

- 4 The speakers in 2 used a number of rhetorical techniques. The main ones are listed below. Complete them using the words in the box.


questions   language   words   three's   points   sounds   opposites

## The seven rules of rhetoric

- 1 Repeat \_\_\_\_\_  
I still have a dream. It is a dream deeply rooted in the American dream.
- 2 Repeat \_\_\_\_\_  
We are the people ... who persuaded others to buy British, not by begging them to do so, but because it was best.
- 3 Use contrasts and \_\_\_\_\_  
Ask not what your country can do for you – ask what you can do for your country.
- 4 Group key points in \_\_\_\_\_  
We must therefore act together as a united people, for national reconciliation, for nation building, for the birth of a new world.
- 5 Ask rhetorical \_\_\_\_\_  
What are our chances of success? It depends on what kind of people we are.
- 6 Accumulate supporting \_\_\_\_\_  
We are the people who, amongst other things, invented the computer, the refrigerator, the electric motor, the stethoscope, rayon, the steam turbine, stainless steel, the tank ...
- 7 Use metaphorical \_\_\_\_\_  
To lead our country out of the valley of darkness.

### Lexis link

for more on metaphor  
see page 119

- 5 Look back at the extracts in 3 and find more examples of the rhetorical techniques listed in 4.
- 6  13.3 Look at the following extracts from ineffective business presentations and rephrase them to give them more impact. Then listen and check.
  - a Cash flow is the main problem we're facing.  
What's the \_\_\_\_\_ facing? The \_\_\_\_\_ cash flow.
  - b It's critical to our success, even though it's so risky and problematic.  
It's \_\_\_\_\_ risky, \_\_\_\_\_ problematic, \_\_\_\_\_ yet \_\_\_\_\_ critical to our success.
  - c It's faster, cheaper, more reliable – that's the most important thing – and easier to use.  
It's \_\_\_\_\_ and \_\_\_\_\_. But above \_\_\_\_\_, it's more \_\_\_\_\_.
  - d We can still be the best, but we can't ever be the biggest again.  
Even \_\_\_\_\_ we can \_\_\_\_\_ again be the \_\_\_\_\_, we \_\_\_\_\_ still \_\_\_\_\_.
  - e Fewer jobs are being fought over by more graduates, that's the point.  
The point \_\_\_\_\_, more and \_\_\_\_\_ graduates \_\_\_\_\_ over fewer \_\_\_\_\_.