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PERSUASIVNÍ JAZYK POUŽÍVANÝ STUDENTY INFORMAČNÍCH
TECHNOLOGIÍ V ODBORNÝCH PREZENTACÍCH

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Abstract

The aim of this thesis is to frame the concept of rhetoric and persuasive language. The thesis begins with a rhetorical analysis and defines the rhetorical situation. It also provides the information about the art of persuasion, its history and use. A survey of characteristic persuasive devices constitutes a fundamental part of the thesis which deals not only with the use of persuasive language structures but also with specific vocabulary. The analytical part of the thesis converts theory into practice through a detailed analysis and comparison of persuasive devices used in presentations by information technology students. It focuses on persuasive techniques like emotive emphasis in speech, using personal pronouns, linking signals, triples, and flattery.

Key words

Persuasion, rhetoric, ethos, pathos, logos, persuasive devices, analysis, IT students, comparison, frequency

Abstrakt

Cílem této práce je vymežit koncept rétoriky a persuasivního jazyka. Práce začíná rétorickou analýzou a definuje rétorickou situaci. Dále poskytuje informace o umění přesvědčování, jeho historii a použití. Těžištěm práce je přehled charakteristických persuasivních prostředků, který se zaměřuje nejen na používání persuasivních jazykových struktur, ale také specifickou slovní zásobu. Analytická část této práce převádí teorii do praxe prostřednictvím podrobné analýzy a srovnání persuasivních prostředků používaných studenty informačních technologií v odborných prezentacích. Zabývá se persuasivními strategiemi, jakými jsou emoční důraz v řeči, používání osobních zájmen, spojovací výrazy, trojice slov nebo lichocení.

Klíčová slova

Přesvědčování, rétorika, étos, patos, logos, persuasivní prostředky, analýza, studenti IT, porovnání, četnost

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V Brně dne 16.5.2021

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Table of Contents

1 Introduction	9
2 Theoretical part.....	11
2.1 Rhetoric.....	11
2.1.1 Importance of a rhetorical analysis	11
2.1.2 Rhetoric as a theory and practice	12
2.2 Rhetorical situation	14
2.2.1 Author.....	14
2.2.2 Audience.....	14
2.2.3 Purpose	15
2.2.4 Text and setting	15
2.2.5 Subject.....	16
2.2.6 Context	16
2.2.7 Genre	17
2.3 Art of persuasion.....	18
2.3.1 Ethos (character)	19
2.3.2 Pathos (emotions).....	19
2.3.2 Logos (reasoning).....	20
2.4 Principles of persuasion	22
2.4.1 Beliefs.....	22
2.4.2 Personality	22
2.4.3 Ability to change	23
2.5 Persuasive language and its characteristics	24
2.5.1 Emotive emphasis in speech	24
2.5.2 Imperative and embedded commands	25
2.5.3 Hyperbole	26
2.5.4 Using personal pronouns and inclusive language	26
2.5.5 Future pacing.....	27
2.5.6 Linking signals	27
2.5.7 A personal viewpoint	28
2.5.8 Triples.....	28
2.5.9 Humour and fun	28
2.5.10 Use of anecdotes.....	29
2.5.11 Use of statistics and figures.....	29

2.5.12 Use of special vocabulary	29
2.5.13 Flattery	32
3 Analytical part	33
3.1 Description of a research sample	33
3.2 Analysis of students' persuasive language	34
3.2.1 Emotive emphasis in speech	34
3.2.2 Imperative and embedded commands	38
3.2.3 Hyperbole	39
3.2.4 Using personal pronouns and inclusive language	41
3.2.5 Future pacing	42
3.2.6 Linking signals	44
3.2.7 A personal viewpoint	44
3.2.8 Triples.....	46
3.2.9 Humour and fun	47
3.2.10 Use of anecdotes.....	48
3.2.11 Use of statistics and figures.....	49
3.2.12 Use of special vocabulary	50
3.2.13 Flattery	51
3.3 Occurrence of persuasive techniques.....	53
4 Conclusion	54
5 Rozšířený abstrakt	56
6 List of figures	59
7 List of tables	60
8 List of references	61
9 Appendix	65

1 Introduction

Persuasive language is used by almost everyone in the world. We often do not even realize its use, and yet we can be masters of persuasion. Fortunately, this ability to persuade is not given genetically, but rather by how well we learn to master it. There are many ways how to learn this as well as many techniques, patterns, phrases, and vocabulary.

Persuasion, as McKeivitt (2019, April 17) says, “has become fundamental to shaping people’s view of what is attractive or unattractive, good or bad, acceptable or unacceptable”. It has changed the human interaction itself, and moreover, the digital world revolutionized human communication in the field of persuasion since almost every major brand is web-based, and therefore they need the best skills to persuade people. Because of the Internet and the amount of persuasive information, today it is rather difficult to recognize what is persuasion and what is not. This was one of the reasons why I chose this topic. I think it is important to know the power of persuasive language and its benefits. Another reason why I chose this topic was to prove that persuasive language is also used in students’ presentations at the Faculty of Information Technology of Brno University of Technology and that students use it either consciously or subconsciously. I also wanted to analyse which techniques and devices are most common among students and which are either less frequent or neglected.

The objectives of this bachelor’s thesis are to describe the history of rhetoric and rhetorical situation, frame the concept of the art of persuasion, characterize the typical features of persuasive language, and subsequently analyse which of them are used in presentations given by information technology students.

The theoretical part is divided into five main chapters. The first chapter provides information about rhetoric, its history, and the importance of a rhetorical analysis. Furthermore, rhetoric in practice and its theory are discussed. The next chapter deals with rhetorical aspects such as author, audience, purpose, and context. The following chapter formulates three principles of persuasion that are defined by Aristotle (1954). These principles are *ethos*, *logos* and *pathos*. A different point of view can be found in Chapter Four where the principles are presented as beliefs, personality, and ability to change. The final and probably the most important chapter for the following analysis is focused on the characteristic features of persuasive language. These features are for example hyperbole, humour and fun, special vocabulary, or anecdotes.

The analytical part of this thesis is divided into two main chapters. The first chapter deals with the description of a research sample. The sample consists of 15 video recordings of students who were assigned a task to give a persuasive presentation by their teacher, Mgr. Ing. Eva Ellederová, Ph.D., in her subject English for Information Technology. The second chapter provides a detailed analysis of the transcription of the video recordings. The key parts of the analysis include a student's number, frequency, examples of persuasive language and a checkbox in the column marked as "used". The findings are then compared and discussed in the final chapter.

2 Theoretical part

2.1 Rhetoric

Nowadays most people might know the word *rhetoric* only in connection with a “rhetorical question”. It is also possible to find it in a political context where politicians are supposed to be good at rhetoric. However, excellent speaking skills and no action belittle the importance of rhetoric. For instance, a pseudo art and, like in poetry, an ignoble public practice was used for Plato rhetoric, as written by Jasinski (2001). Rhetoric might be anywhere involving all kinds of texts, speeches, movies, images, news and so on. So, what exactly does the original word *rhetoric* mean? Rhetoric is an interaction between text, audience and the speaker which can be considered as the art of persuasion. In 384–322 BC rhetoric was defined for the first time by Aristotle (1954) as “the faculty of observing in any given case the available means of persuasion”. In other words, it is a choice of tactics to persuade effectively in the given circumstances, time, and audience. Cockcroft and Cockcroft (1992) differentiate between the two kinds of rhetorical “subjects”. The first term *functional persuasion* is used for everyday concern of persuasive discourse. And the second term *literary persuasion* should be applied to the methods used by all poets, prose-writers, and dramatists in their writings.

2.1.1 Importance of a rhetorical analysis

Gagich and Zickel (2018, p. 98) claim that the rhetorical analysis is important because it examines “the interactions between a text, an author, and an audience.” However, before analysing a text, you should locate the text’s historical context. Situating when the text is written will help you to understand the information correctly and determine the rhetorical situation. The rhetorical situation can be analysed by thinking about:

- the topic of the text;
- the author, author’s credentials, experience and connection to the topic;
- the targeted audience and their relation to the topic;
- the occasion, historical context and setting;
- the author’s purpose and reason to create the text.

As you may see, the rhetorical situation can change the meaning of the text a lot because it may be written at a specific time for a specific audience or even in a specific place. For instance, if a student reads an article from 2020 about modern technology and its impact on

surroundings, it will certainly differ from an article with the same topic but from 1988. This will happen because both the time and the historical context has changed. Sometimes the occasion for writing can change, and Gagich and Zickel (2018) present an example of some old scholarly works that include outdated references and irrelevant information. These irrelevancies are up to the reader to investigate and research into these aspects to fully understand the meaning of the text.

2.1.2 Rhetoric as a theory and practice

Rhetoric in practice can be divided into a *literal* and *figurative* form according to Jasinski (2001). Definitions have varied over time but commonly we define literal language when all the rules for practice or grammar are followed and figurative when these rules are ignored. The distinction can be found in the work by Habermas who distinguishes between normal or everyday and literary or rhetorical (Jasinski, 2001). Based on this distinction, Habermas’s work includes the matrix presented in Figure 1.

	NORMAL (Literal)	LITERARY/RHETORICAL (Figurative)
Function	problem solving/ coordinate action	world disclosing
Evaluative standard	validity conditions (e.g., logical consistency)	success (not subject to consistency standard)
Principal discursive technique	argument	style

Figure 1. Forms of communication according to Habermas. Adapted from Jasinski (2001, p. xv).

Habermas (1987, as cited in Jasinski, 2001, p. xv) suggests that “literary/rhetorical discourse functions as a force of innovation and novelty; it reveals or ‘discloses’ what previously had been concealed, and it identifies new possibilities of thought and action.” On the other hand,

the normal or everyday discourse “functions to solve practical problems such as questions of public policy and to organize or coordinate human interaction” (Jasinski, 2001, p. xvi). Habermas also argues that each form or mode can have different evaluating standards. Normal communication is judged by the degree to which speakers and writers support *validity*¹ conditions whereas literary/rhetorical belongs to the standard of success which can be defined by one word: results.

Nevertheless, rhetoric is not just about the practice but also about thinking of practice, which leads us to the theory of rhetoric. Littlejohn and Foss (2009) claim that the theory of rhetoric has a long-standing history, dating back to ancient Greece and Rome. They add that during the centuries the rhetorical theory evolved from Aristotle’s definition, over Corax who is credited with the first formal rhetorical theory, Campbell’s definition of rhetoric to the contemporary philosophers. The difference is obvious, the practical part includes, for example, a public speech, while the theory is either a lecture about discourse or some text like an essay. The rhetorical theory includes all types of contexts in which symbol use will occur and, as Littlejohn and Foss (2009, p. 855) further explain that “this means studying everything from intrapersonal to interpersonal to public discourse to social movements and mediated discourse.” The rhetorical theory includes multiple studies such as the study of visual and nonverbal elements, the study of art and architecture, dress and appearance, sports, and basically there is not much left that could not be looked at from the rhetorical perspective. The rhetorical theory also includes all aspects of the rhetorical situation which are demand, audience and a rhetor.

This chapter focused on defining rhetoric and its use in the modern world and shortly described its history. Then the importance of a rhetorical analysis was discussed including its proper use and techniques we need for it. The last subchapter dealt with rhetoric in practice and theory where we could find the comparison and differences of its literal and figurative form.

¹ An argument is valid when, in an adversarial situation, the degree of certainty claimed by (or for) a conclusion is less than or equal to that established by its related supporting proof (Sproule, 1975).

2.2 Rhetorical situation

A *rhetorical situation* is a term used to talk about any set of circumstances in which one person is trying to change another person's mind about something, most often via text in written or spoken form (e.g., Bitzer, 1968; Consigny, 1974). To clarify what is meant by a rhetorical situation, we must first consider it as a context or set of circumstances from which the text has arisen. The concept of a rhetorical situation might be understood after careful examination of the rhetorical concepts which create it. These concepts were defined by Aristotle (1954) as the author (*ethos*), the audience (*pathos*), setting (*kairos*), purpose (*telos*), and text (*logos*). In short, the rhetorical situation should help not only writers but also speakers with determining and thinking about the text as it is, its aim and means.

2.2.1 Author

An author is the creator of a text. It might even be an organization and not only a single person. The text or message can be either written or spoken. If you want to examine or understand the particular text or particular speech, you should first look at the author's background which usually plays an important part in it. As SLCC English Department (2018) says "every writer brings a frame of reference to the rhetorical situation that affects how and what they say about a subject. Their frame of reference is influenced by their experiences, values, and needs, race and ethnicity, gender and education, geography and institutional affiliations to name a few". Each of these aspects influences the author's mindset, so it must reflect in their writing or speech. The harder task is to examine it properly and understand it the way it should be understood.

2.2.2 Audience

While writing a text or delivering a speech, their purpose is always to engage the audience, which is not an easy task because the audience differs in many ways. Gagich and Zickel (2018) discuss what a good writer or speaker should bear in mind. They point out the importance of the audience's demographic information, their interests and values, open-mindedness, assumptions they can make out of the speech, the context in which they receive the message and if the message is relevant and interesting for them. All these aspects should be considered even before preparing the speech or text. Otherwise, it is almost impossible to succeed in persuading and the audience will be bored or will misunderstand the message. To

demonstrate the possible failure of this task I would like to give an example. Imagine, that the president of the United States is giving an impromptu speech to all Americans and starts telling a story of how he was making dinner for his wife once. This, of course, is almost unimaginable, but the point here is clear.

2.2.3 Purpose

People love to seek a purpose in everything and the concept of your speech or text will be no exception. As Gagich and Zickel (2018) point out, looking at the purpose means looking at the reasons and motivation why the author wrote the particular text or made the particular speech. There can be many purposes, for example, to inform, to convince, to announce, to educate, or to define. It depends on the author, audience, and other circumstances. For example, a teacher's speech has an educative purpose because it is their job besides other activities. For a teacher, it is also important to motivate students or work with all of them individually, which can also be included in the purpose of their speech. Another illustrative example can be a young couple announcing their marriage where the purpose of their message is informative and might be very emotional too. When trying to seek for the purpose of a speech, it is important to consider the following aspects: what the author wanted to achieve, the result of the speech, and the reason why the author is giving the speech. All these conditions might help you to understand the author's intention. Furthermore, it might even help you understand the speech itself.

2.2.4 Text and setting

A text is always written in a particular style and format. Every aspect of writing plays an important role in delivering the message. The aspects might include spelling, punctuation, sentence structure and the use of paragraphs. Surely, this is applicable for writings and not for speech. The text's appearance may seem nonsensical and useless, but it is not. The fonts, size, format, handwriting, all these aspects can provide more information than we might think. The use of words and writing style is called an *author's tone* which should not be mixed up with *voice*². According to Patterson (2014), there are two types of author's tone. Firstly, she speaks about formal writing where your tone should be clear, concise, confident,

² *Voice* refers to the unique worldview and word choices of the author, while *tone* means the attitude conveyed in the writing and may encompass formality, objectivity, intimacy, and similar aspects (Baldic, 2001).

courteous, and sophisticated. The other type of writing is creative where your tone is subjective and clear too. Table 1 shows examples of tones and their meanings.

Table 1. *Author’s tone and its meanings*

Tone	Meaning
Absurd	illogical, ridiculous, silly, implausible, foolish
Angry	incensed or enraged, threatening, or menacing
Comic	humorous, witty, entertaining, diverting
Curious	wanting to find out more, inquisitive, questioning
Excited	emotionally aroused, stirred
Grim	serious, gloomy, depressing, lacking humour, macabre
Nostalgic	thinking about the past, wishing for something from the past
Pathetic	expressing pity, sympathy, tenderness
Persuasive	convincing, eloquent, influential, plausible
Sarcastic	scornful, mocking, ridiculing
Sympathetic	compassionate, understanding of how someone feels
Tolerant	open-minded, charitable, patient, sympathetic, lenient
Wretched	miserable, despairing, sorrowful, distressed

Note: Adapted from Patterson (2014).

