



RHETORIC

Persuasive Speech Techniques

- Whether reading or writing a speech, ensure you understand the **speaker**, their relationship to the **audience**, and the **purpose/message** of the speech
- **Lists**, especially in groups of three (called *tripling*)
- **Repetition**, especially of the key point or most important words
- **Rhetorical questions**
- **Variation** in volume, pacing, pauses etc.
- **Ethos, logos, and pathos**
- **Parallelism**
- **Emotive words** (aka loaded language. E.g. torture, freedom, justice)
- **Hyperbole** (exaggeration)
- **Metaphor and simile**
- **Personal pronouns** (create bond between speaker/audience, show togetherness, can create in-groups and out-groups)
- **Humour** (release tension and can help create a bond with audience. Not always appropriate!)

These are typically more of a focus in poetry, but you can also use these in speeches:

- **Alliteration**
- **Assonance and consonance**
- **Rhyme** (with caution – can sound silly!)