



MODULE 7 PRESENTATION SKILLS

UNIT 5 Talking effectively 2:

Rhetoric

Task sheet

The aim of the lesson:	<ol style="list-style-type: none">1) Define ethos, logos and pathos in rhetoric2) Explore the range of rhetorical devices3) Raise awareness of the effects of rhetorical devices4) Learn effective rhetorical strategies
Language level:	B2 and up



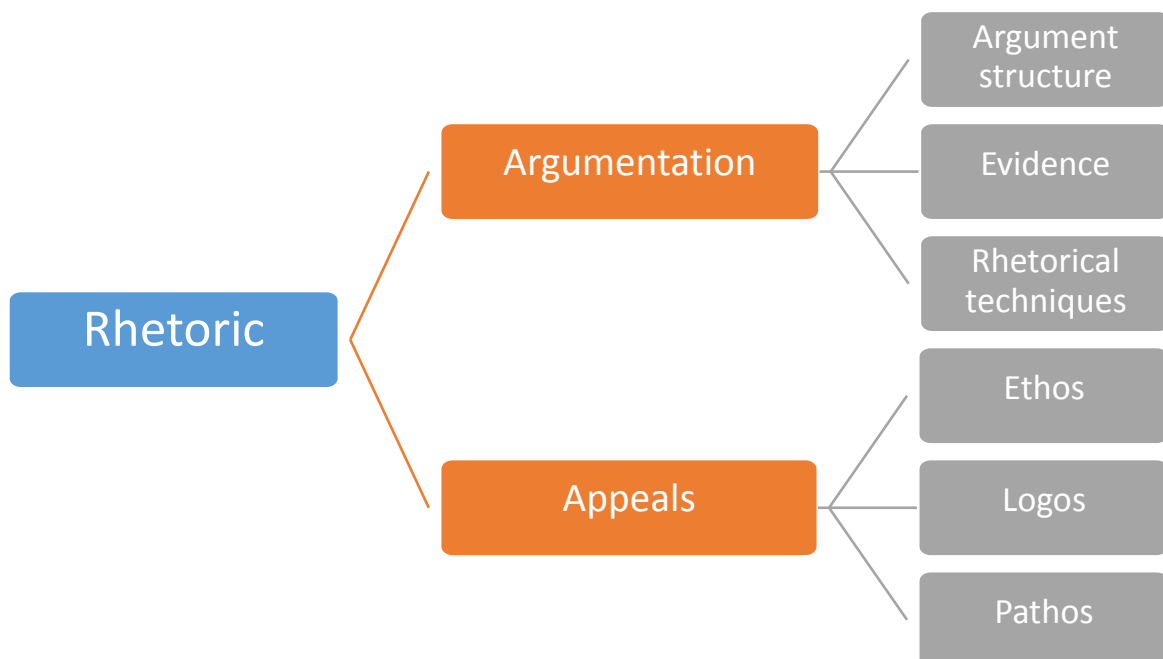
TASK 1 Win your audience for your cause

Rhetoric concerns the larger units of our speech, and how to compose them in an effective and persuasive manner. Along with grammar and logic, it is one of the three ancient arts of discourse. Rhetoric focuses on the techniques speakers can use to inform, persuade, or motivate particular audiences in specific situations. Originating from early 5th century Athens, rhetoric evolved as a strategy for effectively talking to other people in juries, forums, and the senate.

Aristotle defined rhetoric as "the faculty of observing in any given case the available means of persuasion", and claimed that good speakers can appeal to the audience in three different ways (figure 1):

- creating **ethos**, that is, establishing your credentials, convincing the audience that you have expertise or experience to tell something beneficial to them
- applying **logos**, to appeal to the rational considerations of the audience by proposing logical arguments as well as evidence to prove your points
- using **pathos**, to involve the audience emotionally, and through the power of "beautiful words" (more commonly referred to as "figures of speech", such as metaphors, repetition, etc.)