2.2.5 Subject

“A subject of a research paper is the general content” (Infoplease, n.d.). The *subject* refers to the topic of the text. It can be some issue to solve that is addressed to the audience. The subject is always broad and has general content. On the other hand, we have a topic which is a particular aspect that should be covered in the text. For better understanding, the subject cannot be part of a topic but can have many topics covered in it.

2.2.6 Context

The *context* as a term should be well known to anyone because it is usually connected with a historical or social context of a book in literature. A context is the background, environment, setting, framework, surroundings, events, or occurrence. It has multiple factors and as SLCC English Department (2018) noted “the context refers to other direct and indirect

social, cultural, geographic, political, and institutional factors that likely influence the writer, text, and audience in a particular situation.” When we want to use some information from a particular source, we need to provide the receiver with some background data about what we are talking or writing about which brings to the message greater relevance.

2.2.7 Genre

Genre in general means a type of art, literature or music and it characterizes it by a specific form, style or content. For ancient Greek literature, the genre was an absolute classification system, as set out in Aristotle’s *Poetics* (384–322 BC). Aristotle explains that each genre (poetry, prose, drama) has its specific design features that support appropriate content. It means that speech patterns of tragedy would not be suitable for comedy and vice versa. When speaking about the connection between the writer and proper use of genre, we need to focus on one important thing and that is the audience. Some texts are simply more appropriate for the given audience than others, and we need to consider the given situation too.

This chapter acquainted the reader with a rhetorical situation, its examples, and aspects that influence it. These aspects are represented by the author, audience, purpose, text and setting, subject, context, and genre. An explanation and illustrative examples of these fundamental aspects were provided here.

2.3 Art of persuasion

Aristotle (as cited in Cockcroft & Cockcroft, 1992, pp. 8–9) divides the means of persuading into three main principles. These are *ethos* where the personality and stance play an important role along with the trust of the audience. Secondly, he talks about *pathos* which is mostly about the personality of the speaker and how they represent themselves to the audience. The last is *logos* or in other words reasoning where the given message must make sense and have a logical structure. These concepts rely on one thing and that is an audience. You might be the best lawyer in the word with the best speech, and still lose the trial only because of your audience. The same can be applied to stand-up comedians or politicians. So, it is necessary to get to know your audience before delivering a message, which includes many aspects. After knowing your audience, you can follow up these principles in order to gain their trust, appeal to their emotions, and show them the reason to stay and listen instead of leaving. In Figure 2 you can see a brief and concise summary of these three principles.

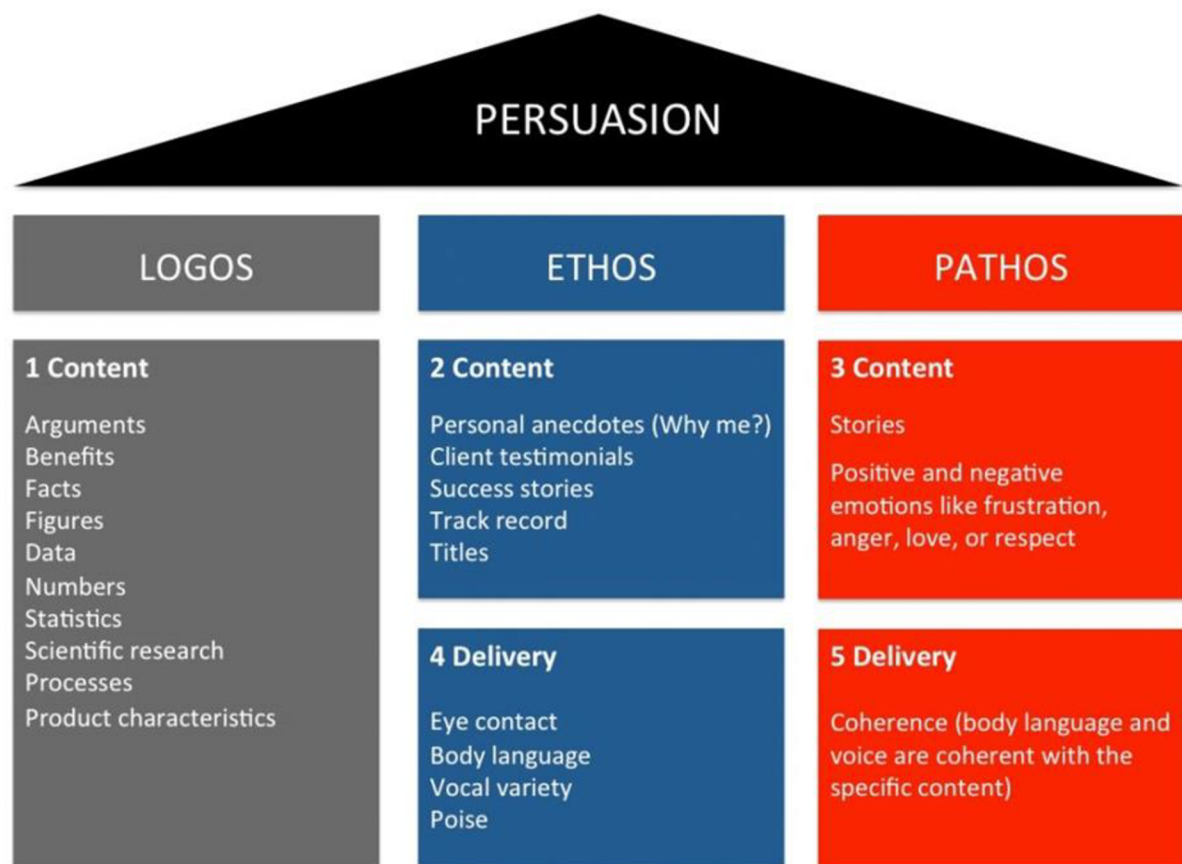


Figure 2. Five dimensions of persuasion. Reprinted from Mueck (2019).

2.3.1 Ethos (character)

According to Aristotle (as cited in Cockcroft & Cockcroft, 1992), the speaker's *ethos* is a strategy that should indicate or inspire trust in his audience. And there arises a great question about the best way how to achieve the audience's trust. Try to remember the last time you attempted to gain someone's trust and you may find the answer for it. According to Matthews (as cited in JCM, June 15, 2020), a human being usually inclines to trust somebody who has a good sense, good moral character, and goodwill. When people do not trust you, it does not matter how good a persuader you are. Your speech might even be well-argued and your message emotion-rousing, but the audience will not be interested. There are simple rules and ways how to gain trust.

One of the most important things, according to the Constitutional Rights Foundation & Close Up Foundation (2014), is listening to people and trying to understand what they want to tell you. You do not have to agree with them, but they will see that you care about their opinions. If you do not agree with them, tell them the truth and the reasons why, but be aware of trying to convince them that their opinions are wrong unless you have a scientific proof and a very good reason to do so. By telling the truth you will also gain trust, even though the truth is painful and hard to withstand. Be friendly and not offensive. And the last piece of advice is to be well-aware of what are you talking about. And if you do not know, never mind, just confess not knowing it because it is better than telling a lie. Because the truth will always come out.

A great example of using *ethos* are modern influencers. They gain the trust of their followers by showing them mostly what they do, eat, or how they live. So, people identify themselves with them and admire them, which sometimes results in obsession, but most importantly, whatever the influencer says is good and the followers want it too. People trust them and want to be like them, which in particular is applicable to celebrities and politicians.

2.3.2 Pathos (emotions)

While talking about *pathos*, we talk about emotions which can be either positive or negative, as Brinks (2019, February 3) notes. The positive emotions can be represented by happiness, love, curiosity, excitement, gratitude or contentment whereas the negative emotions can be expressed by sadness, anger, jealousy, fear, loneliness or rejection. Any emotion plays an

important role while persuading people. However, the speaker must be very careful with using them because it is very easy to slide from persuasion to manipulation. As Brinks (2019, February 3) mentions, the difference between persuading and manipulation is that manipulation means manipulating people's emotions and forcing them to do something that is not in their best interest, whereas persuasion is beneficial for both parties and in both parties' interest. People themselves like to decide on behalf of emotions because their emotions help them agree or disagree. If the speaker "opens up" to the audience, it will be very helpful in delivering the information that is supposed to be said, but they need to know how to provoke the audience's emotions.

It depends mainly on the circumstances and the type of emotions you want to trigger. There is much advice all over the Internet and in the books, so let me try to summarize them a little. Gagich and Zickel (2018) define this *trigger* as a "pathetic appeal" that might include personal stories that can help the audience empathize with the speaker, very expressive or even vivid description of people, places or also events might help the audience to make them feel like they are experiencing it right at that moment. Moreover, using some information to evoke an emotional response from the audience can evoke a feeling of empathy or disgust for a person, an event, or a group that is being discussed. It is a big challenge to trigger an appropriate emotion for the statement you make in the audience that you are trying to persuade and to achieve the desired results.

To support the above-mentioned claims, I would like to give an example. Have you ever seen an advertisement for ocean cleaning? It is usually accompanied by some sad music, images of suffering animals, and a heart-breaking story, and in the end, they are asking you to donate money to help. It is supposed to trigger sadness and sorrow so that people would sympathize and donate the money. Even though it might seem like manipulation, it is not in this case.

2.3.2 Logos (reasoning)

Among an interesting range of meanings of a Greek word *logos* belong, for example, "plea, arguments leading to a conclusion, thesis, reason or ground of argument, inward debate, speech or for example verbal expression" (Liddell & Scott, 1889). It is a word that can be expressed in many ways and yet has one thing in common and that is *logic*. A person or a speaker who applies *logos* to their speech uses a logical, careful structure and objective

evidence to do so. When trying to appeal to the audience's intellect, it is necessary to use data whose accuracy can be verified according to Gagich and Zickel (2018). This means that the speaker's message is based on multiple sources and has thorough information that supports the key points. Nowadays, statistics supporting the facts and evidence are the most common persuasive technique. People like to incline to something that is hard to refute. There are different kinds of techniques the speakers can use to support their *logos*.

One of the techniques is comparison. Using a similar idea to support one's argument is very effective, but Gagich and Zickel (2018) emphasize, that the writer or speaker must bear in mind that the comparison should be fair, valid and share similarities. Examples might be also very supporting as well as elaboration, inductive and deductive reasoning, coherent thought, and cause and effect reasoning.

For instance, imagine a teacher and class full of pupils who do not want to do their homework or anything additional to school. In this case, the teacher must stay calm and without threatening the pupils, they must find an efficient and permanent solution to this situation. They should give pupils the reasons why they should do it and make the lesson or homework interesting and logical instead of boring and nonsensical. It is in the interest of both sides for the homework to be done.

This chapter defined and explained the art of persuasion, which is represented by three principles: ethos, pathos, and logos which were once formulated by Aristotle in ancient Greece. It was found that trust, emotions, and reason are the moving force not only for Aristotle's theory but also for the art of persuasion.

2.4 Principles of persuasion

As Ford (cited in Westside Toastmasters, n. d.) notes, a good persuader cannot use the same technique all the time for everyone because each person is different. They have different approaches to life, point of view, education, social level, and acceptance. No one has the same approach or personality, not even twins, which makes persuasion quite hard, and it is almost impossible to be on the same page with everyone in the same room. Even though we are not the same, we usually have something in common or we are on the same wavelength of thinking. And this is what the persuader needs to find out and use smartly and carefully without inclining to manipulation. The following chapters will try to highlight the most frequent principles that can be used in a persuasive speech.

2.4.1 Beliefs

Before you make any approach to the audience it is better to find out their beliefs. Beliefs are defined by Ford (as cited in Westside Toastmasters, n. d.) as “the things that are considered, or we accept them as truth, even if it is proven or unproven, conscious or subconscious”. It always comes from our culture, environment, religion, experience, knowledge, education, from our family or friends. It is the attitude that some proposition about the world is true.

2.4.2 Personality

Everyone has a different personality and therefore a different approach to people and life. Holzman (2020, February 24) defines personality as “a characteristic way of thinking, feeling, and behaving when it can embrace moods, attitudes, and opinions and is most clearly expressed in interactions with other people. It includes behavioural characteristics, both inherent and acquired, that distinguish one person from another and that can be observed in people’s relations to the environment and to the social group.” In 370 BC, Hippocrates characterized four general types of personalities: melancholic, choleric, phlegmatic and sanguine (Fazeli, 2012). A melancholic is characterized by Fazeli (2012) as a person who is perfectionistic and organized, a choleric person likes to set goals and go above-and-beyond, a phlegmatic is very patient and supportive, and the last one is a sanguine who is mostly bubbly and optimistic. It is important to be able to adapt to all kinds of personalities in order to create comfort and safe feeling for your audience.

2.4.3 Ability to change

An ability to change and accept that change is very valuable, especially these days. Most people resist accepting the changes and they rather stay in their comfort zones. You must have the power to persuade them to step out of the comfort zone and embrace the change. A change is the only thing that can help us deal with our lives and improve them. Yes, someone will tell you that they are fine like this, but do not believe those words. Everyone wants a change, but no one brings it by themselves. People become lazy, which is not surprising. It is necessary to find out whether the person is at least a little bit willing to be changed and whether his surrounding, his friends and family will allow it.

There are three ways people make changes in their lives according to Ford (as cited in Westside Toastmasters, n. d.). It must be a very poignant moment, such as experiencing the death of a close person, losing a job, or suffering a personal tragedy. These events make them change their lives even though they never thought they would need it. Secondly, it is through a gradual change that happens over time and usually evolves from some events or relationships. And thirdly it is an internal change that followed some desperation or inspiration. So, either way, you as a persuader need to give them motivation, acknowledge them, and assure them that there is no need to be afraid.

In conclusion, this chapter focused on the principles we use when we persuade the other people. These principles are beliefs, personality, and ability to change. Each of them was defined, and you could find examples of how and when to use them properly.

2.5 Persuasive language and its characteristics

Persuasive language, as defined by BBC (n.d.), is used for many reasons like selling products or services or convincing people to accept a view or idea. Several types of techniques exist, such as flattery, personal viewpoint, hyperbole, imperative and embedded commands, triples, statistics and figures, and rhetorical questions. All of them are aimed to persuade successfully, but it is necessary to know when and how to use them. One type is used for expressing emotions and the other type for example to subconsciously command you. It differs from type to type and the role of a persuader is to learn them all, find out how to use them and when to use them to achieve a perfect effect of their speech or writing. In the following chapters, these types will be described and for each of them, some examples will be given to demonstrate the technique.

2.5.1 Emotive emphasis in speech

For expressing emotions in a speech, several forms of English can be used. Leech and Svartvik (2002) list the “familiar” forms or types such as interjections, exclamations, emphatic *so* and *such*, repetition, and rhetorical questions. Table 2 defines each of these types and provides their illustrative examples.

Table 2. *Emotive emphasis in use*

Type	Explanation	Examples
Interjections	Words whose only function is to express emotion or feeling of the author.	<i>Oh, ah, aha, wow, yippee, ouch, ugh, ooh, meh, hmm, oops, whoa, jeez, grrr, ...</i>
Exclamations	Short utterances that are used for expressing emotion. It can be noun phrase or an adjectival phrase.	<i>What a pity! How funny! Isn't it nice? Nonsense!</i>
Emphatic <i>so</i> and <i>such</i>	Similar to exclamation but with different tone because these two words are stressed.	<i>He is <u>such</u> a prick! You are <u>so</u> nice!</i>
Repetition	Repeating one word in sentence to highlight the emotive emphasis	<i>This is far, far too difficult! Very naughty, naughty boy!</i>
Rhetorical questions	This is a question for which we do not expect an answer. Positive rhetorical question has negative statement and vice versa.	Positive: <i>Is it the book I lend you months ago?</i> Negative: <i>Didn't I tell you so?</i> Wh-question: <i>Who doesn't know that?</i>

Note: Adapted from Leech and Svartvik (2002).

