

Rhetoric

Practical and theoretical view

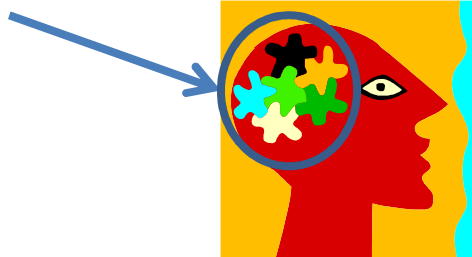
For what this theorie?

Universal thought pattern

Universal
Thought pattern



Improvement of
logic and
completeness



- Deduction/ Induction
- Matrix
- Pro and Contra

Rhetoric thought pattern

Rhetoric thought pattern

- Rule of three model
- Rule of five model



Composition and structure of speech

Helpful for:

- Check-up the logical line of the whole presentation („red thread“)
- 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 rethoric: 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 it's environment
- Make a scenario

Inductive thought pattern:

From single observances reason at higher ranked phenomenons and methods

Helpful for:

- Detect umbrella terms and similarities
- Cognition of relations between different phenomenons
- 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:

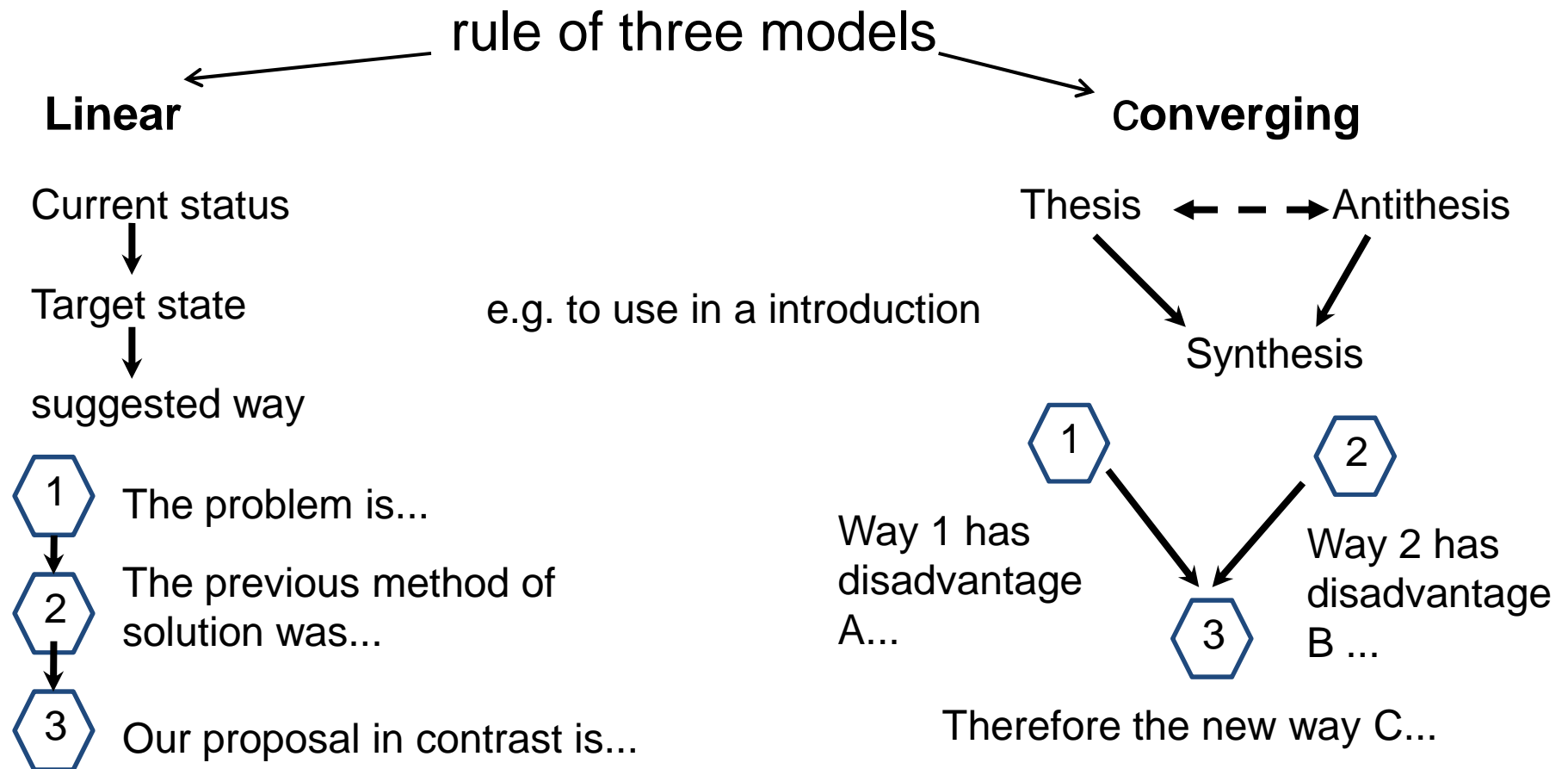
Pairwise listing of arguments for one aspect