Figure 1 Aspects of rhetoric



These appeals can be realised by using a variety of rhetorical strategies, which depend on the purpose of the talk: whether we want to inform, entertain or persuade. At the heart of these strategies is argumentation, which includes various rhetorical devices to persuade the audience of the validity of our viewpoint:

- **Argument structure** represents the highest level of organising ideas in the whole presentation or its larger components, and indicates the underlying logical patterns of our arguments. We might make an initial claim and then to justify it, or proceed in the opposite direction, presenting the justification first and then concluding our main claim; we might start with a viewpoint, a “thesis”, differing from ours, and then present our claim in the form of an antithesis, which will be evaluated and justified. Within these structures, arguments can be supported by basic logical patterns such as problem – solution, cause – effect, or comparison – contrast.
- **Evidence** supplements our reasoning with examples and “others’ voices” to increase the persuasive appeal of our arguments. Evidence can include, for instance, first-hand experience (*I saw/heard ...*), second-hand experience (*My friend told me ...*), assumed common experience (*We all know that ...*), expert testimony (*Smith and Jones (2020) concluded ...*), quotes, real-life examples, historical evidence, facts and figures, statistics.
- **Rhetorical techniques** include figures of speech and other forms of speech, which are used to create a vivid or dramatic effect. Metaphor (*Words are like leaves*), exaggeration (*I’ve told you a thousand times.*), or alliteration (*Dow we really need any more mad management meetings?*) are examples of figures of speech, while other devices include repetition (*No to paycuts, no to layoffs and no to close-down.*), rhetorical questions (*Do we really need this? Yes, we do!*), and euphemism (*We can see the light at the end of the tunnel.*) or irony (*While I’m thoroughly impressed by this argumentation, I still feel there is space for some sensible thinking.*).

Now based on the above information, decide if the statements are true or false.

	True or false
1. Pathos refers to a solemn, formal style of speech.	
2. You can create ethos by referring to your institute, position and responsibilities, or professional achievements.	
3. When you appeal to logos, you want to persuade your audience through hard-and-fast evidence, and not by emotional manipulation.	
4. When you argue to prove your point, you should not refer to other, different viewpoints.	
5. Different types of evidence can be more or less reliable.	
6. Using figures of speech and a lot of first-hand experience as evidence are effective ways to create pathos.	
7. You are not supposed to use irony or sarcasm in a presentation.	
8. Different types of audiences might be impressed by different types of evidence and appeal.	

TASK 2 Ethos: Creating your credentials

Creating ethos is all about creating trust. The audience need to be convinced that you are an authority on the topic: you have relevant experience and expertise to share, and you are speaking in good faith. While there are several different ways of establishing your credentials, the most straightforward strategies include the following examples.

Please read them and complete the texts by filling in the words from the box. Then label the examples using the concepts from figure 2.

Figure 2 Techniques of creating ethos



productivity	investigated	severe	introduction
perspective	revolutionised	responsible	reached out
			LABEL
1. I'm Greg Johns from Tatoon Electronics. As HR manager I have been for hiring for 10 years now.			
2. After working as a Sales Executive for 5 years, I felt the need to broaden my, so I decided to get a degree in Marketing Psychology.			
3. As part of a research team, I have the defining qualities of good leaders.			
4. My major achievements in this position include the full training of over 40 administrative staff in less than three months. This was during the of a new data-processing system. In addition, I was also responsible for the introduction of a complete "Quality First" apprentice module that increased apprentice by 15%.			
5. Two years ago we faced a crisis at our company and we almost had to close down. However, our team decided to work out new digital sales strategies, and to new customer groups. After two zero-profit months we managed to increase our sales and now we are proud shareholders of a successful webshop.			
6. The field of Material Science and Engineering has developed enormously in the last 20 - 30 years. Lithium-ion batteries, graphene, perovskite or nanotechnology have not only science, but everyday technological solutions as well.			

TASK 3 Logos: Making sense

TASK 3/A Arguments

Logos appeals to the intellect through logical arguments and sensible reasoning. One of the key features of a sound argument is a claim with clearly signalled logical connections.

