



ifis

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The Art of Selling Things

Sparking Interest and Enthusiasm in Audiences

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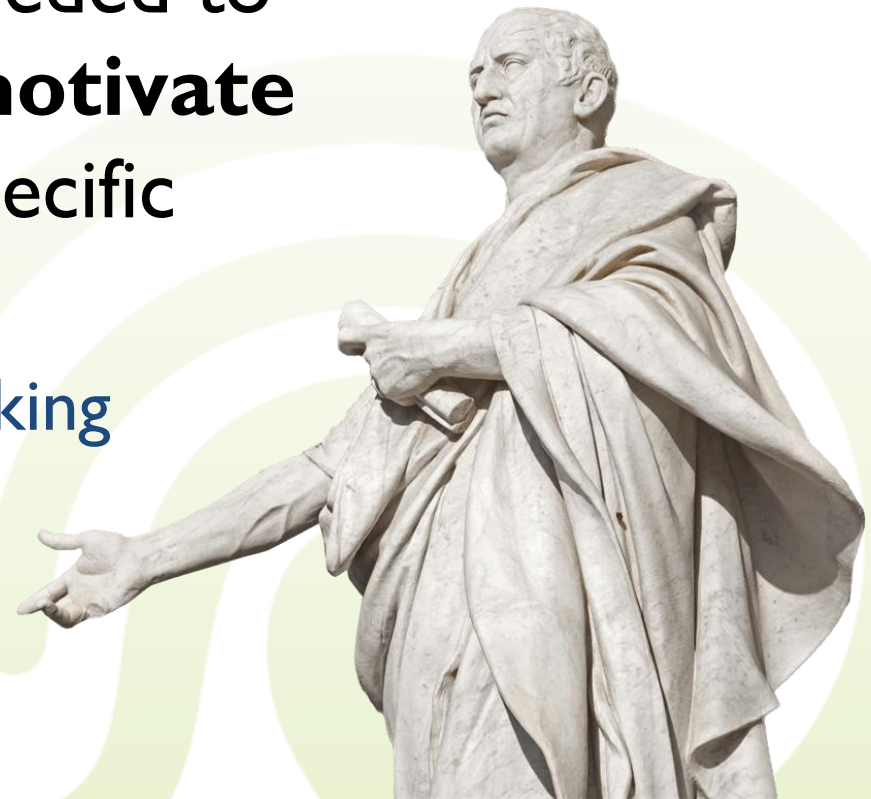


Rhetoric

- “Rhetoric is the **art of persuasion** [...]. It aims to study the capacities of writers or speakers needed to **inform, persuade, or motivate** particular audiences in specific situations.” (Wikipedia)
 - Plausibilizing a way of thinking
 - Influencing opinions
 - Sparking actions



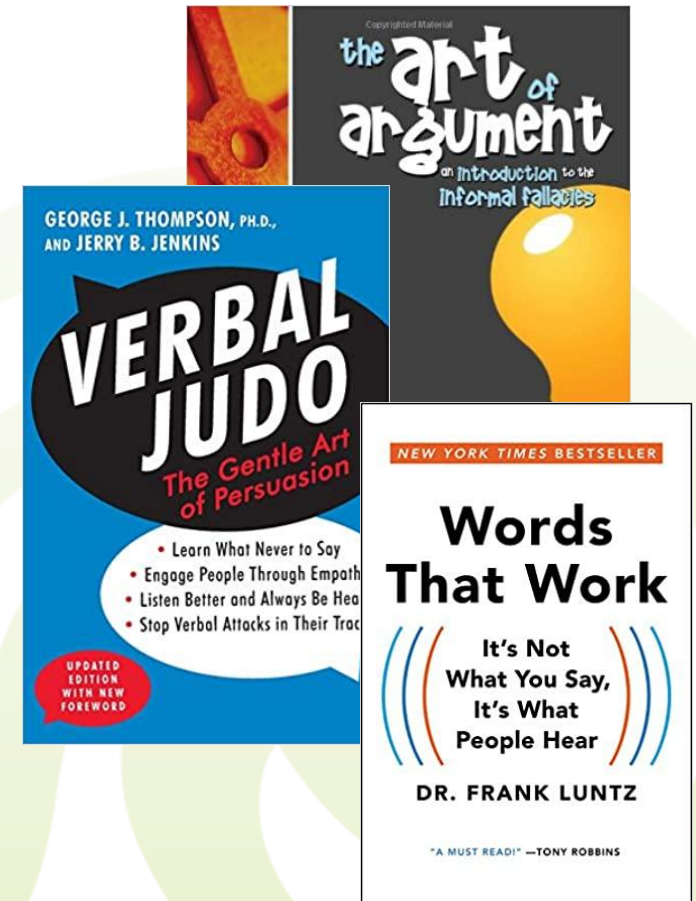
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Rhetoric