Helpful to balance:

- Advantages / disadvantages
- different approaches / methods

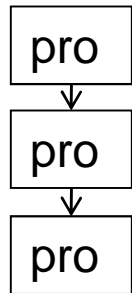
Rhetoric- multimodels rule of three model

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



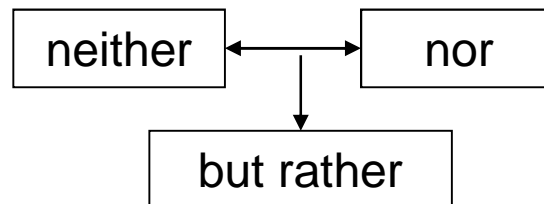
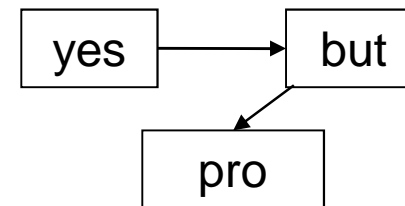
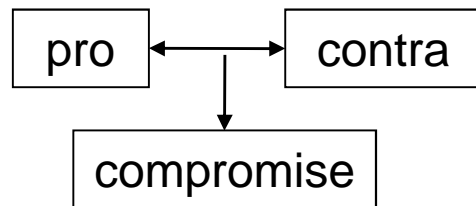
Methods for Argumentation

One-way argumentation



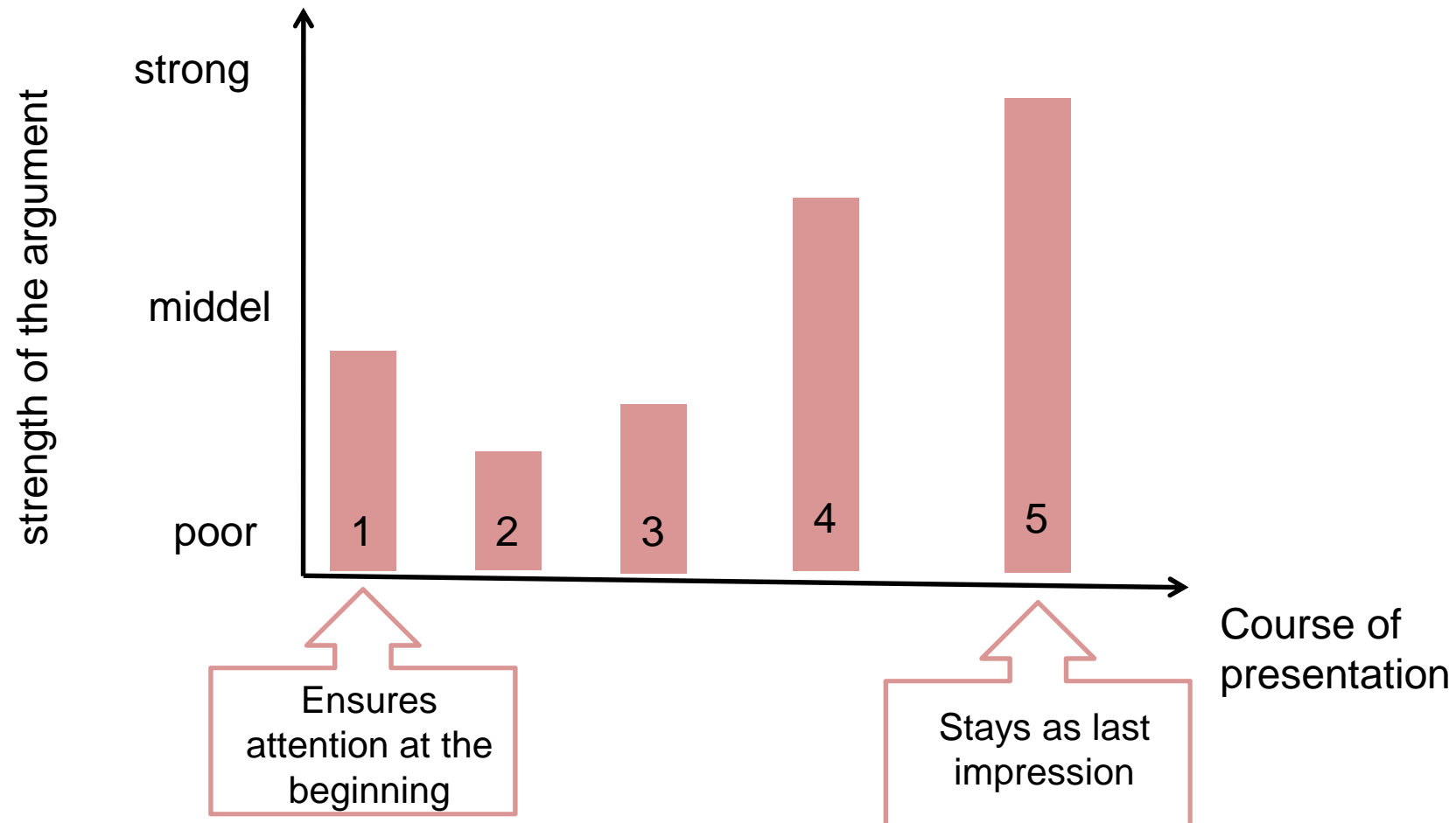
- Good, when no time for reflection of advantages and disadvantages
- Sometimes for a quick decision better only to present advantages

