

LESERKOLLE

# Rhetoric

- What is rhetoric?
- Basics of communication
- Methods of conversation control
- Question technique
- Active listening
- How to overcome anxiety
- Observation sheet
- By the letters: structuring and giving a speech
- Day clearing





Science has established for human memory to retain auditive (acoustic), optical (visual), and kinesthetic (palpable) signals in the following order of priority:



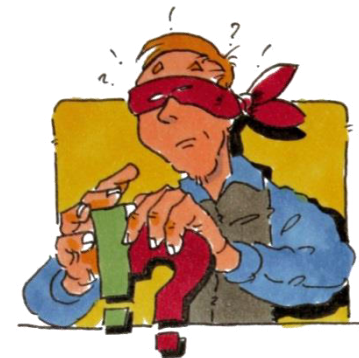
• reading ca. 10 %



• listening ca. 20 %



• seeing ca. 30 %



• feeling ca. 80 %

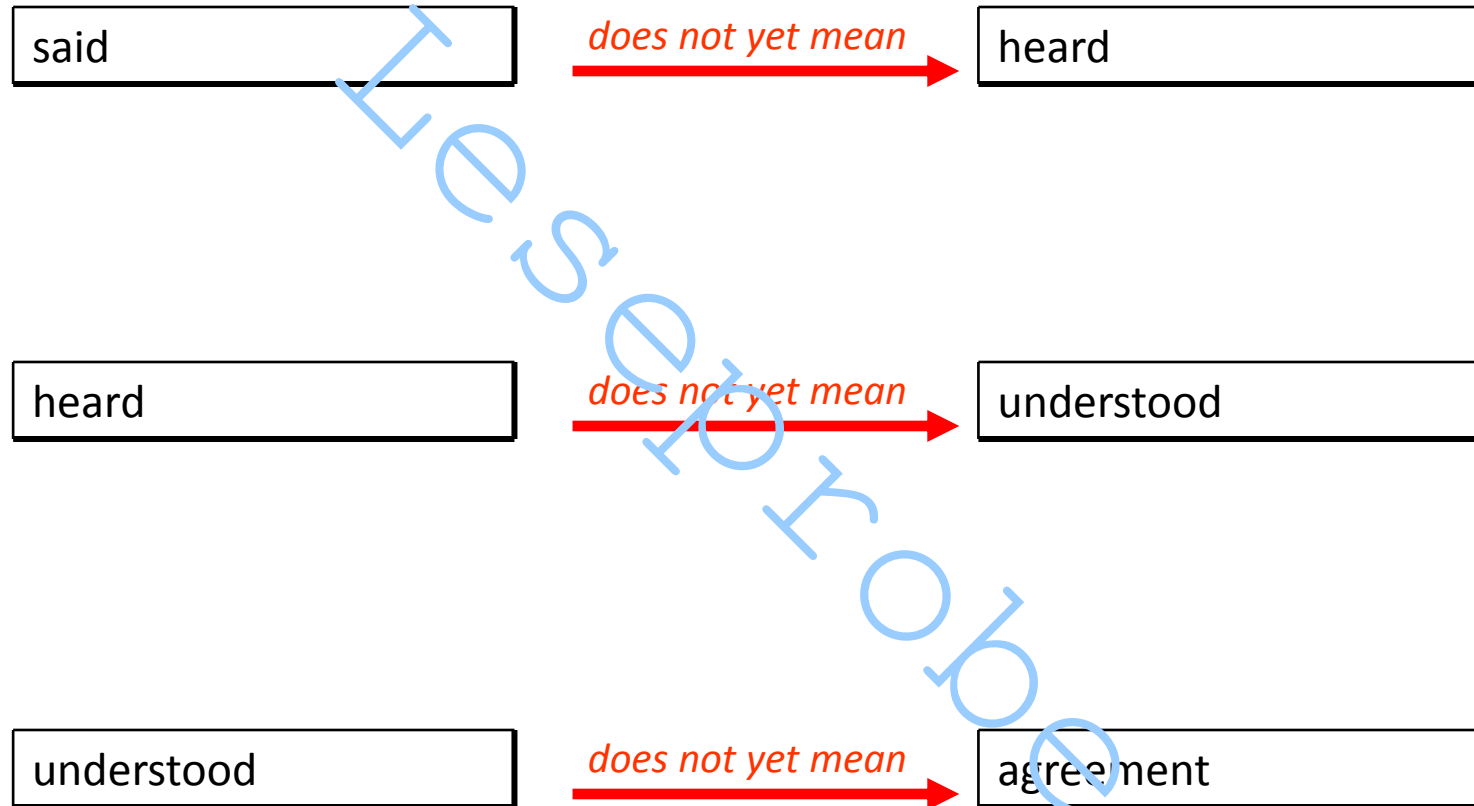
In order to adapt to an interlocutor and to communicate effectively, balancing the following aspects is paramount:

- language, vocabulary, and syntax
- voice and articulation
- gestures and facial expressions
- body language and appearance

***„Words do not represent reality.“***

Korzybski







Language as a means of communication







**Avoid suicide words!**

~~actually  
could  
should  
possibly  
usually~~

**Avoid emotive words!**

~~although  
but  
however  
must  
why~~