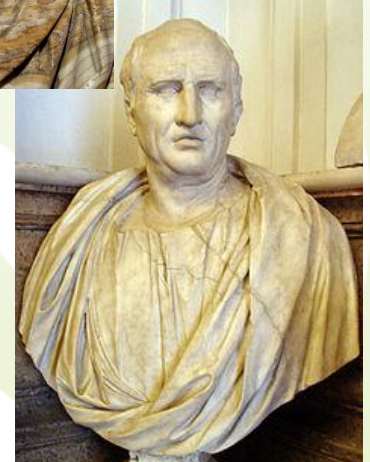
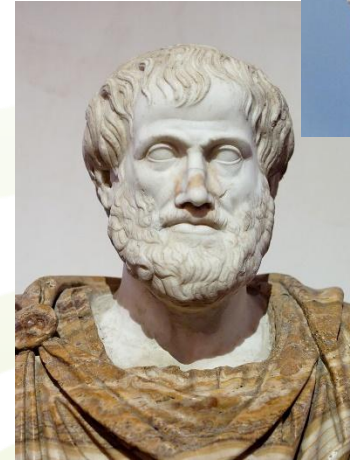
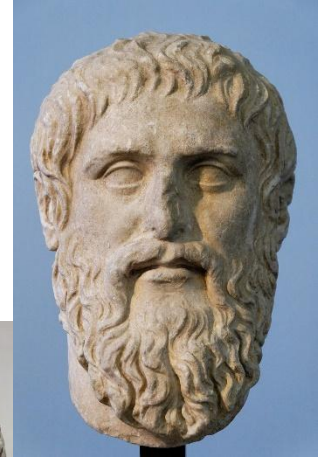
- Speeches are always an expression of one's own **personality**
 - No easy-to-follow recipes
 - Best Practices rather than Dos and Don'ts
 - **What does work for me and how do I come across?**





Famous Scholars

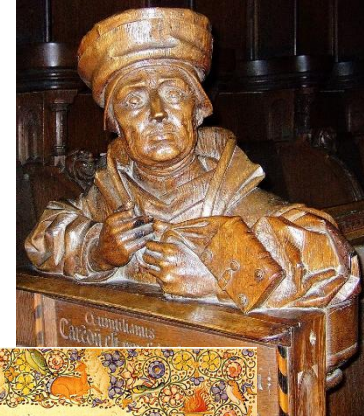
- **Plato (423-348 BC)**
 - The Phaedrus dialogue discusses how the art of rhetoric should be practiced
- **Aristoteles (384-322 BC)**
 - Introduced the rhetorical ideas of ethos, pathos, and logos
 - Plus basic logical reasoning
- **Marcus Tullius Cicero (106-43 BC)**
 - Six books on rhetoric and more than 50 speeches survived





Famous Schools

- Marcus Fabius Quintilianus (35-100 AD)
 - “Institutio Oratoria”
 - Twelve volumes of theory and practice, including a foundational development of the orator’s personality
 - “A perfect orator is first a good man, and after that he is a good speaker”





What can be influenced?

- **Verbal behavior**
 - Semantics, i.e. what you say, choice of words,...
- **Prosodic behavior**
 - Pitch, loudness, intonation, tone, stress, tempo, rhythm,...
- **Non-verbal behavior**
 - Body language, facial expression, gestures, eye contact, touch,...



Verbal Behavior

- **Terminology**
 - Fit for the purpose: clearness of definitions, degree of formality, ease of understanding,...
- **Arguments**
 - Logical reasoning avoiding fallacies: deduction, induction, by analogy,...
 - Validity and soundness of arguments depending on the truth of premises
 - Strength of arguments, acceptance of claims,...



Prosodic Behavior

- **Prosody** is important to reflect various features of the speaker or the utterance
 - Questions, statements, appeals, commands,...
 - Emotional states or attitudes
 - Irony, sarcasm, humor...
- Nice example: "I never said she stole my money."
 - Seven meaning changes depending on which of the seven words is vocally highlighted



Non-Verbal Behavior

- Transmission of messages or signals through a **non-verbal platform**: posture, face, hands, ...
 - It is not only what you say, but how you say it...
 - Research shows that non-verbal communication accounts for **60–70%** of human communication
 - Actions should **match and harmonize** with the message being portrayed
- Essential to form **trust**
 - Humans are good at detecting “mixed messages”
 - First impressions count for a lot



What can be influenced?

- All three types of behavior can be **heavily influenced** by awareness and exercise
 - Taking an **honest** look without assessing whether it is good or bad
 - Getting and **reflecting** feedback from audiences





Back to Quintilianus & Co

- Classical **five stages of planning** a speech
 - **Inventio** – reading and compiling sources, developing arguments,...
 - **Dispositio** – organizing, selecting, and arranging the arguments for effect,...
 - **Elocutio** – choice of style and terminology, argument presentation,...
 - **Memoria** – learning and memorizing the speech, persuasive messages,...
 - **Actio** – the actual delivery including gestures, tone, emphasis, tempo,...



Back to Quintilianus & Co

- And **three goals** of speeches:
 - **Docere** – teach the audience by conclusively proving a thesis and drawing conclusions
 - **Delectare** – delight the audience by suitable style and a professional delivery
 - **Movere** – move the audience by creating a suitable atmosphere and sparking emotions



Back to Quintilianus & Co

- **Three structural parts of a speech**
 - **Introduction**
 - Welcome the audience: First impressions count!
 - Tell them what to expect, motivate your speech, introduce the topic,...
 - **Middle part**
 - The actual payload: define your problem, perform a suitable analysis, develop ideas, prove your points, ...
 - **Closing**
 - Summary, conclusions, and outlook: What does it all mean?
 - Make sure to communicate the end of the speech!



And what now..?!

- A little practical exercise:
 - What is your ‘must have’ gadget of 2025?



- Sell it to the seminar participants!
- You have 10 Minutes to plan a little speech, we will keep track of the time...



Thanks!



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