Read the sentences below and supply the necessary connecting devices from the box.

therefore // so // however // although // in order to // even if //
because // if // as

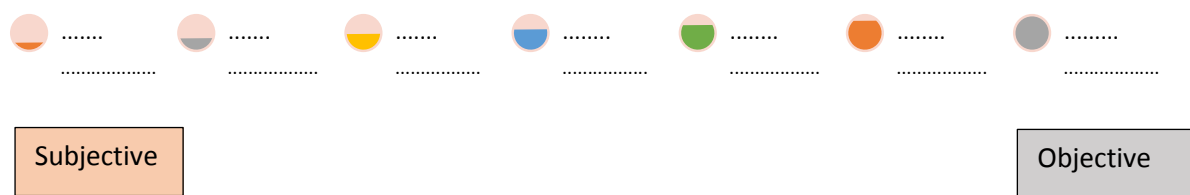
1. it undoubtedly requires financial investment, I believe it is imperative to broaden our product range we want to win new customers.
2. Unfortunately, we found that some of the test results were unsatisfactory, we should change our quality assurance practices.
3. We need to invest more in natural cosmetic products, there has been an increasing interest in and demand for these products in the first quarter.
4. I suggest that we close down our offices in Latvia and Poland recent, local educational regulations do not support our course books any more.
5. The online marketing costs have dropped with 5.5% in the last quarter., the decline is so insignificant that it should not affect our strategy.
6. It seems that our partnership scheme has not increased either customer or product loyalty., it would be wise at this point to reconsider if we would like to go on with it in the next six-month period as well.
7. to be able to keep our high-cost print products, we should provide free online content as well it means an estimated 20-22% additional investment.

TASK 3/B Evidence

As claims represent personal judgement, and thus include an element of subjectivity, they need to be supported with evidence. According to the Google Dictionary of Oxford Languages, evidence is “the available body of facts or information indicating whether a belief or proposition is true or valid”. While evidence is considered more reliable than personal reasoning based on claims, it might not always be fully objective. Facts and figures may seem incontestable, although facts are often just disguised judgements; first- and second-hand experience might bring in slices of reality to support the presenter’s views, but they are unverifiable and thus potentially biased and not completely reliable.

Consider the following evidences¹, and judge the extent to which they can be considered objective. Write the number of the examples on the scale below based on the level of objectivity they demonstrate.

Figure 2 Subjective and objective appeals



1. As our sales figures for the EU market in 2020 prove, our new promotion strategy is successful: by the end of the second quarter we achieved a 13% increase, which we could double by the end of the year.

2. As I experienced in our Austrian office last year, downsizing resulted in a drastic fall in staff numbers and expertise, which took a long a long time to rebuild.

3. I heard just recently that our competitors are struggling with the same issues of having to downsize while trying to keep expertise.

5. We all have this experience, don't we? Sometimes it is failure that teaches you the best lessons about how to move ahead.

6. As Steve Jobs said in an interview with Microsoft Chairman Bill Gates in 2007, there are two things needed for building up a company: passion and people.

¹ In General English evidence is an uncountable noun used in the singular form. However, in Academic English and other professional contexts, it is sometimes used as a countable noun having a plural form as well.

TASK 4 Pathos: Trust your heart

Logical arguments will be more persuasive if they are wrapped up in emotions. The audience can be involved and engaged through humour, sympathy, patriotism, shared experience or any other emotional appeal, as well as rhetorical devices, figures of speech, which can create dramatic effects. As we referred to subjective and objective appeals in TASK 3, and you can find information about interest elements and interaction in Units 1, 2 and 7, in the following, we are going to focus on some common rhetorical techniques:

- 1) Metaphor
- 2) Repetition
- 3) Rule of Three
- 4) Contrast

TASK 4/A Laughter is the best medicine: Metaphor

Metaphors are great tools to vividly express a complex idea in a few, simple words. At the heart of a metaphor, there is always a comparison, highlighting a similarity that connects a key feature of a complex idea with that of a simple, common phenomenon. Look at the following examples:

- I smell success in this building. (smelling success - identifying visible signs of excellence)
- He's buried in a sea of paperwork. (buried, sea – being overwhelmed by a lot of work)
- There is a weight on my shoulder. (weight – responsibility, spiritual burden)
- Time is money. (time/using time wisely – money/make money by acting soon and fast)

Look at the following common business metaphors. Guess or find out what complex aspect of reality they refer to and what they mean.