Devices used to express emotive emphasis in speech include intensifying adverbs and modifiers such as *absolutely*, *purely*, or *much more*, superlatives like *the best*, *the most*, or *the greatest*, and emotive phrases including *right now*, or *it is worth it*.

2.5.2 Imperative and embedded commands

Imperative commands (see examples below) are a frequent persuasive device that helps to create an impact on the listeners.

- *Buy now / Buy this*
- *Try this*
- *Decide now*
- *Feel good*
- *Be happy / Be positive*
- *Need to own*
- *Believe me / Trust me*
- *Sign up today*

Embedded commands, however, are “more powerful, practically unnoticeable and readily accepted by the listener or reader” (Young, 2017, p. 14). They are short phrases said in advance of the actual suggestion to ease it into conversation or text. To deliver the command successfully, Young (2017) recommends making a pause after the *weasel phrase*³, and after that pause, state the command with a slightly lowered voice, pause again, and continue normally. Examples of embedded commands are the following:

- *You might find...*
- *How surprised would you be?*
- *You really shouldn't...*
- *If you sign up now ...*
- *What happens when you...?*
- *To the point where ...*

Young (2017) explains that embedded commands serve as a connection to the subconscious mind without conscious awareness. In this case, we have no opposition. Normally we would have responses from the conscious mind but once the information is sent to the subconscious mind it stays there without the response and without even knowing, it affects us. An interesting fact about the subconscious mind is that it only takes positive statements. For example, if I say *Do not buy that toy* to someone, the subconscious mind will hear only *buy that toy* which, as you can see, is the exact opposite of what I wanted. This is one of the mistakes while raising a child and the reason why they always do the exact opposite of what they are told.

³ *Weasel phrase* is something that someone says either to avoid answering a question clearly or to make someone believe something that is not true (Cambridge dictionary, n.d.)

2.5.3 Hyperbole

Hyperbole is defined by Literary Devices Editors (2014) as “a figure of speech that involves an exaggeration of ideas for the sake of emphasis”. It is a device that we can use in our daily speech to emphasize the real situation with an unrealistic description. This opinion is also shared by Fahnestock (2011) who adds that the expressions can be so inappropriate and excessive that the audience will regard them as irony. Hyperbole might be a very slippery device and while using it we should pay attention not to overstate or understate the situation. For instance, imagine three students reacting to the bad marks they got in school:

Student one: *This mark is insanity!*

Student two: *This mark is sufficient!*

Student three: *What a lovely mark!*

Each of them tries to use hyperbole but one is overstating the situation, the other understating, and the last one is ironic.

2.5.4 Using personal pronouns and inclusive language

By using the personal pronouns, *I* and *you*, the speakers try to be more personal or authoritative. They are used to involve the receiver in the conversation and therefore they will be more interested. For example, notice the difference between these two sentences:

- *You should do it to help them*

- *It should be done to help them*

The first sentence sounds better and more persuasive than the second one. Among the inclusive language we count pronouns *we* and *us*. As Coutu (2018, February 27) defines the inclusive language, we aim to include people regardless of gender, language, race, or for example sexuality. Simply, we should avoid excluding anyone. Again, notice the difference between these two sentences:

- *We did it for all mankind*

- *We did it for all humankind*

In the first sentence, notice the word *mankind* that refers to a man, while in the second sentence the word *humankind* is used, which does not exclude a woman.

2.5.5 Future pacing

When using a future pacing, as Young (2017) implies, the receiver should vividly imagine their future by your question or message as well as the negative impact on their lives if they reject the offer that you make. For example, if you had a friend who is nervous about the exam, the future pacing sentence would be like this: *Imagine yourself after passing the exam!* The friend would be in a better mood, which means your technique succeeded. According to Khoury (n.d.), “future pacing helps your audience visualize and live the vision for a brief period. To be a persuasive speaker, you have to communicate with your audience in a way that will help them imagine and experience what you are speaking about”. He provides the following illustrative example of future pacing:

I know that a lot of you worked hard to get us where we are now, and I appreciate all of your hard work. And now we have to think about the next steps towards taking our company to the next level. Achieving new heights will require us to take a different approach which will be both challenging and rewarding.

To future pace the potential audience, the speaker first tries to acknowledge where they are at right now and then allows them to imagine future benefits and rewards.

2.5.6 Linking signals

Leech and Svartvik (2002) define the *linking signals* as help for people to understand your message by showing how one of your ideas leads to another. To do so we use words and phrases which have a connecting function. The best option for start are words *well* and *now* placed at the front of a message. Then it is good to change the subject of the sentence by using the words *incidentally* or *by the way* or even adding up some new information with the help of words like *additionally*, *as well* or *for example*. You can even use a contrast of two things to show the difference by words *but*, *however* or *on the contrary*. When finishing your message, you should conclude and set up your point. In summary, it is good to use words such as *to sum up*, *to conclude* or *finally*, and for emphasizing your point *to repeat*, *for this reason* or *in fact*.

2.5.7 A personal viewpoint

To use your personal viewpoint, you must first change your perspective or as Rogers (2020, August 7) suggests, “to start persuading someone into seeing your point of view, it is critical to put yourself in the other person’s shoes.” It is important to try to see their perspective and the way they think and afterwards you will be able to correctly react to what they implied or correctly use your persuasive words and other techniques. Without putting yourself into someone’s “shoes”, you will never be able to understand their situation and persuade them successfully.

2.5.8 Triples

Linehan (n.d.) states that triples or in other words three points to support your argument can be used to grab someone’s attention and reassure him about your statement. What is more, these three points are more likely to be remembered than one. For example, look at these two sentences and see which one would more likely stay in your mind.

- *A safer house means comfort, peace of mind and a happy place to live for you, your family, and your pets.*
- *A safer house means comfort for you.*

Surely, you will likely remember the first one because giving more reasons means that the statement will be more reliable and believable.

2.5.9 Humour and fun

Humour and fun have been known since old times as stress relievers and conversation openers. Using humour, as Meany (2017, March 8) recommends, can make you look more intelligent and confident. Moreover, a short humoristic story or just a decent joke might help you to open up the audience to gain their attention. If you want to use this method, you must be careful that people do not misinterpret the joke. So always find out some general and neutral topics for the public audience. When talking to your friends it should be easier for you to find some common topic to joke about.

2.5.10 Use of anecdotes

An anecdote (as defined by Literary Devices Editors, 2014) is a short and interesting story, that is proposed to demonstrate and support the same point and make the audience laugh. As an anecdote, we can consider tales or stories that are amusing. The purpose of this persuasive technique is the same as mentioned in the previous chapter, to open up the audience, attract their attention and illustrate your point like in this example:

To make an embarrassing admission, I like video games. That's what got me into software engineering when I was a kid. I wanted to make money so I could buy a better computer to play better video games – nothing like saving the world. (Elon Musk)

2.5.11 Use of statistics and figures

Statistics and figures are the most powerful technique, and many people will stop at the images while scrolling or watching a presentation. The reason is, according to Shutterstock (2014, July 2), simple: “looking at an image can help our brains absorb large and complicated amounts of data in a quicker way than reading text”. This statement simply confirms using figures and statistics in your presentation and text should keep the audience’s attention and help them to understand the topic.

2.5.12 Use of special vocabulary

When deciding what lexis to use, we need to look at aspects of persuasive language and use *logos*, *pathos*, and *ethos* to provide this. Cockcroft and Cockcroft (1992) divide this lexical choice into literal and non-literal. A literal choice is usually used to express emotions (*pathos*) which can be found mainly in poetry, drama, and prose including serials, movies, and TV shows, whereas non-literary lexis is used frequently in scientific texts, legal documents, and education.

Another point of view is given by Young (2017), who divides the vocabulary depending on the way the person thinks. First, we speak about *visual thinkers* who preferably make sense of the word with pictures, paintings, drawings, and presentations. Secondly, the *auditory thinkers* decide and memorize things based on what they hear. The third group are *kinesthetic thinkers* who think about physical sensation and internal feelings. The last group are *digital thinkers* with their void of emotions. Table 3 shows the typical vocabulary used by each type

of the thinker.

Table 3. *Typical vocabulary of different types of thinkers*

Type	Examples of words
Visual	appear, cloudy, dull, faded, look, notice, reveal, scan, study, view, watch
Auditory	aloud, call, hear, listen, ring, say, talk, utter, voice
Kinesthetic	attach, cool, grab, point, sense, sturdy, tackle, tight, uncomfortable
Digital	analyse, circumstances, coordinate, engage, motivate, pretend, remember, utilise, wonder

Note: Adapted from Young (2017).

Muir (n.d.) recommends twelve words that persuade people more effectively than others. The words identified by expert speakers include *you, discovery, easy, guarantee, safety, save, health, love, new, proven, results* and *free*. Similarly, Lee (2014, July 2) lists 189 powerful words and phrases, such as *amazing, announcing, bargain, because, challenge, compare, hurry, improvement, instantly, introducing, magic, miracle, now, offer, quick, remarkable, revolutionary, sensational, startling, suddenly, wanted, Join us!* and *Sign up!*. Spellzone (n.d.) provides a list of several words that can be used in persuasive writing. Young (2017, pp. 255–259) also compiled a list of the most persuasive words. Besides some of the above-mentioned words, his list includes. e.g. *absolutely, attention, attract, aware, benefit, believe, buy, call, choose, decide, ger, great, important, inspire, knowledge, latest, look, powerful, price, real, ready, resist, smart, special, successful, surprise, team, terrific, understand, useful, valuable* and *want*. Example sentences with some challenging and persuasive words are given in Table 4.

The last example of a wide range of special vocabulary is given by Maclean High School (n.d.) that classifies the vocabulary according to either positive or negative emotions. Both emotions can be expressed not only by words with high modality or commands, but also by a long list of *strong adjectives* that can be found in Table 5. For example, the positive words with high modality include *must, have to* and *should*, whilst the negative ones are *must not, should not* and *never*.

Table 4. *Challenging words for persuasive writing and speaking with example sentences*

Word	Example sentences
delightful	<i>The scenery around the hotel is delightful.</i>
discovery	<i>It is the most important scientific discovery of all time.</i>
easy	<i>This tool is easy to use.</i>
free	<i>Our customer service is completely free.</i>
guarantee	<i>All our electrical goods are fully guaranteed.</i>
indescribable	<i>The view was indescribable.</i>
love	<i>You will simply love this application.</i>
new	<i>We retrain staff to use this new technology.</i>
proven	<i>It has proven to be among the most reliable devices.</i>
results	<i>We are certain about the results of this test.</i>
undoubtedly	<i>He is undoubtedly the best player in the team.</i>
unquestionably	<i>It was unquestionably a step in the right direction.</i>
vital	<i>Our website provides vital information for potential customers.</i>
you	<i>What does this mean to you?</i>

Note: Adapted from Muir (n.d.) and Spellzone (n.d.) and appended with example sentences.

Table 5. *List of positive and negative strong adjectives*

Positive	Negative
Always	Abolish
Best	Appalled
Certainly	Careless
Definitely	Damaging
Effective	Eliminate
Extremely	Harmful
Good	Horrible
Interesting	Insensitive
Magnificent	Offend
Strongly agree/suggest/recommend	Repulsive
Superior	Shocking
Truly	Terrible

Note: Adapted from Maclean High School (n.d.).

2.5.13 Flattery

The word flattery might be associated with something upbeat but untrue or even negative as mentioned by The School of Life (n.d.). However, as they continue to explain, there is also another form of flattery with more valuable and ethical ambitions. This positive form of flattery, as The School of Life (n.d.) notes, means that “everyone needs a chance to grow into the person they have flatteringly been described as already being.”

A different point of view on flattery has Writing with Clarity (2014, September 8) where they state that “flattery, compliments and exaggerated tributes, are among numerous ingratiation tactics that people use to induce someone to perform a particular behaviour.” Furthermore, when flattery is used as a persuasive technique, it might increase chances of successfully achieving any goals because it can help the speaker to build rapport with the listeners. But the speaker must be aware of obviousness, otherwise it would sound phony and false, which is an unwanted effect.

As Sihite (2018, May 18) explains, the way how to flatter someone requires at least three steps. Firstly, it is necessary to understand how the receiver wants to be perceived by others. Secondly, the speaker should reinforce that desired perception with compliments and lastly, they need to make the comment relevant to their work or personality. The following sentences give examples of flattery:

- *Everything you touch turns into gold.*
- *You're really annoying, is there anything that you aren't good at?*
- *You handled the project impressively.*

All of them made the recipients feel highly valuable or appreciated. Neither of these sentences were overstated and so it did not result in negative and unpersuasive effect.

This chapter focused on the characteristic features of the persuasive language such as emotive emphasis, embedded commands, hyperbole, linking signals, statistics and figures, anecdotes, triples, humour and fun, special vocabulary, and flattery. They will be the subject of the research whose methodology and results will be described in the analytical part of the bachelor's thesis.

3 Analytical part

The aim of the analytical part is to analyse persuasive language used in presentations by information technology students and provide a comprehensive survey of persuasive devices the students employ. It will be done by analysing video transcriptions and further comparison of the data obtained. My main motivation is to discover which elements of persuasive language students use most frequently and which they use least.

3.1 Description of a research sample

The research sample consisted of video recordings of students from the Faculty of Information Technology of Brno University of Technology giving persuasive presentations. Students were assigned a task from the coursebook *English for Information Technology* (Ellederová, 2020, p. 127). The description of the task was as follows:

Make a powerful sales presentation on a selected product/service (hardware or software) using persuasive techniques. In your presentation, you should include:

- specific points unique to the target group of customers (to help them solve their specific problem),
- a detailed description of the product/service,
- advantages of buying your product/service,
- and/or physical demonstration (e. g. using a video).

The length of presentation should be 5–7 minutes.

I had 15 video presentations available, which means that 15 students were involved, and therefore my analysis is based on this number of samples. All students gave a written consent for using their video presentations for the analysis. I transcribed all the presentations using YouTube Studio that automatically generates subtitles for videos. The transcriptions that I used for my analysis are available in Appendix of this thesis.

3.2 Analysis of students' persuasive language

In this chapter, the key analysis is carried out. Each student's presentation is analysed separately. Firstly, I tried to determine whether the particular persuasive language feature was used. Secondly, I focused on frequency, i.e. how many times the particular student used the persuasive technique and whether all students used them or not. Finally, I included examples used by the particular student. The method I used to analyse the video transcriptions was that I highlighted, coloured, and underlined each persuasive language features separately. Next, I calculated the frequency and filled it in the tables along with examples. Most of the language features like hyperboles, humour, or anecdotes were easy to count due to their low occurrence. On the other hand, there were persuasive language features such as linking signals, interjections, or personal pronouns for which I used corpus called Sketch Engine.

3.2.1 Emotive emphasis in speech

In this chapter, I focused on emotive emphasis in speech. I entered two types of frequency in Table 7. The first is the total frequency which is a total number of used emotive emphasis features, and the second is the type frequency which indicates how many types out of the eight features (interjections, exclamations, emphatic *so* and *such*, repetition, etc., see Table 6) students used. The reason why I decided to use both frequencies is because when the number of the total frequency is high, it does not necessary indicate that the speech is very persuasive. This is why I added the type of frequency which indicates the level of persuasiveness.

