard influences of the art of rhetoric. It shall work out the basics of a good speech.

#### 1. What is rhetoric

- The art of rhetoric (influence on : audience or auditorium)
- Creative dealing with words/language
- Communication
- Eloquence (Persuasive power)

#### 2. Fundamental turms

- Information (message, statement)
- Channeling (medium, way/directioning)
- Sender (speaker, talker)
- Receiver (addressee, target group)
- Feedback (positive or negative reply of receiver, verbal or non-verbal)
- Memorization (reading, listening, seeing...)
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#### 3. Process of communication

- sender - receiver
- language - hearing
- facial expression - seeing
- gestures - seeing

#### 4. analyze the situation of the speach (all situational factors)

- who - speaker
- to whom - target group (adapt language)
- what about - subject
- when - month, day, time
- where - place, occasion
- why - occasoion, persuasive talk
- what for - goal

#### 5. Strucutre of speech

- attand attract interest- spectacular opening (who do I want listening)
- situation - what is happening
- goul - where do we want to go
- action - what do we need to do

- request action - summarize important points

## 6. Style of speech

- Tell, describe, relate a report - sensual and cognitive practical knowledge
- Praise, defend - „inner“ judgement experience
- Adapt to listeners

## 7. Style of uses language

- Adequate emotional engagement: variety of the means of speaking

### Speaking:

- speaking voice
- pitch (man's voice, woman's voice)
- modulation of voice
- volume
- tempo
- pause / intermission
- breathing
- articulation / enunciation
- dialect

## 8. Other influences

posture - upright, steady position

gestures

facial expressions

keywordlist - numerized, test- Probieren? Ob man es lesen kann?

trial speech - volume, controlled

trouble

### Revisions

Nr.	Changes	Release	Contrib.	Date
1.	Erstellung der Keywordlist		EH, AK	2015/03/15
2	Update for website	1.5	EH	2018/05/01