Metaphor	Explanation
Are you sure we have to pick the low hanging fruit here?	
Our new action plan has lots of moving parts, so we need to nominate responsible staff for each area.	
We don't have to boil the ocean in this project.	
Could we take offline after this meeting to discuss my personal responsibilities here?	
Could you show the swimlane to fill us in about the distribution of work?	
This new technology is a bleeding edge, but it might generate feedback to help us further develop it.	
Get your ducks in a row to be ready for the next step.	
Make sure you are moving the needle to see how we progress.	
Let's peel the opinion and look at the causes of this failure step-by-step.	

TASK 4/B Faster? Harder. Better. Faster: Repetition and the Rule of Three

The Rule of Three in general reflects the idea that a trio of items is more effective in capturing attention and passing a message than another number of items. This strategy is apparent in folklore, business and public speaking as well.

Look at the following examples. Can you finish the sequences of three?

Faster. Higher.
I came. I saw.
See no evil. Hear no evil.



The Rule of Three reappears at different levels of presentations:

1) effective talks have three main components (introduction – body – conclusion), and address three key topics,

2) key ideas can be highlighted by presenting them in the form of three related words:

“There are three principal ways to lose money: wine, women, and engineers. While the first two are more pleasant, the third is by far the more certain.” Baron Rothschild”

3) key ideas can be emphasised by actually repeating the same word or structure three times:

„Our priorities are “Education, Education, Education.” (Prime Minister Tony Blair)

“Government of the people, by the people, for the people.”
(the Gettysburg Address)

“Never before in the field of human conflict was so much owed by so many, to so few.”
(Sir Winston Churchill)

Repetition, however, is not limited to three items, and functions as a separate technique to focus on important ideas:

- As the competition gets harder and harder, we should also become tougher and tougher.
- We have had such a tremendous year – such a tremendous year.
- What we need ... What we need is an innovative idea to ignite the imagination of people.

Now watch Steve Job’s introducing the iPhone in 2007, and find examples for the Rue of Three and for repetition. Note what is tripled or repeated and why.

² Source of image: [Keats Heuristic: The Behavioural Bias Series - The Behaviours Agency](#)

Source:

Steve Jobs introduces iPhone in 2007. YouTube

<https://www.youtube.com/watch?v=MnrJzXM7a6o&t=610s>

Take notes here.

TASK 4/C It's not farmers who make a change; you must be a hunter to do that: Contrast

Contrasts are effective techniques to reinforce the point you want to make. We are all familiar with basic opposites – past and future, right and wrong, now and then, or us and them. By presenting your message through these dramatic contrasts, you can easily grab the audience's attention.

Match the two halves of the following famous quotes containing contrasts.

1. Humanity is served by wealth,	a. we are challenged to change ourselves. (Viktor Frankl)
2. When the winds of change blow, some people build walls,	b. it is the ability to handle conflict by peaceful means. (Ronald Reagan)
3. When we are no longer able to change a situation,	c. it is the idea that starts the money. (W J. Cameron)
4. Peace is not the absence of conflict,	d. it's probably wrong. (Charles Kettering)
5. Money never starts an idea;	e. who prepare for it today. (Malcolm X)
6. If you have always done it that way,	f. and not ruled by it. (Pope Francis)
7. Education is our passport to the future, as future belongs to the people	g. only people you have not met yet. (W. B. Yeats)
8. Do not wait to strike till the iron is hot;	h. and others build windmills. (Chinese proverb)
9. There are no strangers,	i. but make it hot by striking (W. B. Yeats)

Now finish the following contrasts with your own ideas.