I found out that students overused hesitation markers that helped them fill pauses in their speech. When having a public presentation in front of the audience, we tend to express our emotions. Either we can suppress them, or we unleash them. Most common emotions driving us in this situation are stress and anxiety. In that case, the speaker tends to use hesitation markers, which can be very disturbing while listening to them and those are for instance *uuh*, *erh* and *ehmm*. On the other hand, there are professional persuaders, who rather use interjections such as *oh yes*, *yes* and *wow*.

Another feature of good persuasion are superlatives, which can strongly highlight the quality of the product and students mostly used superlatives such as *the best*, *the most*, or *the*

cheapest. They also used intensifiers such as *absolutely*, *really*, or *efficiently*.

The analysis of emotive emphasis in speech showed that the average total frequency of this particular persuasive technique was 24, and regarding the type frequency, the average number of used types was 5.6 out of 8. When we compare both frequencies in Table 7, we can see that students used multiple types of emphasis rather than a large number of one particular type, which perfectly corresponds to the quote “less is more” by Ludwig Mies van der Rohe. For example, the Student 3 has the total frequency of 15 used emotive emphasis devices, but he managed to use 6 out of 8 types of emotive language devices. Also, as you can see in Table 7, every student used at least one type of emotive emphasis devices.

Table 6. *Frequency of use of emotive emphasis in speech in all samples*

Type	Percentage [%]
Interjections	86.6
Exclamations	60
Emphatic <i>so</i> and <i>such</i>	33.3
Repetition	66.6
Rhetorical questions	86.6
Intensifying adverbs and modifiers	93.3
Superlatives	66.6
Emotive phrases	66.6

As we can assume from Table 6, the most frequent type of emphasis was given by using intensifying adverbs and modifiers, because only one student did not use them. This was quite surprising because I expected that it would be interjections. My hypothesis was based on reading several articles about persuasion and videos of some exemplary persuaders on YouTube. However, they are at the second place along with rhetorical questions that you can see below:

- *Why did we choose specifically optical storage devices?*
- *Do you use the Internet?*
- *So, who are we?*
- *Why is Google Chrome so good?*

Table 7. Final analysis of using emotive emphasis in speech

Student's number	Used		Total frequency	Type frequency	Examples
	Yes	No			
1	✓		27	5/8	Interjections: <i>uuh, hah, huh</i> Superlatives: <i>the best</i> Intensifying adverbs: <i>absolutely</i> (2x) Rhetorical questions: <i>Why did we chose specifically optical storage devices? Why didn't we choose something like magnetic ones? And what's the best?</i>
2	✓		31	7/8	Interjections: <i>uuh</i> Exclamations: <i>It is really great!</i> Intensifier: <i>even more</i> (3x) Superlatives: <i>the best, the most chosen</i> Rhetorical questions: <i>Do you use the Internet? So, how can you get this product? And how much does it cost?</i>
3	✓		15	6/8	Interjections: <i>uuh, umm</i> Repetition: <i>and much, also much easier</i> Superlatives: <i>the most important, the newest</i> Rhetorical questions: <i>Why is it called Windows 40, or more specifically why is the number 40? Why should we be wary of sapient AI?</i>
4	✓		14	3/8	Interjections: <i>uuh, umm</i> Intensifying adverbs and modifiers: <i>really, absolutely, immediately</i>
5	✓		5	3/8	Interjections: <i>oomph</i> Intensifier: <i>efficiently</i> Phrases: <i>great example, it is great</i>
6	✓		89	6/8	Interjections: <i>uuh, ehm</i> Repetition: <i>which is really, really fast</i> Superlatives: <i>the best; the cheapest; the lowest; the highest; the fastest</i> Rhetorical questions: <i>So, who are we?; So, what do we offer?</i>
7	✓		36	5/8	Interjections: <i>uuh, ehm, huh, haha</i> Repetition: <i>... it can run everything. And I mean everything...</i> Phrases: <i>really excited; really important; really pleasant; right here</i> Rhetorical questions: <i>But what is the answer to this kind of problem?</i>
8	✓		30	8/8	Interjections: <i>jeee, eh?</i> Exclamations: <i>look!; hey!; Wait!; silly me</i> Emphatic so and such: <i>so simple</i> Repetition: <i>you, it will. Yes, it will; after years and years; it just – it just;</i>
9	✓		32	7/8	Interjections: <i>uuh, hmmm, hah, ho ho ho</i>

					<p>Repetition: <i>Yes, yes, yes you are right.; ... battery. (Ho ho ho ho) Battery.</i></p> <p>Phrases: <i>Let's look closer.; At the end it's up to you.; ... let's get right into it.</i></p> <p>Rhetorical questions: <i>Do you know this? ... or this?; ... like, what, 10 years old?</i></p>
10	✓		34	6/8	<p>Interjections: <i>huh</i></p> <p>Exclamations: <i>yes!; yeah!</i></p> <p>Emphatic so and such: <i>so many, so much</i></p> <p>Rhetorical questions: <i>why is Google Chrome so good?; So what's so good about Chrome?; Who knows?;</i></p>
11	✓		16	7/8	<p>Exclamations: <i>cool!</i></p> <p>Emphatic so and such: <i>so important</i></p> <p>Repetition: <i>... means to sell... To sell....</i></p> <p>Rhetorical questions: <i>why we believe they are so important for the future and why you should invest in us?</i></p>
12	✓		6	4/8	<p>Interjections: <i>uuh</i></p> <p>Exclamations: <i>yes!</i></p> <p>Rhetorical questions: <i>What if I tell you that there is actually a way how you can get rid of them?; And what is this AdBlocker?</i></p>
13	✓		31	7/8	<p>Exclamations: <i>yes! Of course!</i></p> <p>Repetition: <i>first things first.; But I hear you, I hear you...; ... no, no...</i></p> <p>Rhetorical questions: <i>what makes these headphones so special?; What kind of research could yield this outcome?</i></p>
14	✓		23	4/8	<p>Interjections: <i>uuh, huh, hah, ehm</i></p> <p>Exclamations: <i>yeah!</i></p> <p>Rhetorical questions: <i>The future is up in the air, do you feel it?; Not yet?; ...yeah, sounds nuts huh?</i></p>
15	✓		22	6/8	<p>Interjections: <i>uuh, umm, eh</i></p> <p>Repetition: <i>... non-stop availability. 99.9999999% availability...</i></p> <p>Rhetorical questions: <i>Is your dream becoming the next Scrooge McDuck?; Do you want to build your very own corporate?</i></p>

3.2.2 Imperative and embedded commands

Imperative and embedded commands are a quite powerful device in persuasion. We are not able to encounter them in the speech that someone is giving us because they go straight to the subconscious mind as was previously mentioned in subchapter 2.5.2. For the speaker though, it is a great advantage when it is used in a decent range. When someone starts to overuse the commands, the audience might notice it, which is not good for the speaker. On the other hand, when they are used very rarely, it might not produce the desired effect.

All students managed to use imperative and embedded commands quite frequently. The average number of commands was 10.3 per person. Such a great number can be very impressive and certainly very persuasive, especially when someone needs to sell something. This number suggests that the commands were not overused or underused. The highest number of uses was 17 and the lowest 4. The most used command verbs were *buy*, *look* and *use*. There were two different types of commands used by students as you can see in Table 8. Students used the imperative commands such as:

- *Order now...*
- *...pay for the quality...*
- *...you must have...*
- *...you should buy...*

And the second type of commands the students used were embedded commands:

- *...please join us...*
- *You can enjoy crystal clear calls...*
- *If you look at the...*
- *...you want to keep...*

Table 8. *Final analysis of using imperative and embedded commands*

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		4	<i>I would like to ask you... to sit back and relax...; Wait a moment. So, let me tell you that if you buy...; ... and trust me...</i>
2	✓		9	<i>...if you decide to buy, we have tree main versions. ... if you buy it for 2 years, 10% off. Trust me...</i>
3	✓		4	<i>Order now...; ... consult your local Adeptus Microsoft branch; The sooner you upgrade the better for you; ... please join us;</i>
4	✓		11	<i>When you are making some sport, touch the earbud...; You can enjoy crystal clear calls...; You can easily catch the details of your music...; ...you can answer calls, or you can turn up the volume...</i>
5	✓		7	<i>...you will reap the benefits!; ... to get as much power...; Think of this more in terms...; ... to lose yourself in.</i>
6	✓		7	<i>... want you to feel the real...; ... put them in your pocket and take them...; ... you buy from us...</i>
7	✓		15	<i>...you install...; ... don't have to worry.; You're all ready to go!; You can play...; ... replace your old...</i>
8	✓		17	<i>you do because...; Look.; ... click on that...; ... have to work with...; ... don't even get a blink...; ... visit our website...</i>
9	✓		11	<i>... you are wrong.; ... look at the ...; ... you lose some data...; ... pay for the quality...; ... let me know in ...</i>
10	✓		16	<i>If you look at the...; ... you can see...; ... use it to search...; ... solve math...; ... log in to your...; ... hold down control...;</i>
11	✓		9	<i>...feel it...; ... move to the...; ... can sell practically...; ... a look at...; Don't worry...</i>
12	✓		9	<i>... all know the...; ... spend hours...; ... let you focus...; If you want to help...</i>
13	✓		15	<i>... can see, ...; ... change their colour...; ... can use our ...; ... to detect the ...</i>
14	✓		14	<i>... you feel it...; ... you will say...; ... do not need...; ... you must have ...</i>
15	✓		7	<i>... want to build..., You might ask..., ... you want to keep..., ... you should buy...</i>

3.2.3 Hyperbole

You will usually not encounter hyperboles in everyday conversations, so when someone uses them, it catches your attention. The same is applicable for the presentation or speech. They can be very slippery because when some information is overstated, it might be understood as irony.

In the analysis of this persuasive technique, I found out that 80% of students managed to use it at least once and only 46.6% managed to use it twice and more. Only two students used this device four times as you can see in Table 9, which was in this case the maximum number. The average number of uses were 2.16 hyperboles per person. Below, there are some examples of used hyperboles:

- ...he must have left the crazy house...
- .. because viruses and hackers never sleep, and neither do we.
- And it wiped out my hard disk clean.
- ...and there are tons of ads all around...

Table 9. Final analysis of using hyperbole

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		1	<i>...he must have left the crazy house...</i>
2	✓		1	<i>.. because viruses and hackers never sleep and neither do we.</i>
3		✓	0	-
4		✓	0	-
5	✓		3	<i>... more immersive open game worlds to lose yourself in...; ... reason to build this monstrosity.; ... and you will reap the benefits!</i>
6		✓	0	-
7	✓		2	<i>... all the preparation was for nothing.; And it wiped out my hard disk clean.</i>
8	✓		4	<i>The feeling when it takes ages, centuries even, to load a single web page?; Those bloody computers, eh?</i>
9	✓		1	<i>Do you wanna pay for the quality of Apple or you wanna pay for average "muscle" computer?</i>
10	✓		3	<i>... it's not gonna crash the whole thing.; ... Chrome's heart and soul...</i>
11	✓		3	<i>But look at this little boy.; ... hard drives to become the new bottleneck...</i>
12	✓		1	<i>... and there are tons of ads all around...</i>
13	✓		2	<i>And if you would like to turn it up a notch further, ... And I believe that is quite a bargain.</i>
14	✓		1	<i>The future is up in the air...</i>
15	✓		4	<i>... which has been here since, eh, forever.; ... because you want to make tons of money.</i>

3.2.4 Using personal pronouns and inclusive language

Regarding personal pronouns and inclusive language, personal pronouns *I* and *you* were used in 100% cases. Especially using the pronoun *you* to refer to the audience is important because it makes them feel included and it keeps their attention. Referring to the audience as *you* and *your*, “affinity is being built and with that comes liking and trust” (Crosling, 2021). The examples of using personal pronoun *you* are below:

- ...*either if you are here in the audience...*
- *You might ask yourself...*
- ...*thank you for your time...*
- *I know most of you are already experts...*

Next, there is the pronoun *we* that was used only in 80% cases, which was a quite surprising result of this analysis. The reason is that I expected all students to represent an IT company, and therefore to refer to this company using the pronoun *we* as it happened in 80% of cases. I consider it entirely appropriate even though students decided not to represent the company and just sell the product on their own. The pronouns *we* were used in the following sentences:

- ...*we've come up with the most innovative and...*
- ...*we're going to ponder about the future...*
- ...*we believe they are so important for the future...*

The other examples of inclusive language I encountered were words *everyone*, *people*, *everyone*, or *they*. The average use of personal pronouns and inclusive language was 40.93 words per person, and you can see all the other examples of inclusive language in Table 10.

Table 10. *Final analysis of using personal pronouns and inclusive language*

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		28	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> or <i>everyone</i> .
2	✓		70	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>everyone</i> , or <i>people</i>
3	✓		24	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> or <i>users</i>
4	✓		29	Personal pronouns <i>I</i> and <i>you</i>
5	✓		8	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> or <i>everyone</i> .
6	✓		57	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>everyone</i> , <i>gamers</i> , or <i>anyone</i>
7	✓		54	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>everyone</i> , <i>they</i> , <i>friends</i> , or <i>people</i>
8	✓		48	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>person</i>
9	✓		49	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>people</i> , <i>somebody</i>
10	✓		31	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>people</i> , or <i>user</i>
11	✓		29	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>one</i> , <i>customers</i> , <i>all</i> , <i>experts</i> , <i>some</i> , <i>many</i>
12	✓		36	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>they</i> , <i>them</i> , <i>fan</i> , or <i>their</i>
13	✓		67	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>everyone</i> , <i>anyone</i> , <i>customer</i> , <i>ourselves</i>
14	✓		65	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>we</i> , <i>people</i> , <i>nobody</i> , <i>public</i> , <i>human</i>
15	✓		19	Personal pronouns <i>I</i> and <i>you</i> Inclusive language: <i>they</i>

3.2.5 Future pacing

When students used future pacing device, they wanted the audience to visualize how it would feel to own the particular product. They used sentences such as:

- ...which will help and filter your emails or all the messages you will get...
- ...and you will reap the benefits!
- I swear to you that you will not see this again because...

Only one student did not use the future pacing but 93.3% did. The average number of uses (with the exception of the one student) was 3.14 per student. Student 8 managed to use the future pacing most frequently which was 8 times, whereas the lowest number, which was 1, occurred in students 1, 4, 12 and 15 as you can see in Table 11.

Table 11. *Final analysis of using future pacing*

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		1	<i>And ladies and gentlemen, let me announce that this day will enter the history as the day when hard disc drives became ancient technology. Because as of right now, everyone will use only optical storage units.</i>
2	✓		3	<i>...which you will use quite often... ... which will help and filter your emails or all the messages you will get...</i>
3		✓	0	-
4	✓		1	<i>...when I will become rich, I will buy them for sure...</i>
5	✓		2	<i>... and you will reap the benefits!; All these features combined will result in more immersive open game worlds...</i>
6	✓		2	<i>..., so, you can easily put them in your pocket and take them everywhere with you.; ... cooling so it will never overheat.</i>
7	✓		3	<i>... let's imagine a story together.; And I think you will find it also very useful.; ... one or two minutes of googling will do it for you.</i>
8	✓		8	<i>Unfortunately, when you switch, you won't be able to make yourself a cup coffee while your computer loads, because as you can see in the last row, it will be up and ready almost instantly.</i>
9	✓		2	<i>That will never happen with a Mac.; ... if you lose some data, you will always find it, online.</i>
10	✓		4	<i>... every user will find something for them.; In the near future we can expect big upgrades to its already amazing security.</i>
11	✓		4	<i>Our experts predicted in about 15 years the internet will get fast enough for the hard drives to become the new bottleneck and all the big companies will be forced to switch to something faster.</i>
12	✓		1	<i>... if you'll be missing all those pop-up windows there's...</i>
13	✓		5	<i>And if you would like to turn it up a notch...; ..., if you would prefer the good old-fashioned...;</i>
14	✓		7	<i>I swear to you that you will not see this again because...; You will upload and download terabytes of information...</i>
15	✓		1	<i>Is your dream becoming the next Scrooge McDuck?</i>

3.2.6 Linking signals

In the transcriptions, I found several linking signals, such as *but*, *because* or *also*, which according to Leech and Svartvik (2002), can help people to understand the message by showing how one of the ideas leads to another. 100% of the students managed to use them and, therefore it can be said that the speech was understandable for the audience regarding its cohesiveness in all cases.

