Rhetoric - An Introduction to Theory and Practice

**Objective**
This workshop guides participants through practical steps to understand the essence of rhetoric, identify which rhetorical strategies might best suit their needs, and practice rhetorical techniques.

**Description**
Eloquence and rhetorical skills are a pre-requisite for academic success and professional advancement.

- But what is rhetoric?
- What are the key rhetorical techniques available?
- How can one practice them to her or his advantage?

This workshop helps participants to answer these questions.

The workshop covers:
- What rhetoric actually is and how it has been developed and conceptualized
- Understanding how the audience responds and how to adapt accordingly (the rhetorical situation)
- Which rhetorical theories can be employed to achieve different goals (the rhetorical triangle)
- How to implement and practice rhetorical techniques to best suit one’s own needs
- Tailor-made one-to-one practice and feedback with the trainer to achieve faster and better results

**Methodology**
- Theoretical sessions for the analytical framework
- Role-play and practical exercises
- Group exercises and working in plenum
- One-to-one sessions for individual feedback

**Organizational Information**

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Doctoral Candidates at all stages and Postdocs from all faculties</td>
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| Date         | Thursday, 14 November 2019, 9:00 – 18:00  
Friday, 15 November 2019, 9:00 – 16:00 |
| Registration | For registration click here |

**Trainer**

Dr. Matteo Garavoglia  
Impulsplus, Köln

- He has extensive expertise in leading workshops with special focus on communication skills
- Education at the universities of London (SOAS), Paris (Sciences Po) and Berlin (FU Berlin)
- Research associate at the Centre for International Studies at the University of Oxford
- Senior common room member at St. Antony’s College, Oxford
- Research focus:  
  - European Union humanitarian assistance  
  - Development aid  
  - Election observation policy