

## Public Speaking Notes

Oratorical devices make speeches more enjoyable and powerful. And, by using these techniques in your own speeches, you will improve the clarity and effectiveness of your speech, ultimately improving your ability to inform, inspire, and incite change.

**Directions:** Fill in the following blanks during class discussion – you will use these notes as a reference when identifying effective oratorical devices in example speeches and writing your own speech.

### *Persuasive Strategies:*

- 1) **Ethos** (aka \_\_\_\_\_) – Often, this word refers to or means the \_\_\_\_\_ of a person. It is a means of persuasion by \_\_\_\_\_.
- 2) **Logos** (aka \_\_\_\_\_) – the form of persuasion using logic or \_\_\_\_\_. Most often this type is categorized by \_\_\_\_\_, figures, \_\_\_\_\_, inductive and deductive reasoning.
- 3) **Pathos** (aka \_\_\_\_\_) – the quality in art and literature that stimulates pity, tenderness, or sorrow. In its strict meaning it is closely associated with the pity that \_\_\_\_\_ is supposed to evoke.

### *Oratory Strategies (Review):*

- 1) **Alliteration** – The repetition of a sound in the first syllable of each phrase.  
*Example: Godric Gryffindor, Rowena Ravenclaw, Helga Hufflepuff, and Salazar Slytherin (the witches and wizards who founded Hogwarts and after whom the four houses of Hogwarts are named)*
- 2) **Metaphor** – An analogy that compares one thing or idea to another, using a term or phrase it literally isn't to suggest similarity.  
*Example: "A giant of a man was standing in the doorway. His face was almost completely hidden by a long, shaggy mane of hair and a wild, tangled beard, but you could make out his eyes, glinting like black beetles under all the hair."*
- 3) **Simile** – A comparison between two unlike things, usually using the words "like" or "as."  
*Example: "Harry had taken up his place at wizard school, where he and his scar were famous . . . but now the school year was over, and he was back with the Dursleys for the summer, back to being treated like a dog that had rolled in something smelly."*
- 4) **Juxtaposition** – Ideas (generally ones that sharply contrast each other) are placed closely together.  
*Example: "That evening, Dudley paraded around the living room for the family in his brand new uniform...As he looked at Dudley in his new knickerbockers, Uncle Vernon said gruffly that if was the proudest moment of his life. Aunt Petunia burst into tears and said she couldn't believe it was her Ickle Dudleykins, he looked so handsome and grown-up. Harry didn't trust himself to speak. He thought two of his ribs might already have cracked from trying not to laugh."*

5) **Repetition** – repeated short phrases creates a sense of structure and ingrains an idea in the minds of the audience.

*Example: “Yes, we can, to opportunity and prosperity. Yes, we can heal this nation. Yes, we can repair this world. Yes, we can.” – Obama*

6) **Varied Sentence Length** – Change the length and structure of your sentences to emphasize key points and engage your audience.

*Example: “To the best campaign team ever assembled in the history of politics: you made this happen, and I am forever grateful for what you’ve sacrificed to get it done. But above all, I will never forget who this victory truly belongs to – it belongs to you. It belongs to you.” – Obama*

7) **Parallelism** – successive clauses or sentences are similarly structured. This similarity makes it easier for the reader/listener to concentrate on the message because they create a rhythm.

*Example: “If there is anyone out there who still doubts . . . who still wonders . . . who still questions “*

*No Parallelism:*

*Open the book first.*

*You must read the text now.*

*There are pictures in the book–Look at them.*

*The questions must be answered.*

*Parallelism:*

*Open the book.*

*Read the text.*

*Look at the pictures.*

*Answer the questions.*

*Oratory Strategies:*

8) **Anadiplosis** – The \_\_\_\_\_ word or phrase is \_\_\_\_\_ to begin the next.