The average number was 31.8 linking signals per student. Student 7 managed to use incredible 81 linking signals, whereas Students 1 and 2 used only 8 of them. The most frequent linking signals that I encountered (see Table 12) were *and*, *so*, *but*, or *also*.

Table 12. *Final analysis of using linking signals*

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		8	<i>First, because, but and as well</i>
2	✓		8	<i>Through, because, but and also</i>
3	✓		27	<i>After, such as, but, well, the next</i>
4	✓		11	<i>The last, the first, also, both, instead of</i>
5	✓		10	<i>That means, for instance, but, also, finally, another</i>
6	✓		31	<i>So, and, but, for example, also, means that, such as</i>
7	✓		81	<i>So, and, but, also, the fact that, now, well, because</i>
8	✓		49	<i>So, and, but, unfortunately, then, however, as much as</i>
9	✓		33	<i>And, so, but, well, because, both, now, next, in case, first</i>
10	✓		48	<i>And, so, but, well, because, after, then, for example, the second, at the end</i>
11	✓		40	<i>And, so, but, well, because, now, compared to, concludes, for example</i>
12	✓		29	<i>And, so, but, well, because, lastly, besides, either, also</i>
13	✓		51	<i>And, so, but, well, because, in fact, along with, first, also</i>
14	✓		51	<i>And, so, but, well, because, in fact, first of all, in order to, also, the first</i>
15	✓		28	<i>And, so, but, well, because, now, and so on, also, almost, since</i>

3.2.7 A personal viewpoint

Using a personal viewpoint while persuading is important because it helps the audience to see the perspective of the speaker. For this reason, I think this feature of language should be

used at least once in a persuasive presentation. In this case only one student failed to use this technique, but 93.3% of students did use it at least once. Student 7 used a personal viewpoint 15 times, which was the highest number. The average number of uses (without the one student) was 4.35 times per student. The following examples of using a personal viewpoint can be also found in Table 13:

- ...which is in my opinion...
- So, I think, it's really easy to choose...
- I'm sure you do because we all do.
- I think most of you will say "the Internet".
- Well, you might be thinking...

Table 13. Final analysis of using a personal viewpoint

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		1	... which is in my opinion...
2	✓		6	I'm sure you all heard...; I am sure of it; I'm sure you do; But I know...
3	✓		1	I would see them digging up old version...
4		✓	0	-
5	✓		2	I know most of you are already experts...; Another feature I'd like to address is...
6	✓		3	... which is quite good, I think...; ... we think, that it's the most...; So, I think, it's really easy to choose...
7	✓		15	...I had to reinstall my operating system...; ... I don't want to go through this again.; ... I mean by access is that...
8	✓		3	I'm sure you do because we all do.; Well, you might be thinking...
9	✓		2	... both are having the same, or maybe Acer has, is having better specs.
10	✓		3	So, I also didn't know about that until recently...
11	✓		5	... why we believe they are so important for the future...; They might not be the fastest as...
12	✓		6	I'm sure you all know the situation when...; It is completely free which is nice for something this useful, I suppose.
13	✓		8	We at Aperture Science believe that the customer is always right.; But we also believe that the customer does not always know what it is they want, precisely.
14	✓		3	You may know our company as a very innovative...; I think most of you will say "The Internet".
15	✓		3	You might ask, why is...; ... an enterprise customer may expect...

3.2.8 Triples

Triples are three points that are supposed to support a speaker’s argument (Linehan, n.d.). This persuasive device also helps the audience more likely remember what the speaker was talking about, and therefore it is considered as an important feature of persuasion. The analysis showed that 80% of students used this device at least once and that 53.3% of them used triples more than twice. The average number of uses was 1.8 per student except for 3 students who did not use it (see Table 14). Below there are a few examples of triples that students used:

- *Quiet, high performance and reliability.*
- *Support, access, and function.*
- *You can change their colour, their brightness, and you can use our special companion app designed for this sole purpose...*
- *...it is a fast, simple, it’s Never lagging or bugging...*

Table 14. *Final analysis of using triples*

Student’s number	Used		Frequency	Examples
	Yes	No		
1	✓		2	<i>Quiet, high performance and reliability.</i>
2		✓	0	-
3	✓		1	<i>Windows 40 is much faster, up to 83% faster, much smarter, and considerably safer.</i>
4	✓		2	<i>... with 2-way dynamic speaker, 3 innovative microphones and long-lasting battery...</i>
5	✓		3	<i>DirectX Ray Tracing, Mesh Shading, Variable rate shading, and sampler feedback.</i>
6	✓		2	<i>It means, that we cooperate together to bring you the fastest, most reliable disk drives with the biggest storage capacity possible. It also means, that we have the lowest prices of the disks...</i>
7	✓		3	<i>Support, access, and function.; ...supported by all major platforms. Windows, Linux, Android as well and all Apple products.</i>
8		✓	0	-
9	✓		2	<i>... it is a fast, simple, it’s Never lagging or bugging... ; It Loads in 3 seconds... It has way better load time, it has more space, ... and also battery.</i>
10		✓	0	-

11	✓		2	<i>It's about the same capacity and is actually quite faster than the big one. Also, it can be used as convenient mirror.</i>
12	✓		2	<i>I'm sure you all know the situation when you're browsing the internet, checking your social media or playing online games...</i>
13	✓		1	<i>You can change their colour, their brightness, and you can use our special companion app designed for this sole purpose...</i>
14	✓		1	<i>...okey You may know our company as a very innovative, bright, and revolutionary.</i>
15	✓		1	<i>These mainframes are very resilient. They encrypt most of its data and they are purpose-built for cloud.</i>

3.2.9 Humour and fun

Humour and fun can be stress relievers and conversation openers, and therefore there is no doubt about whether to use it in a persuasive presentation. Meany (2017, March 8) recommends using humour and fun so that you would look more confident and intelligent. For this reason, I examined this issue when analysing the presentations and I found out that only 53.3% of students used this device – in average 1.75 uses per student (except those who did not use this device at all) as you can see in Table 15. The maximum number was reached by Students 8 and 15 with the number of 3 uses. Students used the following examples of humour and fun in their presentations:

- *...the next thing you know it will start demanding equal rights and then try to kill you.*
- *Your computer needs somewhere to store all your precious data – especially the cute cat pictures.*
- *Today I'm gonna tell you about something what you've been missing in your life... and right now I'm not talking about our English teacher.*

Table 15. *Final analysis of using humour and fun*

Student's number	Used		Frequency	Examples
	Yes	No		
1		✓	0	-
2		✓	0	-
3	✓		1	<i>...the next thing you know it will start demanding equal rights and then try to kill you.</i>
4		✓	0	-
5		✓	0	-

6		✓	0	-
7		✓	0	-
8	✓		3	<i>Your computer needs somewhere to store all your precious data – especially the cute cat pictures.</i>
9	✓		1	<i>Today I'm gonna tell you about something what you've been missing in your life...and right now I'm not talking about our English teacher.</i>
10	✓		1	<i>There was a time when the market was dominated by Internet Explorer and Firefox but that was mainly because Google Chrome did not exist back then.</i>
11	✓		2	<i>All of which is absolutely unimportant, so I am going to skip right to my next point.</i>
12		✓	0	-
13	✓		2	<i>We at Aperture Science believe that the customer is always right. But we also believe that the customer does not always know what it is they want, precisely.</i>
14	✓		1	<i>... only you decide whether you want to upload your naked pictures from this party to public use or you don't.</i>
15	✓		3	<i>Well, it costs... A small loan of a million dollars.</i>

3.2.10 Use of anecdotes

According to Literary Devices Editors (2014), the purpose of anecdotes is to demonstrate and support the point and make the audience laugh. It is a short story that, as mentioned in the previous subchapter 3.2.9, serves to open up the audience, attract their attention and illustrate the speaker's point. Only 3 students decided to use this device, which makes it only 20%. They were Students 1, 8, and 14, and each of them used it only once (see Table 16). You can see an example below:

- *You know this feeling when you are watching a film and she says, "Jack, Jack there is a boat, do you see?" and then you see this (loading...)*

Table 16. *Final analysis of using anecdotes*

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		1	<i>... I must tell you about him because he must have left the crazy house today morning...</i>
2		✓	0	-
3		✓	0	-
4		✓	0	-
5		✓	0	-
6		✓	0	-

7		✓	0	-
8	✓		1	<i>Do you know that feeling when you have like 10 minutes left to finish the paper your boss asked you for a week ago and your computer is just so damn slow you can't possibly make it? The feeling when it takes ages, centuries even, to load a single web page? Well, I'm sure you do because we all do.</i>
9		✓	0	-
10		✓	0	-
11		✓	0	-
12		✓	0	-
13		✓	0	-
14	✓		1	<i>You know this feeling when you are watching a film and she says "Jack, Jack there is a boat, do you see?" and then you see this (loading...)</i>
15		✓	0	-

3.2.11 Use of statistics and figures

Using figures and statistics can be a powerful technique as well. According to Shutterstock (2014, July 2), "looking at an image can help our brains absorb large and complicated amounts of data in a quicker way than reading text". This simply confirms the theory that a person will remember more information from a presentation supported with visual aids. What is more, this technique helps keep the audience's attention too. In the analysis, I found that only one student did not use any figures or statistics, which makes 93.3% of students who were successful in this task. The average use of figures and statistics was 7.78 uses per student (except for the one student). I also found that students preferred using figures to statistics because I discovered that the total number of figures used was 97, whereas the total number of used statistics was only 12. As you can see in Table 17, the highest number of 16 used figures and statistics was reached by Student 9. Below, you can see examples referring to figures:

- *This is an...*
- *As you can see on this picture...*
- *As you can see, these beautiful led...*

And as for the statistics, the students used the following phrases:

- *...up to 83% faster...*
- *You can see how your average HDD compares to our new SSDs.*

- *Well, for some stats.*
- *Let me show you the graphs.*

Table 17. *Final analysis of using figures and statistics*

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		4	Figures only
2		✓	0	-
3	✓		2	Statistics: ...up to 83% faster...
4	✓		10	Figures only
5	✓		11	Figures and statistics
6	✓		7	Figures only
7	✓		10	Figures only
8	✓		12	Figures Statistics: <i>You can see how your average HDD compares to our new SSDs.</i>
9	✓		16	Figures Statistics: <i>Acer vs. MacBook</i>
10	✓		6	Figures Statistics: ... 69% of all people on the internet use Google Chrome...
11	✓		15	Figures: <i>This is an... ; As you can see on this picture...</i> Statistics: <i>Let me show you the graphs.</i>
12	✓		8	Figures only
13	✓		2	Figures only: <i>As you can see, these beautiful led...</i>
14	✓		4	Figures only: ... then you see this...
15	✓		2	Figures: <i>Now let me introduce you to the IBM Z series. These mainframes...</i> Statistics: <i>Well, for some stats.</i>

3.2.12 Use of special vocabulary

Special vocabulary can be looked at in different ways. During the analysis, I looked for the words which are listed by Young (2017) because I found this list more concise than the other ones. Special vocabulary should be used for the purpose of either highlighting the product specifications or gaining attention and persuading the audience. In my analysis (see Table 18), words like *absolutely*, *intelligent*, *awesome*, *important*, or *useful* can be found.

The greetings like *hi*, *hello*, or *welcome* and farewell words like *thank you* or *goodbye* can be also considered as special vocabulary (see Young, 2017). The analysis showed that 100% of students managed to use at least 7 words, at maximum 31 words, and the average number of uses was 16.5 words per student.

Table 18. *Final analysis of using special vocabulary*

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		11	<i>Absolutely, superior, astonishing, overcome, inevitable, remarkable</i>
2	✓		14	<i>Amazing, reliable, intelligent, advance, perfect and terrible</i>
3	✓		7	<i>Ancient, polishes, utter, revamped, entirety</i>
4	✓		11	<i>Expensive, suitable, awesome, comfortable, pure, premium, attention</i>
5	✓		10	<i>Immersive, improve, benefit, efficient</i>
6	✓		18	<i>Lifetime, special, guarantee, excellent, expensive, experience, reliable</i>
7	✓		23	<i>Excited, useful, more interesting, basically, support, important</i>
8	✓		20	<i>Welcome, behold, suppose, astonishing, simple, reliable, important, significant</i>
9	✓		15	<i>Important, developed, especially, fast, compatibility, straight, great, performance</i>
10	✓		31	<i>Advantages, ponder, popularity, compatible, built-in, performance, stability, Security, protected, fixed, extensions</i>
11	✓		14	<i>Hello, truly, believe, important, absolutely, reliable, cool, smart, discovered, inevitably, Thank you</i>
12	✓		11	<i>Hi, quiet, peaceful, useful, available, satisfied, improving, thank you, attention, beneficial, goodbye</i>
13	✓		25	<i>Good day, welcome, honour, creative, believe, effort, special, beautifully, beautiful, shine, experience</i>
14	✓		19	<i>Looking forward, innovative, bright, revolutionary, ambitious, important, secure, reliable, lightning-fast</i>
15	✓		19	<i>Dream, resilient, business, introduce, resilient, integrated, non-stop, availability, important, possible</i>

3.2.13 Flattery

When talking about flattery in presentations, we need to look at it as a persuasive technique. The purpose of this technique is to make the audience appreciated. A more detailed description and different views can be found in the subchapter 2.5.13. In the analysis, I found out that only 53.3% of students managed to use it exactly once in their presentations. This was a surprisingly low number because, as defined by Curtis (2014, January 24), flattery is “the most notorious item in the persuasion tool belt”.

As you can see in Table 19, students used the following phrases to flatter the audience:

- ..., *the person on your position deserves to get much more ...*

- *As the intelligent people you are...*
- *...smart people like yourselves might be wondering...*
- *You are smart audience.*
- *We at Aperture Science believe that the customer is always right...*

Table 19. Final analysis of using flattery

Student's number	Used		Frequency	Examples
	Yes	No		
1	✓		1	<i>..., the person on your position deserves to get much more...</i>
2	✓		1	<i>As the intelligent people you are...</i>
3		✓	0	-
4		✓	0	-
5	✓		1	<i>I know most of you are already experts, ...</i>
6		✓	0	-
7	✓		1	<i>...smart people like yourselves might be wondering...</i>
8	✓		1	<i>...which is something a person like you will surely manage with no effort at all</i>
9		✓	0	-
10		✓	0	-
11	✓		1	<i>You are smart audience.</i>
12		✓	0	-
13	✓		1	<i>We at Aperture Science believe that the customer is always right...</i>
14	✓		1	<i>We are very lucky to have all these smart people in our company to work on a very ambitious project.</i>
15		✓	0	-

3.3 Occurrence of persuasive techniques

This chapter describes the final analysis where all the techniques are compared according to their average frequency and the percentage of students who used these techniques. This should provide a comprehensive survey of the popular persuasive techniques used by the students from the Faculty of Information Technology of Brno University of Technology. The reason why I wanted to make this comparison was to reveal the most and the least popular techniques as well as the techniques most and least frequently used.