Differentiated argumentation



Dramaturgy of argumentation

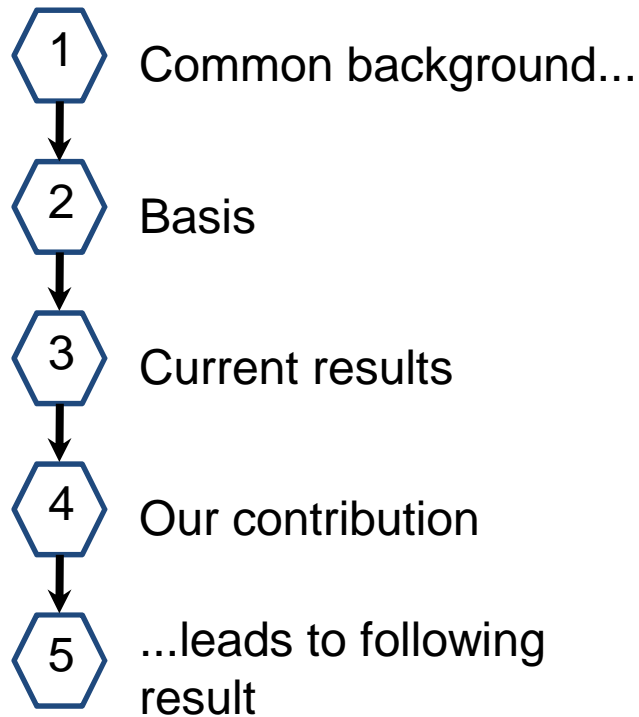
- 3, no more than 6 arguments
- if you have only many poor arguments, then demonstrate the amount in a list



