

THE FIVE TENETS OF RETORIC

Rhetoric is the science of communicating convincingly, and rhetoric is concerned with creating convincing oral presentations. In classical rhetoric, the creation of speech takes place in five phases:

- Inventio: where you discover what you wish to say and *not* to say
- Dispositio: where you structure what you wish to say in an appropriate order
- Elocutio: where you decide on the words and expressions you wish to use
- Memoria: where you practice performing your presentation
- Actio: where you perform the presentation using a clear tone of voice and

appropriate body language The work done in these five phases affects the extent to which the oral presentation is convincing:

Convincing oral presentations.

Inventio

It is convincing when the sender has a clear focus which makes it easy for the receiver to summarise the essence of the presentation, for instance by answering the question: what does the sender wish to tell me and why?

It is convincing when the sender presents a few points and only elaborates on

these It is convincing when the sender has a clear purpose of giving the

presentation **Dispositio**

It is convincing when the introduction gives the receiver an overview of the presentation

It is convincing when the sender provides the receiver with an overview of the main part of the presentation

It is convincing when the sender concludes the presentation in a way which makes it clear to the receiver that the presentation has come to an end – as opposed to the sender just stopping speaking

Elocutio

It is convincing when the language used is adapted to the receiver – and the sender defines concepts which the receiver does not know or might not remember how to define

It is convincing when the language used matches the oral situation, in which the receiver may need concrete examples and repetition of the essential points

It is convincing when the language used speaks to both mind and senses in the receiver

Memoria

It is convincing when the presentation lasts the number of minutes it was scheduled for

It is convincing when the sender knows what to say and only occasionally needs to read from their manuscript

It is convincing when the sender has the energy to pay attention to the receiver and can elaborate on a point if the receiver seems to need this

Actio

It is convincing when the sender keeps eye contact with the receiver. Not constantly, but enough for the receiver to feel spoken to

It is convincing when the sender speaks in a clear voice – at a slow pace and using precise articulation It is convincing when the sender's body language signals involvement