*Example: “Suffering breeds character; character breeds faith.” – Rev. Jesse Jackson*

9) **Anaphora** – The same word or phrase is used to begin \_\_\_\_\_ clauses or sentences. Thus, the reader’s/listener’s attention is drawn directly to the \_\_\_\_\_ of the sentence. Anaphora is often used in conjunction with parallelism or climax

*Example: “Every child must be taught these principles. Every citizen must uphold them. And every immigrant, by embracing these ideals, makes our country more, not less American.”*

10) **Antistrophe** – a figure of speech that repeats the same word or phrase at the \_\_\_\_\_ of the \_\_\_\_\_ clauses. It’s the direct \_\_\_\_\_ of \_\_\_\_\_

*Example: “It was a creed written into the founding documents that declared the destiny of a nation: yes we can. It was whispered by slaves and abolitionists as they blazed a trail toward freedom through the darkest of nights: yes we can. It was sung by immigrants as they struck out from distant shores and pioneers who pushed westward against an unforgiving wilderness: yes we can.” - Obama*

11) **Antithesis** – emphasizes the \_\_\_\_\_ between two ideas. The \_\_\_\_\_ of the phrases/clauses is \_\_\_\_\_ in order to draw the reader’s /listener’s attention directly to the contrast

*Example: “That’s one small step for a man, one giant leap for mankind” - Neil Armstrong*

*Example: “It was the best of times, it was the Worst of Times, it was the age of wisdom, it was the age of foolishness” – Dickens, Tale of Two Cities*

12) **Asyndeton** – Omits \_\_\_\_\_, which helps to increase the \_\_\_\_\_ and highlight a specific idea.

*Example: “and that government of the people, by the people, for the people shall not perish from the earth.” – Abraham Lincoln*

13) **Chiasmus** – the words in one phrase or clause are \_\_\_\_\_ in the \_\_\_\_\_. It keeps the \_\_\_\_\_ but \_\_\_\_\_ the meaning.

*Example: My fellow Americans: ask not what your country can do for you. Ask what you can do for your country. – JFK*

14) **Climax** – figure of speech where words or phrases are arranged in order of \_\_\_\_\_ importance or \_\_\_\_\_, often in parallel structure. It offers a sense of \_\_\_\_\_, \_\_\_\_\_, and movement up the ladder of importance (the word is Greek for ladder)

*Example: “Some men are born great, some achieve greatness, and some have greatness thrust upon them.” – Shakespeare*

15) **Hypophora** – The speaker asks a question and then \_\_\_\_\_ it. Often the question is raised at the \_\_\_\_\_ of a paragraph and answered \_\_\_\_\_ of that paragraph. It can also be used to \_\_\_\_\_ a \_\_\_\_\_ area of discussion.

*Example: “I will win! Why? Because I have faith, courage, enthusiasm.” - Obama*

16) **Scesis Onomatopoeia** – \_\_\_\_\_ something by expressing a string of generally \_\_\_\_\_ phrases or statements. But, due to the repetitive nature, you should use it carefully.

*Example: “Call it fate. Call it luck. Call it karma.” – Ghostbusters*

17) **Tricolon** – \_\_\_\_\_ \_\_\_\_\_ clauses, phrases, or words that come in quick \_\_\_\_\_ without any \_\_\_\_\_.

*Example: “Tell me and I forget. Teach me and I may remember. Involve me and I learn.” – Benjamin Franklin*

## Public Speaking Examples

**Directions:** Using the above notes on oratory strategies, identify the specific strategy name or explain the specific technique used in the speech excerpts below.

1. "Look up in the sky. It's a bird. No – it's a plane. No – it's Superman!" – Jerry Siegel
2. "You have been my friend. That in itself is a tremendous thing. I wove my webs for you because I liked you. After all, what's a life, anyway? We're born, we live a little while, we die. A spider's life can't help being something of a mess, with all this trapping and eating flies. By helping you, perhaps I was trying to lift up my life a trifle." – E. B. White
3. "First they came for the socialists, and I did not speak out  
Because I was not a socialist.  
  
Then they came for the trade unionists, and I did not speak out  
Because I was not a trade unionist.  
  
Then they came for the Jews, and I did not speak out  
Because I was not a Jew.  
  
Then they came for me, and there was no one left to speak for me." – Martin Niemoller
4. "Bad men live that they may eat and drink, whereas good men eat and drink that they may live."  
- Socrates
5. "Fear leads to anger. Anger leads to hate. Hate leads to suffering." – Yoda