Table 20 shows that there were five techniques used by all students. They included emotive emphasis in speech, imperative and embedded commands, personal pronouns and inclusive language, linking signals, and special vocabulary. It can be said that the most popular were personal pronouns and inclusive language out of these five because not only were they used by all students, but they also reached the highest average frequency. On the other hand, anecdotes occurred least, with only 20% of uses and average frequency of 1. The almost last place is occupied by humour and fun and flattery with 53.3%.

Table 20. *Final comparison of all persuasive techniques*

Type of persuasive technique	Average frequency	Percentage of students
Emotive emphasis in speech	24	100%
Imperative and embedded commands	10.3	100%
Hyperbole	2.16	80%
Personal pronouns and inclusive language	40.93	100%
Future pacing	3.14	93.3%
Linking signals	31.8	100%
A personal viewpoint	4.35	93.3%
Triples	1.8	80%
Humour and fun	1.75	53.3%
Anecdotes	1	20%
Statistics and figures	7.78	93.3 %
Special vocabulary	16.5	100%
Flattery	1	53.3%

4 Conclusion

To conclude this bachelor's thesis, I would like to reflect on the stated objectives. The main objective of this thesis was to deal with the art of rhetoric, persuasion, and its dimensions and principles. The best ways to persuade the potential audience were discussed including the necessary techniques and language to impress and affect the audience and the ways the speakers should think about their persuasive techniques. The history of persuasion was traced to its roots reaching ancient Greece where Aristotle defined the three modes of persuasion: ethos, pathos, and logos. The last chapter of the theoretical part dealt with persuasive language and its characteristics and was probably the most important because these concepts were analysed in the analytical part. It focused, for example, on emotive emphasis in speech, hyperbole, linking signals, and anecdotes.

It was a challenge to frame each of the above-mentioned concepts because many theories and studies deal with the topics of rhetoric and persuasion. Nevertheless, the literary research was successful, and I managed to collect and critically evaluate necessary information from the books, scholarly articles, and on the Internet. Therefore, the core analysis could be done properly.

In the analytical part of the bachelor's thesis, I analysed the persuasive language used by students of information technology mainly based on the information from the chapter on the persuasive language and its characteristic features. The theoretical concepts were used for the analysis of the video transcriptions of the presentations by 15 students. Next, the data obtained were entered into the tables that were afterwards used for calculations and comparison. The crucial aspect of the analysis was frequency of persuasive devices used by the students.

Finally, when the analysis of each persuasive technique was done, the most important analysis could follow, i.e. the final comparison of all the techniques and their occurrence. My research came to conclusion that there were five most popular techniques used by all students. Those techniques were emotive emphasis in speech, imperative and embedded commands, personal pronouns and inclusive language, linking signals, and special vocabulary. But if I wanted to find the ultimate one, I would have to examine the transcriptions in greater detail. So, out of the five with the highest average frequency, I found personal pronouns and inclusive language, which are also most frequently used in total. In

contrast, I found the least used and popular as well. According to the percentage of students, the least used were anecdotes with only 20%. Anecdotes alongside with flattery also occupied the last place in the category of average frequency with the number of only 1 use per student.

I think that these results are not surprising, with the exception of the use of a personal viewpoint where my initial hypothesis was that all students will use this technique. For the future research, I would suggest analysing the nonverbal aspects of these presentations and compare them with the verbal aspects in terms of persuasiveness.

5 Rozšířený abstrakt

Tato bakalářská práce se zabývá koncepcí persuasivního jazyka, který je podstatným aspektem vzájemné komunikace. Jeho použití si často ani neuvědomujeme, a přesto můžeme persuasivní jazyk ovládat velmi snadno. Naštěstí pro ty, kteří neumí tento nástroj používat, není tato schopnost přesvědčovat dána geneticky, ale spíše tím, jak dobře se ji naučíme ovládat. Existuje mnoho způsobů, jak se umění přesvědčování naučit, stejně jako mnoho technik, vzorů, frází a slovní zásoby. Součástí této práce je proto i přehled některých těchto technik a jazykových prostředků.

Přesvědčování, jak říká McKevitt (2019, April 17), „se stalo základem formování pohledu lidí na to, co je atraktivní nebo neatraktivní, dobré nebo špatné, přijatelné nebo nepřijatelné“. Změnilo samotnou lidskou interakci, a navíc sám digitální svět způsobil revoluci v lidské komunikaci v oblasti přesvědčování, protože téměř každý známý světový prodejce je založen na webovém rozhraní, a proto potřebují ty nejlepší dovednosti, aby přesvědčili lidi o tom, aby si koupili jejich produkty. Dnes je poměrně obtížné rozpoznat, co je přesvědčování a co ne. Je to způsobené objemným množstvím informací, které jsou všudypřítomné na internetu, v novinách nebo i v lidské komunikaci. Toto rozpoznání persuasivních dovedností byl jeden z důvodů, proč jsem si vybrala toto téma. Myslím si, že je důležité znát sílu persuasivního jazyka, a hlavně jeho výhody i nevýhody, jak pro život, tak i pro budoucí zaměstnání. Dalším důvodem, proč jsem se rozhodla pro toto téma, bylo dokázat, že persuasivní jazyk se může také používat při prezentacích studentů na Fakultě informačních technologií Vysokého učení technického v Brně, kdy jej studenti používají, ať už vědomě nebo nevědomě. Chtěla jsem při tom zjistit, které techniky a metody jsou mezi studenty nejpoblíbenější a kterým se naopak studenti raději vyhnou a vůbec je nepoužijí.

V rámci této bakalářské práce je popsána historie rétoriky a rétorické situace, vymezen koncept umění přesvědčování, charakterizovány typické rysy persuasivního jazyka a následně analyzováno, které z nich jsou používány v prezentacích studentů informačních technologií (IT).

Teoretická část je rozdělena do pěti hlavních kapitol. První kapitola poskytuje informace o rétorice a její historii. Zjistíme zde, že její kořeny sahají až do doby mezi roky 384 a 322 př.n.l., kdy rétoriku poprvé definoval Aristoteles (1954) jako „schopnost vypořádati

možnou přesvědčivou stránku každé jednotlivé věci“. Dozvíme se informace o důležitých aspektech rétorické analýzy a podíváme se na rétoriku jako teorii a praxi, kde nalezneme srovnání a rozdíly její literární a figurativní formy.

Další kapitola se zabývá rétorickými aspekty, jako jsou autor, publikum, účel, text a situace, téma, žánr a kontext. Jednotlivé aspekty jsou důkladně popsány a vysvětleny včetně uvedení některých ilustrativních příkladů, aby čtenář lépe pochopil danou problematiku. Následující kapitola formuluje tři principy přesvědčování, které jsou definovány Aristotelem (1954). Jedná se o étos, kde hraje důležitou roli osobnost a postoj spolu s důvěrou publika. Za druhé hovoří o patosu, který je hlavně o osobnosti mluvčího a o tom, jak se zvládá prezentovat před publikem. Posledním je logos nebo jinými slovy uvažování, kde musí daný výklad nebo text dávat smysl a mít logickou strukturu.

Jiný pohled lze najít ve čtvrté kapitole, kde jsou principy prezentovány jako autorovo přesvědčení, osobnost a schopnost změnit se. Všechny tři principy jsou dopodrobna definovány a opět ilustrovány několika příklady. Poslední a pravděpodobně nejdůležitější kapitola pro následující analýzu je zaměřena na charakteristické rysy persuasivního jazyka. Je zde definováno několik typů technik, jako je například lichocení, vlastní názor, nadsázka, imperativní příkazy, trojice slov, statistiky, obrazový materiál a spojovací výrazy. Všechny mají za cíl úspěšně přesvědčit, ale je nutné vědět, kdy a jak je použít. Jeden typ se používá k vyjádření emocí a druhý typ například k tomu, aby posluchači podvědomě přikázal, co má udělat. Liší se typ od typu a úlohou autorů persuasivní řeči je naučit se je všechny ovládnout a zjistit, jak a kdy je používat k dosažení dokonalého efektu, například při proslovu na veřejnosti. V jednotlivých podkapitolách jsou všechny tyto typy popsány a pro každý z nich jsou uvedeny příklady k ilustraci dané techniky.

Analytická část této práce je rozdělena do tří hlavních kapitol. První kapitola se zabývá popisem výzkumného vzorku. Ukázkou tvoří 15 videozáznamů studentů, které jako úkol zadala Mgr. Ing. Eva Ellederová, Ph.D. ve svém předmětu Angličtina pro IT. Studenti měli přednést persuasivní prezentaci na prodej jakéhokoliv produktu nebo služby z oblasti IT. Další kapitola je základní analýzou transkriptů těchto videozáznamů, ve které se soustředím na výskyt a četnost jednotlivých persuasivních technik. Klíčové části jako je počet, četnost, příklady frází a slov a zaškrtnuté políčko ve sloupci „použito“ jsou ve všech tabulkách jednotlivých analýz. Pro analýzu transkriptů videí jsem použila metodu podtrhávání a

barevného zvýrazňování, které mi bylo nápomocné v následném tvoření tabulek. Jako poslední kapitola v praktické části je finální porovnání popularity jednotlivých analýz.

Můj výzkum dospěl k závěru, že mezi studenty existuje pět nejoblíbenějších technik, které používali všichni z nich. Těmito technikami byly emotivní důraz v řeči, imperativní a vnořené příkazy, osobní zájmena a inkluzivní jazyk, spojovací výrazy a speciální slovní zásoba. Nicméně, pokud jsem chtěla najít tu nejvíce populární, musela jsem se ponořit hlouběji do bádání. Takže z těchto pěti, které se rozhodli všichni studenti použít, jsem našla osobní zájmena a inkluzivní jazyk, patřící i do kategorie s nejvyšší průměrnou frekvencí užití v textu celkem. Naproti tomu jsem našla i nejméně používané a nepopulární persuasivní techniky. Poslední místo dle procenta studentů, kteří danou techniku použili, byly anekdoty s pouhými 20 %. Anekdota zároveň s lichotkami obsadily poslední místo také v kategorii průměrné frekvence použití, a to s počtem pouze jednoho výskytu na jednoho studenta.

Myslím si, že mě tyto výsledky nijak nepřekvapily, s výjimkou případu procentuálního využití vlastního názoru, kde mojí prvotní hypotézou bylo to, že tento nástroj budou používat všichni studenti. Pro budoucí výzkum bych navrhla analyzovat neverbální stránku těchto prezentací a porovnat ji s touto verbální analýzou z hlediska přesvědčivosti.

6 List of figures

Figure 1. Forms of Communication. Reprinted from Jasinski (2001, p. xv) p. 12

Figure 2. Five dimensions of persuasion. Reprinted from Mueck (2019) p. 18

7 List of tables

Table 1. <i>Author's tone and its meanings</i> . Adapted from Patterson (2014)	p. 16
Table 2. <i>Emotive emphasis in use</i> . Adapted from Leech and Svartvik (2002)	p. 24
Table 3. <i>Typical vocabulary of different types of thinkers</i> . Adapted from Young (2017)	p. 30
Table 4. <i>Challenging words for persuasive writing and speaking with example sentences</i>	p. 31
Table 5. <i>List of positive and negative strong adjectives</i>	p. 31
Table 6. <i>Frequency of use of emotive emphasis in speech in all samples</i>	p. 35
Table 7. <i>Final analysis of using emotive emphasis in speech</i>	p. 36
Table 8. <i>Final analysis of using imperative and embedded commands</i>	p. 39
Table 9. <i>Final analysis of using hyperbole</i>	p. 40
Table 10. <i>Final analysis of using personal pronouns and inclusive language</i>	p. 42
Table 11. <i>Final analysis of using future pacing</i>	p. 43
Table 12. <i>Final analysis of using linking signals</i>	p. 44
Table 13. <i>Final analysis of using a personal viewpoint</i>	p. 45
Table 14. <i>Final analysis of using triples</i>	p. 46
Table 15. <i>Final analysis of using humour and fun</i>	p. 47
Table 16. <i>Final analysis of using anecdotes</i>	p. 48
Table 17. <i>Final analysis of using figures and statistics</i>	p. 50
Table 18. <i>Final analysis of using special vocabulary</i>	p. 51
Table 19. <i>Final analysis of using flattery</i>	p. 52
Table 20. <i>Final comparison of all persuasive techniques</i>	p. 53

8 List of references

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9 Appendix

Transcriptions of persuasive presentations with notes

Student 1

Ladies and gentlemen, welcome to today's presentation. First of (uuh), I would to ask you, either if you are here in the audience or behind the screens, to sit back and relax, because my presentation is about to start right now.

At first, let me introduce myself. My name is Dalibor Čásek and I am currently studying at Technical University of Brno, of course, information technology. I am the founder of Light Industries, Inc. (uuh) The headquarters of my company is located in New York, US. And currently we are researching (uuh) in the sphere of optical storage devices. You might ask yourself (uuh) "Why did we chose (uuh) specifically optical storage devices, why didn't we (uuh) choose something like magnetic ones?" That's a simple question and I'll give you a simple answer. If we take a look into a field of internet connectivity for example, we all know, that optical cables are the best solution for nowadays standards, they are used to (uuh) overcome long distances and (uuh) their widespread is held down mainly by its price. We were thinking about this technology a lot and we ended up with consensus that if light and optics can be used in the field of (uuh) internet connectivity, we might be able, as well, to create (uuh) something like optical storage device.

And ladies and gentlemen, let me announce that this day will enter history as a day when hard disc drives became ancient technology. Because as of right now, everyone will use only optical storage units. Ladies and gentlemen, this... (huh)

Wait for a moment, I just remembered the guy that was presenting here before me and this is ridiculous (hah). I must tell you about him, because he must have left the crazy house today morning, because it's not possible other way. He was telling something about magnetic storage devices and their superiority, which is in my opinion (huh) absolutely out of mind thinking. But anyway continue... We shall continue in my presentation.

Ladies and gentlemen, I would like to introduce Light-Box, our brand new, remarkable product, that everyone of you will want in their computer. The Light-Box means high speed (uuh) data transmission, zero noise and high power effectivity. These three facts are inevitable, and these three facts make the Light-Box what is it, the superior storage... data storage technology. You can fit this device in your computer without any problems, because it will take three of your 3.5-inch positions for your old hard drives, which you will get rid of as of today. And this unit will provide you with 32 TB of (uuh) storage capacity and it reaches (uuh) 640 GB/s transmit speeds. And what's the best? It has absolute... It's absolutely silent, it makes no noise, because it's based purely on light and optics... and optics. It's based purely on optics.

Let me ask here a gentleman from the public. What is your computer specification, please? Ok, do I hear right, it's Intel Core i7 and some old hard drive? So let me tell you that if you buy this product from us, your storage unit will reach higher performance than your current processor. Yes, that's right, sir, it's astonishing. ...yes, the person on your position deserves to get much more out of his data storage unit.

And the best part is a price. The price is only \$999 and trust me, it's worth it. You will fell in love with this device. Quiet, high performance and ... reliability – this is what makes this device superior.

So, ladies and gentlemen, thank you for your attention.

3.2.1 Emotive emphasis in speech (27), 5/8

Interjections: uuh (13), huh (2), hah (1)

Exclamations: none

Emphatic so and such: none

Repetition: none

Rhetorical questions: And what's the best?; Why did we chose (uuh) specifically optical storage devices, why didn't we (uuuh) choose something like magnetic ones?

intensifying adverbs and modifiers: absolutely (2), purely (2), much more

superlatives: the best (3)

phrases: right now, it's worth it

3.2.2 Embedded commands

Sit back and relax...; Wait for a moment...; ...buy this product and trust me...

3.2.3 Hyperbole

he must have left the crazyhouse

3.2.4 Using personal pronouns and inclusive language

Personal pronouns I (5) and you (10)

Inclusive language: we (6), everyone (2), ladies and gentlemen (5)

3.3.5 Future pacing

And ladies and gentlemen, let me announce that this day will enter the history as the day when hard disc drives became ancient technology. Because as of right now, everyone will use only optical storage units.