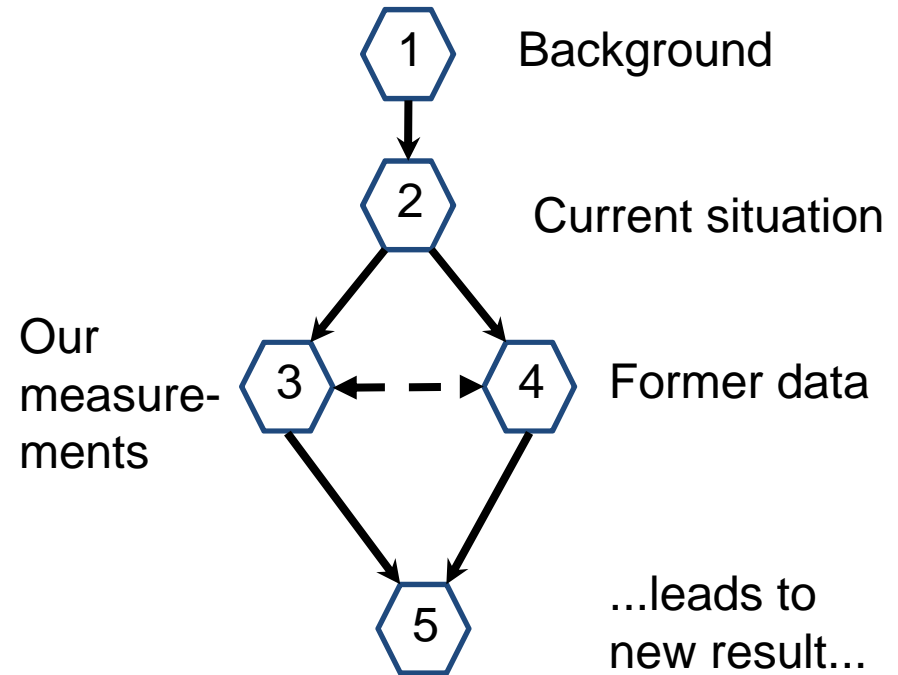
Rhetoric- Multimodels rule of the five models

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

Chronologic or logic sequence of statements with predetermined direction



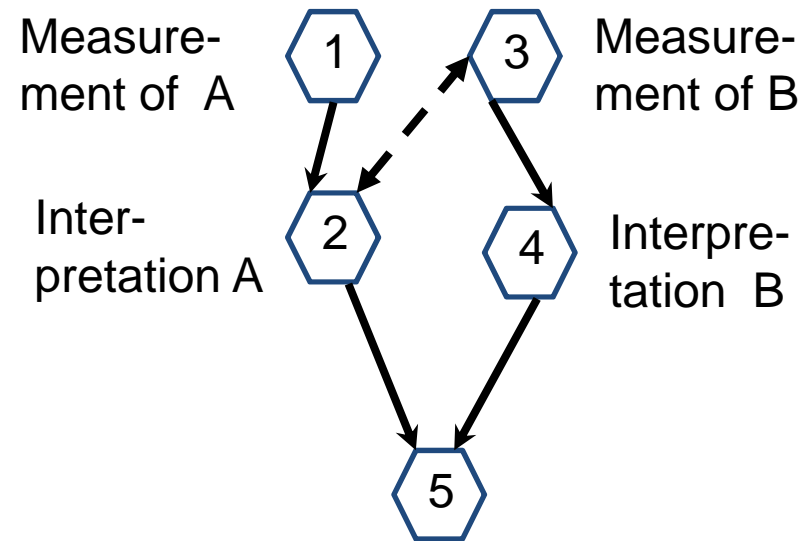
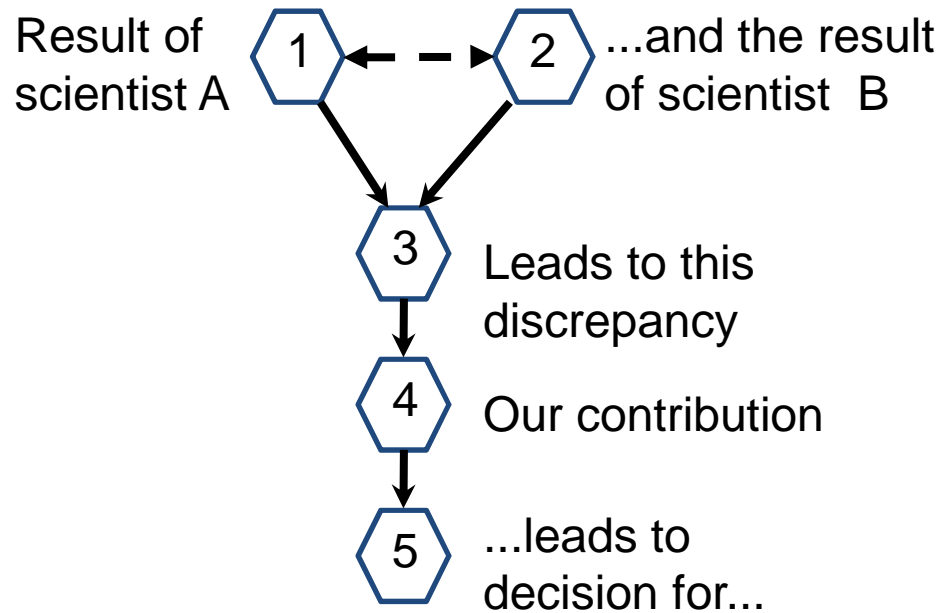
Presents background & current situation and thesis & antithesis → synthesis