If we don't seize this opportunity now,	
Instead of just having one meeting after the other to discuss why things don't work out,	
Remember, it can take years to win the clients' trust,	
Either we close down two offices now,	

In sum

- Rhetoric is the art (and craft) of speaking effectively to capture and hold the audience's attention, and make them accept your viewpoint.
- This objective can be achieved by using Aristotle's triad: create credit and rapport (ethos), appeal to the rational mind (logos), and engage through activating emotions (pathos).
- You are not "born" to be a good presenter; you can learn techniques of argumentation and appeal, which can make you a persuasive speaker.

MODULE 7 PRESENTATION SKILLS

UNIT 5 Talking effectively 2: Rhetoric

Key

TASK 1 Win your audience for your cause

	True or false
1. Pathos refers to a solemn, formal style of speech.	F
2. You can create ethos by referring to your institute, position and responsibilities, or professional achievements.	T
3. When you appeal to logos, you want to persuade your audience through hard-and-fast evidence, and not by emotional manipulation.	T
4. When you argue to prove your point, you should not refer to other, different viewpoints.	F
5. Different types of evidence can be more or less reliable.	T
6. Using figures of speech and a lot of first-hand experience as evidence are effective ways to appeal to pathos.	T
7. You are not supposed to use irony or sarcasm in a presentation.	F
8. Different types of audiences might be impressed by different types of evidence and appeal.	T

TASK 2 Ethos: Creating your credentials

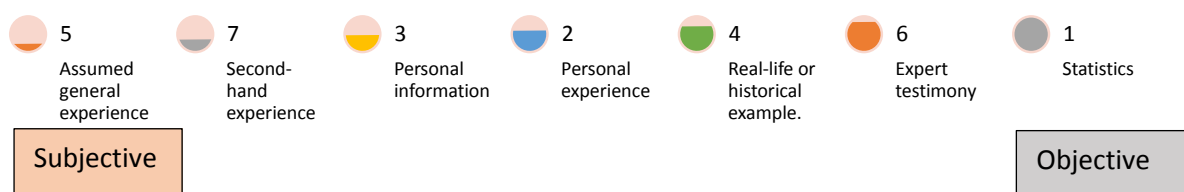
	LABEL
1. I'm Greg Johns from Tatoon Electronics. As HR manager I have been RESPONSIBLE for hiring for 10 years now.	Affiliation and position
2. After working as a Sales Executive for 5 years, I felt the need to broaden my PERSPECTIVE, so I decided to get a degree in Marketing Psychology.	Education
3. As part of a research team, I have INVESTIGATED the defining qualities of good leaders.	Experience, expertise
4. My major achievements in this position include the full training of over 40 administrative staff in less than three months. This was during the INTRODUCTION of a new data-processing system. In addition, I was also responsible for the introduction of a complete "Quality First" apprentice module that increased apprentice PRODUCTIVITY by 15%.	Professional achievements
5. Two years ago we faced a SEVERE crisis at our company and we almost had to close down. However, our team decided to work out new digital sales strategies, and REACHED OUT to new customer groups. After two zero-profit months we managed to increase our sales and now we are proud shareholders of a successful webshop.	Commitment, loyalty
6. The field of Material Science and Engineering has developed enormously in the last 20 - 30 years. Lithium-ion batteries, graphene, perovskite or nanotechnology have REVOLUTIONISED not only science, but everyday technological solutions as well.	Knowledge of the field

TASK 3 Logos: Making sense

TASK 3/A Arguments

1. ALTHOUGH it undoubtedly requires financial investment, I believe it is imperative to broaden our product range IF we want to win new customers.
2. Unfortunately, we found that some of the test results were unsatisfactory, SO we should change our quality assurance practices.
3. We need to invest more in natural cosmetic products, BECAUSE/AS there has been an increasing interest in and demand for these products in the first quarter.
4. I suggest that we close down our offices in Latvia and Poland BECAUSE/AS recent, local educational regulations do not support our course books any more.
5. The online marketing costs have dropped with 5.5% in the last quarter. HOWEVER, the decline is so insignificant that it should not affect our strategy. (Note: *However* is the correct solution here as it connects sentences. *Although* connects two parts of the same sentence.)
6. It seems that our partnership scheme has not increased either customer or product loyalty. THEREFORE, it would be wise at this point to reconsider if we would like to go on with it in the next six-month period as well. (Note: *Therefore* is the correct solution here as it connects sentences. *So* connects two parts of the same sentence.)
7. IN ORDER TO be able to keep our high-cost print products, we should provide free online content as well EVEN IF it means an estimated 20-22% additional investment.