3.3.6 Linking signals

First of/at first (2), because (4), but, as well

3.3.7 Personal viewpoint

... which is in my opinion ...

3.3.8 Triples

high speed data transmission, zero noise and high-power effectivity/Quiet, high performance and reliability

3.3.9 Humour and fun

None

3.3.10 Anecdote

Wait for a moment, I just remembered the guy that was presenting here before me and this is ridiculous (hah), I must tell you about him, because he must have left the crazyhouse today morning, because it's not possible other way. He was telling something about magnetic storage devices and their superiority, which is in my opinion (huh) absolutely out of mind thinking.

3.3.11 Use of statistics and figures

Figures (4), statistics (0)

3.3.12 Use of special vocabulary

strong adjectives - Superior (3), astonishing, inevitable, remarkable, absolutely (2), overcome, welcome, thank you

3.3.13 Flattery

the person on your position deserves to get much more out of his data storage unit

Student 2

Ladies and gentlemen,

I welcome you to this amazing presentation about our great product, that is our brand-new antivirus.

We are the company Eset, I'm sure you all heard of us. We are from Slovakia and we make the best antivirus there is, I am sure of it. So, a little question first. Do you use Internet? I'm sure you do. And as the intelligent people you are, I'm pretty sure you know about the dangers, that are there or that you can face surfing the web. (uuh) So, like getting (uuh) your identity stolen, which is really a terrible thing or getting your credit card info stolen or many more even worst things. So, you don't you really need a protection from that, and we have the perfect solution for you. And that is our antivirus.

It is really great; it is reliable and it get... has all the features you need. So, let's talk something about our app. As you open our app, you will get a window. It is really minimalistic design. It has the most you will need. The button, that will scan your computer for viruses and malware. So, most users really don't need to click anything else, just scan your computer and our antivirus will do the rest. There is also an update button, which you will use quite often, because viruses and hackers never sleep and neither do we, because we want to bring the best protection for you. So...and that's the all the basic user needs.

But I know, you want something more. So, we have even more advance features, which you can access through our app. And it mainly depends on which version you choose, but it can do a...it has really amazing features. It can clear your computer from junk and really files you don't need, so they don't waste your space. It can map your (uuh) internet activity, really protect your online payments. It can check you Wi-Fi or any wireless network for any dangers or check if there is someone, you really don't want on your network. And that's just for the computer.

We have even more. We have a great product even for a mobile, where we have a lot more amazing features. We have an antitheft, which will help you locate your mobile if it gets stolen or if you lose it. We can... Through this function you can find it. And even more, we have anti-fishing feature, which will help and filter your emails or all the messages you will get, so they aren't "fishing" once, which are after your data. And many, many more amazing features.

So, how can you get this product? You can buy it from our page, we have a great page with... where we show how our product works. And we have also a 30-day trial version, so you know, that this is the right product for you. And if you decide to buy, we have three main versions. The basic one, which will... is everything the basic user needs and the middle way or the middle one, that is the most commonly used (uuh)... maybe. And (uuh) that's because it has nearly anything you will want and our (uuh) highest version, which has a lot of great features like it can encrypt your data and really keep track and keep safe your data (uuh), login data like password and usernames so you won't (uuh) won't need to worry about that.

And how much does it cost? The most chosen option costs around 50€ a year, but we have a great offer for you, if you buy it for 2 years, 10% off. 3 years another 10% off and even greater if you are a student or a teacher or you have any other category, that we have on our web site, you can get a 50% discount, that's really great. So, you will get this amazing product, that will secure all your data and your troubles will go away. So, I think that's all for this presentation, thank you for your attention. If you have any question, please.

Q: I have one question

R: Yeah, go on.

Q: Why should I buy this antivirus when I can download one for free?

R: That's a great question. You can find a lot of antivirus, that are free, and you download them, but they aren't reliable. They may catch some viruses and malware, but they really aren't enough. With our product, you are safe. Trust me it's really worth it.

3.2.1 Emotive emphasis in speech (30), 7/8

Interjections: uuh (8)

Exclamations: really great (2), really (7), something more

Intensifier: even more (3),

Emphatic so and such: none

Repetition: And many, many more amazing features

Rhetorical questions (3): Do you use Internet? And how much does it cost? So, how can you get this product?

Superlatives: the best (2), the most chosen

Phrases: it's really worth it, great offer

3.2.2 Embedded commands

Get this (2), buy (2), need (3), access, trust me

3.2.3 Hyperbole

because viruses and hackers never sleep and neither do we.

3.2.4 Using personal pronouns and inclusive language

Personal pronouns I (6) and you (40)

Inclusive language: We (18), user (3), all, people, ladies and gentlemen

3.3.5 Future pacing

which you will use quite often. which will help and filter your emails or all the messages you will get.

So, you will get this amazing product, that will secure all your data and your troubles will go away.

3.3.6 Linking signals

Through (1), because (1), but (4), also (2)

3.3.7 Personal viewpoint

I'm pretty sure you know about the dangers...; I think that's all for this presentation...; I am sure of it.; I'm sure you do...; But I know, you want something more...; I'm sure you all heard of us...

3.3.8 Triples

none

3.3.9 Humour and fun

none

3.3.10 Anecdote

None

3.3.11 Use of statistics and figures

none

3.3.12 Use of special vocabulary

Amazing (5), reliable, intelligent, advance, perfect, terrible, welcome, great, attention, thank you

3.3.13 Flattery

As the intelligent people you are...

Student 3

Alright... Ladies and gentlemen let me welcome you at the announcement presentation of our newest operation system Windows 40. My name's Daniel Peřina and I'm with Adeptus Microsoft.

After years of research and development our experts created the newest version of our operating system Windows, the Windows 40. Windows 40 is based on ancient version of Windows, Windows 10, but also takes features from Windows 32, our previous version and polishes them to utter perfection. And also, we have added many cool new features. The most important feature for us is the unified coding and en- ... coding, environment, and interfaces with other newest products of Adeptus Microsoft, which allows much easier creation of cross-platform application and much, also much easier maintenance of those applications.

Well, features. All our features are customized for (umm) various platforms, for example personal computers, workstations, tablets, PDAs and more. (uuuh) Our motto is one system for all... and also the graphical user interface is revamped to suit all needs, which also allows for... for example users of personal computers to use (uuh) graphical user interface of tablets or vice versa. All necessary applications, such as professional text editors, table editors or integrated development environments are already built-in in Windows 40, meaning that once you install Windows 40 you are already ready to go. We also feature fully supported voice input, meaning you basically do not need keyboard and mouse... the entirety of Windows 40 is... can be controlled using a voice and also, we have included experimental thought input, although the thought input is still in development. All units with Windows 40 come equipped with cutting edge AI assistants that will assist you in work. Although do note that in case of AI showing signs of sapience consult your local Adeptus Microsoft branch.

Requirements... Well, we all know that our previous version, Windows 32 was demanding on system resources, so we have put much more focus on compression and optimalization. And we have arrived with comparable system requirements to Windows 32, but Windows 40 is much faster, up to 83% faster, much smarter and considerably safer.

Well, what are you waiting for? Order now. All units with Windows 40 bought during this year will be sanctified for free, which will protect you from the influences of the Dark Web. Units with old Windows will be prompted to upgrade for free. We also offer a professional version, which features 24/7 support from our experts at our support centre, personal cloud with 100% protection and also system administrator rights. Do note that support of Windows 32 will be terminated within the next century so... the sooner you upgrade the better for you.

And that's it, thank you for your time and please join us to bring the new step of innovation. Thank you.

Well then, as for questions... (uuh) as I have nobody at home who could... who can understand English, let alone speak English, I've prepared some questions that I think could be asked. The first question is: "Why is it called Windows 40, or more specifically why is the number 40?" Well, because of the year. The second question is: "Why should we be wary of sapient AI?" Well, with sapient AI there are several kinds of problem. At first it may seem cool but the next thing you know it will start demanding equal rights and then try to kill you. And because of that we should limit AI sapience to minimum. The next question is price of the professional version of Windows 40. As of now the professional version is estimated to cost about 57 thousand credits. And the last question: "What is this a parody of?" Well this presentation is kind of a parody of Warhammer 40k, more specifically the Adeptus Mechanicus faction, which are all kinds of technophiles and I would see them digging up old version of Windows and rebranding it as this. And that's it for the questions. Thank you.

3.2.1 Emotive emphasis in speech (15), 6/8

Interjections: uuh (3), umm (1)

Exclamations: none

Emphatic so and such: none

Repetition: ...and much, also much easier...

Rhetorical questions: Well what are next you waiting for?; Why is it called Windows 40, or more specifically why is the number 40?; Why should we be wary of sapient AI?; What is this a parody of?

intensifying adverbs and modifiers: considerably, fully

superlatives: newest (3), the most

phrases: much more

3.2.2 Embedded commands

Order now, consult, upgrade, join us

3.2.3 Hyperbole

none

3.2.4 Using personal pronouns and inclusive language

Personal pronouns I (2) and you (12)

Inclusive language: we (7), users (2), ladies and gentlemen

3.3.5 Future pacing

none

3.3.6 Linking signals

Well (6), also (7), the next (2), the last, at/the first (2), the second, although (2), for example (2), after, such as, but (3)

3.3.7 Personal viewpoint

I would see them digging up old version of Windows and rebranding it as this...

3.3.8 Triples

Windows 40 is much faster, up to 83% faster, much smarter, and considerably safer.

3.3.9 Humour and fun

...the next thing you know it will start demanding equal rights and then try to kill you.

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (1), statistics (1)

3.3.12 Use of special vocabulary

Ancient, polishes, utter, revamped, entirety, welcome, thank you

3.3.13 Flattery

none

Student 4

Hi, today I prepared a short presentation for you about Samsung Galaxy Buds +. Samsung Galaxy Buds + are the earbuds which are changing the way you experience sound. Its Samsung's first ever wireless earbuds with 2-way dynamic speaker, 3 innovative microphones and long-lasting battery – all for a premium listening experience.

Now I will tell you something about specifications. These earbuds are being connected by Bluetooth, their operating system is called RTAOS, they have really long-lasting battery. I will tell you something more about it later, and conveniences are that these buds have Ambient Sound Mode and Touch Control.

Samsung Galaxy Buds + have three microphone systems which makes sure you are being heard over distracting noises. You can enjoy crystal clear calls with 2 outer mics that pick up your voice and preserve it against background noises.

You can easily catch the details of your music and of your web videos in the audio which is crafted by AKG. Satisfying studio quality is absolutely pure and natural.

These earbuds have really long-lasting battery. They can be powered up to 11 hours and if you have your charging case with you it can be extended up to 22 hours of listening to your music.

You can use your smartphone to know how (uuh) much battery is lasting on each of your bud and of your (uuh) charging case, so that means you know when you have to power it up.

(umm) These buds come in variety colours, with specially crafted ergonomic ear that fits in your ear absolutely comfortable.

These earbuds are absolutely awesome, cause you can shift through your playlist, you can answer calls, or you can turn up the volume only by tapping on them.

The last slide I have prepared is about comparing these buds, Samsung Galaxy Buds +, with Samsung Galaxy Buds. So, both of these earbuds are being made in three colours. Samsung Galaxy Buds + are made in white, black and blue, while Samsung Galaxy Buds have instead of blue cover the yellow cover. Also, these buds have only 1-way dynamic speaker, Buds + have 2-way dynamic speaker. Buds + also have 3 microphones, while Buds have only 2 microphones. Also, the battery life is longer with Buds+ and also the price is higher than the price of Buds +, Buds, only Buds, I'm sorry.

So, that is everything. (I haven't got any friend who'd ask me some questions, because I am in quarantine, so I decided I will ask myself some questions, I hope it's not problem). So, the first question is if these buds are waterproof. No, these buds are not waterproof, they are absolutely not suitable for water. But if happens that some rain or probably some sweat, when you are making some sport, touch the earbud, then you have to put the water down immediately, and clear it by tapping with some soft cloth. The last question I would ask myself is if I have these buds. No, I don't have these buds, because they are too expensive, but I really like them and when I will become rich, I will buy them for sure. Thank you for your attention.

3.2.1 Emotive emphasis in speech (14), 3/8

Interjections: uuh (2), umm

Rhetorical questions: ...first question is if these buds are waterproof.; I would ask myself is if I have these buds...

intensifying adverbs and modifiers: really (3), absolutely (4), immediately, easily

3.2.2 Embedded commands (10)

Clear it, touch, put, turn up, shift through, answer, power it, use, catch, enjoy

3.2.3 Hyperbole

none

3.2.4 Using personal pronouns and inclusive language

Personal pronouns I (11) and you (18)

Inclusive language: none

3.3.5 Future pacing

...when I will become rich, I will buy them for sure...

3.3.6 Linking signals

But (2), the last, the first, also (3), both, instead of, now, because

3.3.7 Personal viewpoint

none

3.3.8 Triples

...way dynamic speaker, 3 innovative microphones and long-lasting battery...

...can shift through your playlist, you can answer calls, or you can turn up the volume...

3.3.9 Humour and fun

none

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (10), statistics (0)

3.3.12 Use of special vocabulary

Expensive, suitable, awesome, comfortable, pure, premium, have to (2), thank you, hi, attention

3.3.13 Flattery

none

Student 5

Hey everyone! Agraal's here with the exciting news about the new DirectX12 Ultimate, a new standard for the next generation games. Microsoft's updated API bundles up a bunch of innovative tech that NVIDIA rolled out with GeForce RTX.

This includes:

DirectX Ray Tracing

Mesh Shading

Variable rate shading

and sampler feedback

These are great news, because now developers can bring these into more games, and you will reap the benefits.

As for the general part:

A Linked display adaptor and a Multi display adaptor were introduced. That means that you can use different video cards even from different brands to get as much power as possible out of your available hardware. Think of this more in terms of using your onboard graphics to get a little bit more oomph than a compelling reason to build this monstrosity.

In benefits you have performance boosts and the greater looking game worlds. At the heart of DX12 lies Ray tracing. I know most of you are already experts, but let me recap this real quick:

By imitating how light actually behaves in the real world, hyper immersive reflections, accurate global illumination and improved shadows are possible. It's a great leap in graphical fidelity since 2002. And the more engines will explore this technology mean more games will use the powers of Ray tracing, thus resulting in more immersive experience.

DirectX 11 the predecessor to the shiny new graphics api is rather bureaucratic. There are many systems and devices talking to each other at a time passing instructions around with many of them being redundant or outdated. It's just not as efficient: for instance one of your cores carries the burden of managing the vast majority of all of the critical time sensitive tasks. Main way that the new graphical api's are more efficient is that they can use previously untapped hardware resources, multi-core CPUs are a great example here.

Another feature I'd like to address is Variable rate shading, it's the performance boost technology, that allows the developer to control the amount of detail, shading more detailed parts in scene that will benefit from that and less detailed where it's not important, giving more control over both quality and performance. Also, VRS has Foveated render, which allows to render less pixels in the periphery of your vision, thus resulting in more frames in VR.

And finally, there is a sampler feedback, like VRS this feature works smart to reduce GPU load and improve performance, we can more efficiently shade object that don't change from frame to frame and reuse object colours calculated in previous frames. That means your GPU can be busy pumping out frames rather than doing unnecessary workload.

All these features combined will result in more immersive open game worlds to lose yourself in. Thanks for watching.

3.2.1 Emotive emphasis in speech (5) 3/8

Interjections: oomph

Exclamations: none

Emphatic so and such: none

Repetition: none

Rhetorical questions: none

intensifying adverbs and modifiers: efficiently

superlatives: none

phrases: great example, it is great, great news

3.2.2 Imperative and Embedded commands

Loose yourself in, get (2), use, reap, build, think of this

3.2.3 Hyperbole

...more immersive open game worlds to lose yourself in...

