The Power of Rhetoric

A Young Person's Introduction

Rhetoric is the theory of communication. Studying it gives us structures to share our thoughts, express our feelings and persuade other people to do things.

The European Speechwriter Network is offering a new generation the chance to rediscover ancient tools to become effective citizens in the 21st Century.

In the Renaissance, rhetoric was the most important subject in the school curriculum, but for historical reasons, many of its key insights have been forgotten.

In ways previous generations could never imagine, young people can now publish their ideas, broadcast their opinions and influence political decisions.

The time is ripe to rediscover some of the important lessons that came from the study of rhetoric.

Young people need to know about the power of their words for good and bad, how to change someone else's opinion and how to communicate their ideas with flair.

Either **Brian Jenner** or **Guy Doza** can deliver an introduction to rhetoric as a half-day workshop, a lecture or a ten-week course.

What participants will take away:

- Simple techniques to improve a personal statement
- Why every argument has two sides
- Examples of 'figures of speech'
- Insight into what a speechwriter does
- How persuasion works
- An experience of making a short speech

The Teachers

Brian Jenner has been a professional speechwriter for 20 years. He studied French and German at Brasenose College, Oxford and taught English at the Lycée Couffignal in Strasbourg. In 2009 he founded the European Speechwriter Network. He has organised 20 conferences for international speechwriters at prestigious venues in Oxford, Cambridge, Brussels, Berlin, Amsterdam, Paris and Helsinki. He is the author of five books including, *Men and Collections, I'm Just Phoning to Chase My Invoice* and *Eloquence*. You can find out more at **thespeechwriter.co.uk**. He is based in Bournemouth.

Guy Doza has delivered speechwriting training to Conservative, Labour, Liberal Democrat politicians and foreign Governments. He has a PGCE from the University of Cambridge and MRes in rhetoric from Royal Holloway, University of London. He recently gave a TEDx Talk at the University of Cambridge entitled *Defence Against the Dark Arts*. You can find out more at **cambridgespeechwriter.com**. He is based in Cambridge.

What they're saying about rhetoric

> In this age where for the first time in human history technology can take a speech and move, inspire, alarm, or interest millions of people – speechwriters can matter in ways Cicero could not.
>
> *Professor Robert Lehrman, Author of The Political Speechwriter*

> Rhetoric has become the fastest growing subject in higher education in America.
>
> *Jay Heinrichs, author of Thank you for Arguing*

The European Speechwriter Network

EUROPEAN SPEECHWRITER NETWORK

We run the **European Speechwriter Network**, a forum where speechwriters can raise their profile, share experience and improve the quality of their work.

We send out regular e-bulletins, produce a magazine, publish books and organise conferences, training and events to promote the craft and profession of speechwriting.

Email: info@europeanspeechwriters.org **Tel:** +44 (0)7545 232980

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