

- 4   1.22 Complete the advice in the Life Skills box with one word in each gap. Then listen again and check.

LIFE SKILLS | How to give a persuasive presentation (1)

Planning and delivery

- Focus on getting across just one key ¹ _____. Everything you say should clearly relate to this.
- Plan a strong ² _____ and ³ _____. Practise exactly what you're going to say at these points.
- It's vital to ⁴ _____ with the audience. You can do this through:
 - keeping good eye contact
 - engaging them with some ⁵ _____ facts, saying something funny, or telling a ⁶ _____ anecdote
 - making your voice sound ⁷ _____
 - using ⁸ _____ aids and props.

- 6   1.24 Study the Life Skills box. Then listen to four extracts from Jenny's presentation. Write the number of each extract next to the rhetorical feature she uses. Some extracts relate to more than one point.

LIFE SKILLS | How to give a persuasive presentation (2)

Using rhetorical devices

Rhetorical devices are techniques used by a speaker to make their language or arguments more persuasive or convincing.

☐ Emotion

People tend to respond to emotional language, or an appeal to their emotions.

☐ Rhetorical questions

A rhetorical question is asked to make a point, rather than to get an answer.

☐ Quotations

A well-selected quotation from a famous person can give your argument more weight.

☐ Repetition

The repetition of a particular word or phrase, usually something which carries a key meaning.

☐ Tripling

People seem to respond to information in threes, so speeches often list three similar things, or make three similar points.