TASK 3/B Evidence



TASK 4 Pathos: Trust your heart

TASK 4/A LAUGHTER IS THE BEST MEDICINE: METAPHOR

Metaphor	Explanation
Are you sure we have to pick the low hanging fruit here?	Low hanging fruit = easy and quick wins
Our new action plan has lots of moving parts, so we need to nominate responsible staff for each area.	Lots of moving parts = smaller aspects of a complex plan which need to be taken care of
We don't have to boil the ocean in this project.	To boil the ocean = to do our best, to do something perfectly, investing all available resources for a small return
Could we take offline after this meeting to discuss my personal responsibilities here?	To take offline = to have another separate meeting or communication in addition to the one the participants are involved at the moment
Could you show the swimlane to fill us in about the distribution of work?	Swimlane = swimlane flow chart showing the distribution of work in a project in columns
This new technology is a bleeding edge, but it might generate feedback to help us further develop it.	Bleeding edge = a new, imperfect and thus risky product, which can nevertheless generate feedback to improve it
Get your ducks in a row to be ready for the next step.	To get your ducks in a row = to make a step-by-step action plan to be ready for the next step
Make sure you are moving the needle to see how we progress.	To move the needle = to monitor progress and what needs to be done
Let's peel the onion and look at the causes of this failure step-by-step.	To peel the onion = to analyse something carefully and systematically, taking each aspect of the issue one by one

TASK 4/B Faster? Harder. Better. Faster: Repetition and the Rule of Three

Faster. Higher. STRONGER.

I came. I saw. I CONQUERED.

See no evil. Hear no evil. SPEAK NO EVIL.

Source:

Steve Jobs introduces iPhone in 2007. YouTube

<https://www.youtube.com/watch?v=MnrJzXM7a6o&t=610s>

Suggested answers

The Rule of Three:

- three products
- the third stage of innovation
- three aspects of Revolutionary User Interface
- three revolutionary new products to be introduced

Repetition:

- functions of smartphones
- problems of smartphones (to highlight the need for change and the direction of development)
- What we wanna do ...
- Can't change ...
- A giant screen
- Stylus (old technology)
- Finger (new technology)

TASK 4/C It's not farmers who initiate change; you must be a hunter to do that: Contrast

Match the two halves of the following famous quotes containing contrasts.

Humanity is served by wealth,	and not ruled by it. (Pope Francis)
When the winds of change blow, some people build walls,	and others build windmills. (Chinese proverb)
When we are no longer able to change a situation,	we are challenged to change ourselves. (Viktor Frankl)
Peace is not the absence of conflict,	it is the ability to handle conflict by peaceful means. (Ronald Reagan)
Money never starts an idea;	it is the idea that starts the money. (W J. Cameron)
If you have always done it that way,	it's probably wrong. (Charles Kettering)
Education is our passport to the future, as future belongs to the people	who prepare for it today. (Malcolm X)
Do not wait to strike till the iron is hot;	but make it hot by striking (W. B. Yeats)
There are no strangers,	only people you have not met yet. (W. B. Yeats)

Now finish the following contrasts with your own ideas. (Suggested answers)

If we don't seize this opportunity now,	others/ someone else/our competitors will.
Instead of just having one meeting after the other to discuss why things don't work out,	we should come up with a strategy to make it work/ go out and do something about it.
Remember, it can take years to win the clients' trust,	but only a moment/a bad decision to lose it.
Either we close down two offices now,	or we will have to downsize more radically next year/ will have to close down completely next year.