Rhetoric- Multimodels rule of the five models -2

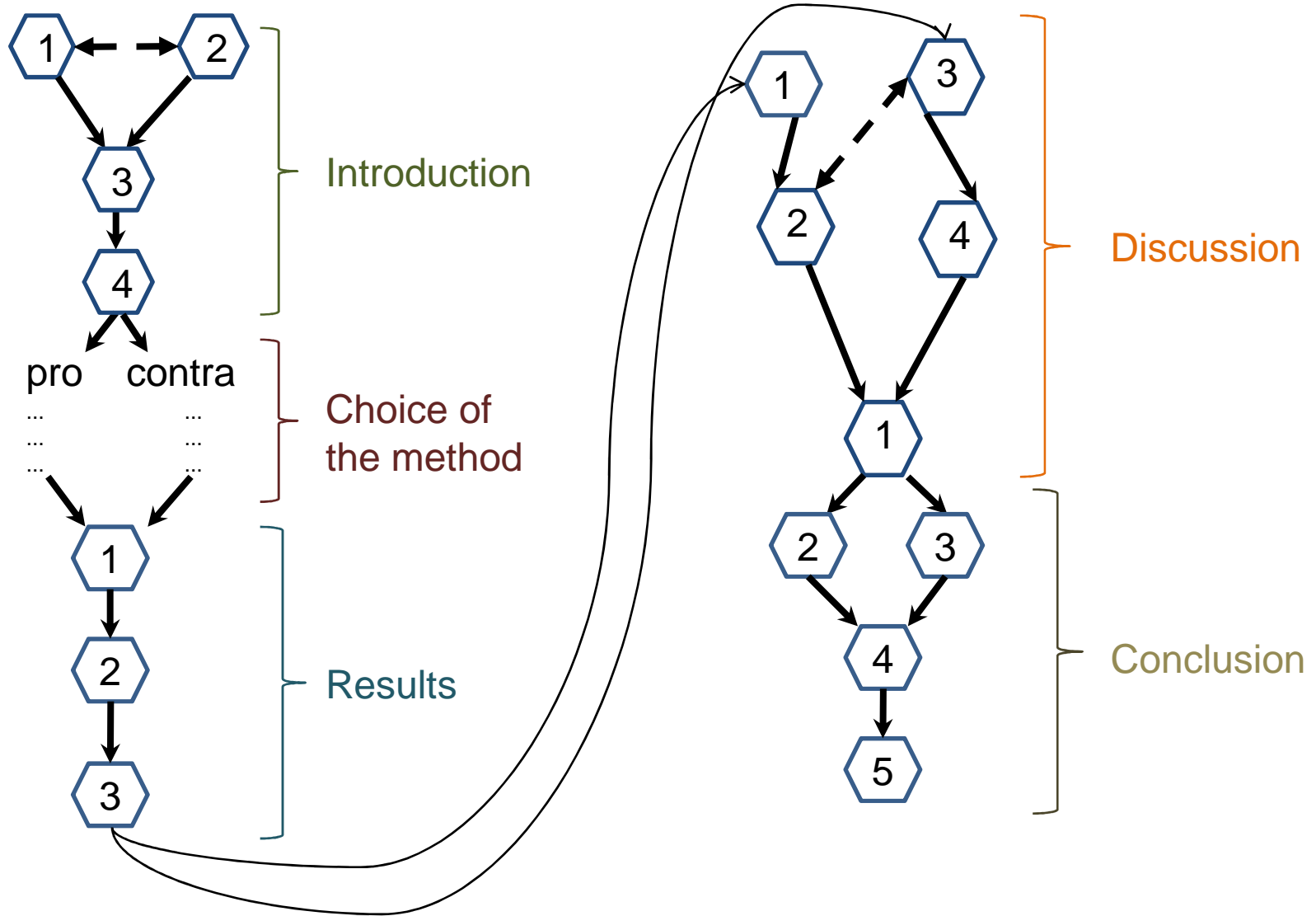
Contrasts at beginning, mismatch as base for work, discrepancy will be dissolved by the new result

Thesis and antithesis are in 2 steps



We propose a new interpretation for both results...

Combination of different models



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