Rhetoric

Practical and theoretical view
For what this theorie?
Universal thought pattern

Universal Thought pattern

Improvement of logic and completeness

• Deduction/ Induction
• Matrix
• Pro and Contra
Rhetoric thought pattern

• Rule of three model
• Rule of five model

Helpful for:

• Check-up the logical line of the whole presentation („red threat“)
• The logic structure of singular parts of the presentation
• Check-up of completeness of material collection
• Perfecting of clearness and understandability
• Check-up of logic in argumentation and giving of evidence
Formal rhetoric: universal thought pattern-1

**Deductive thought pattern:**
to derive a conclusion from something known or assumed

Used for:
- Gathering material
- Demonstration of a fact in its environment
- Make a scenario

**Inductive thought pattern:**
From single observations reason at higher ranked phenomena and methods

Helpful for:
- Detect umbrella terms and similarities
- Cognition of relations between different phenomena
- Detect natural-scientific legalities
Formal rhetoric: universal thought pattern-2

**Matrixmethod:**
Show pairwise relations (lines and columns of complementary elements, e.g. cause and effect)

Used for:
- Control of completeness of gathered material
- Detect new ways for solutions
- Realise a complete overview

**Pros and Cons:**
Pairwise listing of arguments for one aspect

Helpful to balance:
- Advantages / disadvantages
- different approaches / methods
Rhetoric- multimodels rule of three model

- helpful for dramaturgy and argumentation in a lecture
- "sentence" stands for a bloc of thoughts, e.g. parts of a lecture

rule of three models

Linear

Converging

Current status

Target state

suggested way

1
The problem is...

2
The previous method of solution was...

3
Our proposal in contrast is...

Thesis

Antithesis

Synthesis

Way 1 has disadvantage A...

Way 2 has disadvantage B ...

Therefore the new way C...
Methods for Argumentation

One-way argumentation

- **pro**
- **pro**
- **pro**
  - Good, when no time for relexion of advantages and disadvantages
  - Sometimes for a quick decision better only to present advantages

Differentiated argumentation

- **pro** - contra
  - compromise
- **yes** - **but**
  - **pro**
- **neither** - **nor**
  - but rather
Dramaturgy of argumentation

- 3, no more than 6 arguments
- if you have only many poor arguments, then demonstrate the amount in a list
Rhetoric - Multimodels rule of the five models

Offer variety of rhetoric patterns for a good structure of a presentation

- Chronologic or logic sequence of statements with predeterminated direction

1. Common background...
2. Basis
3. Current results
4. Our contribution
5. ...leads to following result

- Presents background & current situation and thesis & antithesis → synthesis

1. Background
2. Current situation
3. Our measurements
4. Former data
5. ...leads to new result...
Rhetoric - Multimodels rule of the five models - 2

Contrasts at beginning, mismatch as base for work, discrepancy will be dissolved by the new result.

Thesis and antithesis are in 2 steps.

Result of scientist A

1. Leads to this discrepancy
2. ...and the result of scientist B
3. Our contribution
4. ...leads to decision for...
5. We propose a new interpretation for both results...

Measurement of A

1. Measurement of B
2. Interpretation A
3. Interpretation B
4. We propose a new interpretation for both results...
Combination of different models

Choice of the method

Introduction

Results

Discussion

Conclusion
# Base of understandability

| 1. Clearly structured | • the listeners should understand all time the course  
|                       | • Interesting transitions  
| 2. Pictorial and simple | • No long sentences  
|                       | • No technical jargon / have definitions (for yourself) available  
|                       | • For the quintessence examples/ analogies  
| 3. Short and concise | • Short sentences (max. 9 words) more understandable  
|                       | • Divide between opinion and information  
|                       | • Figures support facts (source !)  
|                       | • Short breaks to „process“  
| 4. Stimulating | • Communication with listeners = contact  
|               | • Weak up with charisma, active gesture, change of position in room |