

Speak up – and convince!

Rhetoric is a term we are all familiar with and – whether you want to say something in your mother tongue or in a foreign language – it is **necessary for effective communication**. This is particularly true in the globalised world we live and work in. At the same time, it is a skill you need to keep working on to develop.



What is rhetoric and when do we use it?

Why is successful rhetoric essential for modern business communication? Rhetoric is quite simply effective written and oral communication which places your audience at the centre of the act of communication, a must in business interactions. Rhetoric also has a clear persuasive function and knowing how to persuade is essential in achieving goals. Rhetoric, although the word itself stirs up images of complex techniques familiar to the ancient Greeks, is used every time we use language. So, all communication is rhetorical. In fact, a modern definition of rhetoric is simply the intentional use of language to influence an audience, with an emphasis on “intentional”. This means that successful rhetoric can be learned and applied in both formal and informal settings to increase persuasive impact. This of course, is more challenging in a foreign language. However, with the right insights and practice, the basics can be learned relatively quickly and easily.

Useful tips for successful rhetoric

Although there are many techniques involved becoming a rhetorical expert, there are some important ones which can be easily learned and quickly applied. Authenticity combined with technique is the key.

Here are just a few tips which may help you to become an effective communicator:

- Be aware of the tone, style and purpose of communication in various contexts.
- Use the right voice power and be confident of your own style for more effective verbal and nonverbal communication. It is like Cicero, the Roman orator said, “Without good delivery, the best speaker cannot be of any account at all.”
- Use effective opening and closing statements of purpose for meetings, presentations and negotiations.
- With impact techniques like rhetorical questions, contrasts and opposites you can make your speech more vibrant and persuasive. These techniques are not only useful for presentations or formal platform speeches but can be used in less formal conversational interactions.
- Be aware of your body language and its effect on audience perception.

Beitrag

There are also some other impact techniques for establishing rapport or relationship with other people: Can you lead someone to say yes on the basis of good arguments? This can be achieved by knowing something about basic modern psychology and the language behind the powers of persuasion and negotiation.

Successful rhetoric is a key component for successful communication and learning the basics is relatively simple. The knowledge and use of simple techniques can make a big difference to you and your ability to influence others positively.



Author:
Jilian Anderton

MA in applied linguistics. Consultant and coach for business English, lecturer at the University of St. Gallen and the University Fresenius and trainer at Haufe Akademie.

Our seminar recommendations:

Speakeasy: Successful Rhetoric in English

56.57 ▶

Developing Persuasive Speaking Skills

Do you want to win others over to your side calmly and with charisma? With detailed exercises, you will sustainably optimise your personal linguistic style and gain authentic charisma, profile and persuasiveness.

www.haufe-akademie.de/56.57

Presenting in English

91.02 ▶

Acting With Confidence in a Foreign Language

How do you stay relaxed when delivering an English presentation? By presenting yourself with great confidence! During the training you will exercise a lot in English and will gain confidence in your ability to reach your audience.

www.haufe-akademie.de/91.02

Dieser Beitrag hat Ihnen gefallen?

Unsere kostenlosen Newsletter halten Sie rund um betriebliche Themen auf dem Laufenden. Einfach anmelden unter:

www.haufe.de/akademie/newsletter

Wir freuen uns über Feedback und Anregungen unter service@haufe-akademie.de