

**Communications
& Homiletics (CL2)**

Style (How to Speak)
February 19, 2015

Ross Arnold, Winter 2015
Lakeside institute of Theology



Communications & Homiletics (CL2)

Jan. 29 – Introduction to Rhetoric

Feb. 5 – Invention (finding the meaning)

Feb. 12 – Arrangement (organizing)

Feb. 19 – Style (how to speak)

Feb. 26 – **No Class**

Mar. 5 – Memory (preparing to present)

Mar. 12 – Delivery (the presentation)

Mar. 19 – Applying the Principles; Final Exam

- **Rhetoric** – the use of language (logic + grammar) to instruct & persuade a listener or reader.
- **The Five Canons of Rhetoric** (per Aristotle)
 - **Invention** – evaluating your purpose and developing the argument or message. (What do you want or need to say, and why do you need to say it?)
 - **Arrangement** – organizing the argument or message for best effect. (How do I structure and organize my message to best communicate with *this* audience?)
 - **Style** – determining how best to present the argument or message. (By what approach can I best communicate *this* message to *this* audience?)
 - **Memory** – learning and/or memorizing the argument or message. (How can I be best prepared to effectively deliver this message to this audience?)
 - **Delivery** – the gestures, pronunciation, tone and pace used when presenting. (In the most practical terms, how can I best present this message?)

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The First Step (after prayer)...

- **What are you being called upon to do?**
 - Is it a sermon, a homily, a meditation, a teaching, a devotional, a class, a course, a lecture, an introduction, a eulogy, a toast, a continuing series, or ?

 - **For whom are you being asked to do it?**
 - A congregation, a Sunday School class, a Bible Study group, a community group, a civic club, an academic class, a group of friends, a group of strangers, mourners, wedding guests, or ?

 - **What do you think they most need to hear?**
 - A message that inspires, comforts, challenges, disciplines, disciplines, encourages, exhorts, educates, motivates, energizes, or ?
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- **The Three Types of Rhetoric Proof** (per Aristotle)
- **Ethos** – how the character and credibility of a speaker can influence an audience to consider him or her to be believable. (*intelligent, moral, presentable, of good reputation, trustworthy*)
- **Pathos** – the use of emotional appeals to alter the audience's judgment through metaphor, amplification, storytelling, or presenting the topic in a way that evokes strong emotions in the audience.
- **Logos** – the use of reasoning, either inductive or deductive, to construct an argument.

Elements of Style (*Eloctutio*)

1. **Correctness** – sometimes called “purity,” means that words used should be current to popular language usage, and used according to rules of proper grammar.
 2. **Clearness** – the use of words in their ordinary, everyday and understood sense.
 3. **Appropriateness** – to use words, and to use them in a way, that is fitting to a given situation. This includes the use of words in particular ways for emphasis in the course of a presentation.
 4. **Ornament** – the use of language in unusual or extraordinary ways, especially by the use of figures of speech, figures of thought and tropes.
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Paying attention

5. Imagination. Imagination can make an otherwise dull sermon come alive, by bringing hidden realities into view, setting familiar facts in fresh relationships, seeing resemblances and implications which escape the casual observer.

- **Visualization.** Dramatic insertion of interesting and significant details which are commonly overlooked.
- **Supposition.** A hypothetical illustration may be as effective and helpful as a true incident.
- **Parables.** The favorite teaching device of Jesus, the parable is still useful.
- **Figures of Speech.** Similes, analogies, metaphors, personification, etc.

The Top 20 Figures of Speech

1. **Alliteration** – The repetition of an initial consonant sound.
2. **Anaphora** – The repetition of the same word or phrase at the beginning of successive clauses or verses.
3. **Antithesis** – Juxtaposition of contrasting ideas in balanced phrases.
4. **Apostrophe** – Breaking off discourse to address some absent person or thing, some abstract quality, an inanimate object, or a nonexistent character.
5. **Assonance** – Identity or similarity in sound between internal vowels in neighboring words.
6. **Chiasmus** – A verbal pattern in which the second half of an expression is balanced against the first but with the parts reversed.
7. **Euphemism** – The substitution of an inoffensive term for one considered offensively explicit.
8. **Hyperbole** – An extravagant statement; use of exaggerated terms for the purpose of emphasis or heightened effect.

The Top 20 Figures of Speech

- 9. Irony** – The use of words to convey the opposite of their literal meaning. A statement or situation where the meaning is contradicted by the appearance or presentation of the idea.
- 10. Litotes** – A figure of speech consisting of an understatement in which an affirmative is expressed by negating its opposite.
- 11. Metaphor** – An implied comparison between two unlike things that actually have something important in common.
- 12. Metonymy** – A figure of speech in which one word or phrase is substituted for another with which it's closely associated; also, the rhetorical strategy of describing something indirectly by referring to things around it.
- 13. Onomatopoeia** – The use of words that imitate the sounds associated with the objects or actions they refer to.
- 14. Oxymoron** – A figure of speech in which incongruous or contradictory terms appear side by side.
- 15. Paradox** – A statement that appears to contradict itself.

The Top 20 Figures of Speech

- 16. Personification** – A figure of speech in which an inanimate object or abstraction is endowed with human qualities.
- 17. Pun** – A play on words, sometimes on different senses of the same word and sometimes on the similar sense or sound of different words.
- 18. Simile** – A stated comparison (usually formed with "like" or "as") between two fundamentally dissimilar things that have certain qualities in common.
- 19. Synecdoche** – A figure of speech in which a part is used to represent the whole (for example, ABCs for alphabet) or the whole for a part ("England won the World Cup in 1966").
- 20. Understatement** – A figure of speech in which a writer or speaker deliberately makes a situation seem less important or serious than it is.

Good Communication Techniques

1. Use common points to build rapport.
2. Draw illustrations from things that are commonly understood – including movies, stories, songs, books.
3. Use a “*We*” focus – especially when talking about negatives.
4. Avoid huge generalizations. (“No one,” “Everyone”)
5. Use quotes for credibility.
6. Use rhetorical questions to engage your audience.
7. Tell a third-person story.
8. Repeat the key message, especially at the end.
9. Signal that you’re closing (and the CLOSE!).
10. Leave them with one key take-away message.