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The Impact: The Art of Communicating Eloquently

By MR Anshuman Sharma

Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.In rhetoric, a rhetorical device or resource of language is a technique that an author or speaker uses to convey to the listener or reader a meaning with the goal of persuading him or her towards considering a topic from a different perspective. While rhetorical devices may be used to evoke an emotional response in the audience, there are other reasons to use them. The goal of rhetoric is to persuade towards a particular frame of view or a particular course of action, so appropriate rhetorical devices are used to construct sentences designed both to make the audience receptive through emotional changes and to provide a rational argument for the frame of view or course of action. There are large number of rhetorical devices but only certain rhetorical devices are required for effective communication. These device s are frequently used by politicians in their speeches or business executives in their presentations to persuade the listeners for their case. The master of these devices is able to create a magical effect on the mind of the receiver. This book...



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