...reason to build this monstrosity...

...reap the benefits!

3.2.4 Using personal pronouns and inclusive language

Personal pronouns I (2) and you (4)

Inclusive language: we (1), everyone

3.3.5 Future pacing

...and you will reap the benefits!, All these features combined will result in more immersive open game worlds...

3.3.6 Linking signals

That means (2), for instance, but, also, finally, another, in benefit, because, this includes

3.3.7 Personal viewpoint

I know most of you are already experts,

Another feature I'd like to address is...

3.3.8 Triples

DirectX Ray Tracing, Mesh Shading, Variable rate shading, and sampler feedback.

...hyper immersive reflections, accurate global illumination and improved shadows are possible!

...to control the amount of detail, shading more detailed parts in scene that will benefit from that and less detailed where it's not important...

3.3.9 Humour and fun

none

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (10), statistics (1)

3.3.12 Use of special vocabulary

Immersive (3), improve, benefit, efficient (2), shiny, greater, innovative

3.3.13 Flattery

I know most of you are already experts, ...

Student 6

(ehm) So, hello everyone, my name is Jakub Timko. I am the CEO of the company SSD WORLD. And I am here today to tell you something about us.

So, who are we? (uuh) As you can say from the name, we are company (uuh) selling (uuh) the SSD disk drives. (uuh) We are one of the largest companies (uuh) selling SSD disk on the market right now. (uuh) We were founded in two thousand fourteen, which means, that we have six years of experience (uuh) on the market, which is quite good, I think. (uuh) We have close relationship with some of the (uuh) biggest producers of SSD disk drives in the world, such as Intel, Samsung, SanDisk, (uuh) Kingston, Adata, (uuh) etc. It means, that we cooperate together to bring you the fastest, most reliable (uuh) disk drives with (uuh) the (uuh) biggest (uuh) storage capacity possible. (uuh) It also means, that we have (uuh) the lowest prices of the disks (uuh) from these producers on the market.

So, what do we offer? (uuh) In our company, we have three keywords. Let's start with the first one, it's speed. It's (uuh)... we think (uuh) that it's the most important (uuh) factor when it comes to (uuh) SSD disk drives. We really want you to feel the real speed of our disks. So (uuh) we are offering you the disks with reading speed of 2000 (uuh) megabytes per second and higher. And with writing speed of 600 megabytes per second and higher. All the disk drives, we have in our offer has (uuh) seek time of zero-point one millisecond.

(uuh) The second is storage. It is also really important. (uuh) We offer the disk drives with storage from two (uuh) hundred and fifty-six gigabytes to four terabytes.

(uuh) And the last but not is the reliability. (uuh) We know, that (uuh) reliability is really important too. So, we offer (uuh) you the disks (uuh) with lifespan of nine hundred TBW or higher. (uuh) TBW means that ... it's the number of terabytes that can be written to the disk during the lifetime of the disk. So nine hundred is a

good start and the best disk with the highest lifespan has around twenty seven thousand TBW. I will talk about him a bit later.

So, we offer wide range of the disks. (uuh) It's starts from the standard (uuh) laptop or (uuh) PC disks, with (uuh)... we offer (uuh) all of the form factors such as SATA or M.2. We have (uuh) special disks for gamers with (uuh) RGB backlight. (uuh) And we also offer a portable SSD disk. (uuh) They are really small and light, so you can easily put them in your pocket and take them everywhere with you. But they have (uuh) large (uuh) storage capacity. It's starts from five hundred and it goes to 2 terabytes.

(uuh) I will not talk about all of the disks that we offer one by one, but we (uuh) have one disk that really worth mentioning and it's the Intel SSD Optane. It is the fastest SSD disk drive in the market... on the market right now. It has (uuh) reading speed of two thousand and six hundred megabytes per second and writing speed of two thousand and two hundred megabytes per second, which is really, really fast. It also has nine hundred and sixty gigabytes (uuh) storage capacity. And it features with passive cooling so it will (uuh) never overheat. And its lifespan is (uuh) thousand and five hundred and twenty TBW, which is really good number. (uuh) We also offer five years warranty on this disk.

So why to choose us? (uuh) We have the lowest prices on the market for most of our products. It's caused by our relationship with the producers, as I mentioned before. The standard warranty is four years on every product, that we offer, but in some cases, it can be higher, for example the Intel Optane, as I mentioned before, it has a five-year warranty. We have wide range of all kinds of SSD disks. So I think, it's really (uuh) easy to choose a disk in our stores. And we guarantee the excellent quality of each product (uuh) you buy from us.

That will be all from me, so thank you for your time. You can find us on www.ssdworld.com. And if you have any questions, feel free to ask.

Question1: „For how many do you sell your disk drives? “

Yes, it really depends on the disk. The cheapest ones we sell for about one thousand and five hundred crowns. And the most expensive one, which is this one, that I mentioned before. It costs (uuh) a twenty-six thousand crowns. Anyone else?

Question2: „Do you produce your own disk drives? “

Yea, that's a really good question. (uuh) The answer is no. No, not yet. We don't produce our disks right now, but we have some plans in the future, but I really don't want to spoil them right now. So, if it's all, thank you everyone and goodbye!

3.2.1 Emotive emphasis in speech (89) 6/8

Interjections: uuh (58), ehm

Exclamations: none

Emphatic so and such: none

Repetition: which is really, really fast

Rhetorical questions: So, who are we?; So, what do we offer?; So why to choose us?; Anyone else?

intensifying adverbs and modifiers: easily

superlatives: the best; the cheapest; the lowest (2); the fastest (2); the highest, the last, most (4); the largest; the biggest (2), the second

phrases: is really important (2); really worth; really good (2); really easy; excellent quality, really small

3.2.2 Imperative and Embedded commands (7)

...want you to feel the real...; ...put them in your pocket and take them...; ...you buy from us...; You can find us...; ...have any questions, feel free to ask.

3.2.3 Hyperbole

none

3.2.4 Using personal pronouns and inclusive language (57)

Personal pronouns I (10) and you (11)

Inclusive language: we (32), everyone (2), gamers, anyone

3.3.5 Future pacing

...so, you can easily put them in your pocket and take them everywhere with you.; ...cooling so it will never overheat.

3.3.6 Linking signals (31)

So (11); And (10); but (4); For example; also (2), means that (3); such as

3.3.7 Personal viewpoint

...which is quite good, I think...; ...we think, that it's the most...; So, I think, it's really easy to choose...

3.3.8 Triples

It means, that we cooperate together to bring you the fastest, most reliable disk drives with the biggest storage capacity possible. It also means, that we have the lowest prices of the disks...

In our company, we have three keywords. Let's start with the first one, it's speed... The second is storage. ... And the last but not is the reliability.

3.3.9 Humour and fun

none

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (7), statistics (0)

3.3.12 Use of special vocabulary

Experience; reliable; important (3); reliability (2); lifespan (3); lifetime; special; guarantee; excellent; expensive, hello, goodbye, thank you

3.3.13 Flattery

none

Student 7

Hello and welcome! I am really excited because today I have a chance to introduce you to something I believe you will find very useful. But before we start, let's imagine a story together. Think of a teacher who wants to make their lessons a little bit more interesting. So he downloads a nice educational video from the Internet or (uuh) he gets a documentary that they want to show to the students. Now, before the lesson starts, they set everything up. They set up (uuh) a video projecting screen, they connect a projector (uuh) to a computer and now all that is left to do is to just press PLAY. Now, the whole class is waiting. The teacher presses PLAY. But there is a problem! An error message pops up. And it says "Video format not supported." or "Your media player failed to play this file.". And now (huh), the teacher feels disappointed and embarrassed, the students are angry and make fun of the teacher and all the preparation was for nothing. Now, I know what I am talking about because I was a witness to this sort of situation all the time during (uuh)high school and before that as well. But what is the answer to this kind of problem? Well, I think I have it right here.

And it is VLC. Three letters. It stands for VideoLAN Client. But (uuh) what is VideoLAN Client? Well, it is multi-media (uuh) player that is multi-platform and open source. Open source means that it's basically free.

Now what makes VideoLAN Client stand out? There are three major advantages of it. (ehm) Support, access and function.

Now, VLC is known mainly because it can run everything. And I mean everything. Every major video format and audio format out there, VLC can play it. And it's because all the codec packs are already installed in there. So, when you install VLC, you don't have to worry about anything. You're all ready to go! You can play an... everything. Now, this is really important. Because a long time ago I had another video player and I had to, you know, install a codec pack when I encountered a new format, or whatever. And once, I installed a codec pack that was (uuh) a virus. And it wiped out my hard disk clean. So I had to reinstall my operating system and all my data was lost. It wasn't really pleasant experience and (haha) I don't want to go through this again. So the fact that every codec pack is already out there is really good.

Now, access. What I mean by access is that it is supported by all major platforms. Windows, Linux, Android as well and all Apple products. Now, I know what I am talking about, because I have it on my Windows, and I have on my Linux and also on my smartphone. And it's really (uuh) important to me because, you know, once you learn controls to one software, you don't want to learn them again on another software that does just about the same. So this is really useful to me. And I think you will find it very useful. And the fact that it is open source and free means that everyone can get it. So, the easy access is also very important benefit of VLC media player.

And last, but not least, its functionality. Now, don't... don't be... (uuh) don't be afraid of the fact that it is free. Because, you know, people might think: "Well, if it's free then there... it's certainly going to be limited." Well, that's not true, actually. The fact that it is free is only a benefit. It already... VLC is already a powerful tool. It has lots of features, lots of advanced features and it's really easy and intuitive to use. Almost everyone can do it. And even if you don't know how to use a certain features... (uuh) a certain feature, one or two minutes of googling (uuh) will do it for you. So, (haha) smart people like yourselves might be wondering: "Well, where's the catch? It's free, it's powerful, it's accessible, it supports everything. Where's the catch?" (haha) Well, I am really... (uuh) I am really... excited to tell you that...

... there is no catch, actually. It is just that good, you know. So if you are someone like... you know... If you just want to watch a video on a Saturday night with friends or if you are like that teacher who wants (uuh) to play a documentary for their students during lessons and don't want to worry about, you know, codec packs and stuff like that, VLC is the way to go. So don't wait no more time, replace your old media player by VLC and you're good to go.

So, thank you for your attention. And have a nice day!

3.2.1 Emotive emphasis in speech (36) 5/8

Interjections: uuh (13), huh, haha (2), ehm

Exclamations: you don't have to worry

Emphatic so and such: none

Repetition: ...it can run everything. And I mean everything...; Now, access. What I mean by access...; ...features, lots of advanced features...; Well, I am really... I am really...

Rhetorical questions: But what is the answer to this kind of problem? But (uuh) what is VideoLAN Client? Now what makes VideoLAN Client stand out? Where's the catch? (2)

intensifying adverbs and modifiers: none

superlatives: none

phrases: really excited; really important; really pleasant; really useful; everyone can get it; really easy; VLC is the way to go; don't wait no more time, right here

3.2.2 Imperative and Embedded commands

you will find (2); you install; don't have to worry; You're all ready to go!; You can play; don't be afraid; know how to use; will do it for you; watch a video; to play a documentary; don't wait no more time; replace your old; you're good to go; have a nice day

3.2.3 Hyperbole

...all the preparation was for nothing.; And it wiped out my hard disk clean.

3.2.4 Using personal pronouns and inclusive language

Personal pronouns I (22) and you (22)

Inclusive language: we (1), everyone, they (3), their, students, friends, people (2)

3.3.5 Future pacing

...let's imagine a story together.; And I think you will find it also very useful.; ...one or two minutes of googling will do it for you.

3.3.6 Linking signals (81)

And (35); because (6); so (9); well (9); now (11); but (5); last but not least; also (2); almost; the fact that (2)

3.3.7 Personal viewpoint (15)

I believe you will find very useful.; I know what I am talking about (2) because I was a witness to this sort of situation.; ...I think I have it right here.; And I mean everything. ...long time ago I had another video player and I had to, you know, install a codec pack when I encountered a new format, or whatever. And once, I installed a codec pack...; ...I had to reinstall my operating system...; ...I don't want to go through this again.; ...I mean by access is that...; ... because I have it on my Windows, and I have on my...; ...I think you will find it also very useful.; ...I am really... excited to tell you... (2)

3.3.8 Triples

Support, access and function.; ...supported by all major platforms. Windows, Linux, Android as well and all Apple products.; It's free, it's powerful, it's accessible, it supports everything.

3.3.9 Humour and fun

none

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (10), statistics (0)

3.3.12 Use of special vocabulary (23)

Excited (2), useful (3), more interesting, basically, Support (2), important (2), encountered, benefit, functionality, powerful (2), advanced, intuitive, attention, smart, hello, welcome, thank you

3.3.13 Flattery

...smart people like yourselves might be wondering...

Student 8

Welcome, ladies and gentlemen,

my name's Andrew, thanks for coming here today and I've got a simple question for you. Do you know that feeling when you have like 10 minutes left to finish the paper your boss asked you for a week ago and your computer is just so damn slow you can't possibly make it? The feeling when it takes ages, centuries even, to load a single web page? Well, I'm sure you do because we all do. Those bloody computers, eh?

Well, I'm here to bring you the solution to all your problems – or, at least, the slow computer one. Behold! The new *fast* SSD series. 'Wait – what is that thing and how exactly is it supposed to speed up my computer again' you're asking? Well, it's just astonishing how simple it is. Look. Your computer needs somewhere to store all your precious data – especially the cute cat pictures. Well, computers typically used to store all of it on so-called hard drives, HDDs. However, inside of those, the data is stored on those platter things which look like big CDs and they have to spin around and move and that's why they get quite slow and why they're prone to errors, but all that is over now. SSDs, they work basically like big USB sticks. Your data is stored on these lightning fast and reliable chips we've been working so hard to develop, so when you click on that large Excel table you have to work with, it just – it just opens and it's there, on your screen, you don't even get a blink of the eye, just like that.

I won't get too deep into numbers here, but I want you to have a look at this small table. You can see how your average HDD compares to our new SSDs. The very important and significant values to see here are the random read and write speeds, because that's what affects how fast reading most of your files is. Well, as you can see, our *fast* SSDs can get up to 70 times faster than an HDD. Unfortunately, when you switch, you won't be able to make yourself a cup of coffee while your computer loads, because as you can see in the last row it will be up and ready almost instantly.

Well, you might be thinking: 'Jeez, this is all too complicated, how do I get it working, will it even work with my computer and whatnot?' I'm assuring you, it will. Yes, it will, and the process is so simple even my 8-year-old was able to do it. In *fast*, we did everything to make the process as seamless as possible. All our *fast* SSDs come with standard connectors called SATA or M.2 which are found in every computer, well, from this century at least. Making it work is as simple as connecting two cables, or even one, which is something a person like you will surely manage, with no effort at all. With our step-by-step guide and included disk cloning tools, you'll be ready to roll in no time. But hey, if you're not feeling like doing it on your own, no problem, you can always use our flexible tech support service, we will come to your house whenever it suits you and, well, we'll get everything done. Really, it takes fifteen, twenty minutes. Just visit our website, *fastdrives.com*, click on the blue *I want a fast drive* button and we'll take it from there.

And have I mentioned the pricing yet? Silly me would almost forget. Well, after years and years of research, we've come up with the most innovative and cutting-edge technology called 3D TLC memory chips and that basically allows us to store as much as 3 times more data than the other SSD manufacturers do, meaning that we bring you the drives with the best price-per-gigabyte ratio on the market. Yes. We start at incredible 29 euros for the 120-gigabyte option, which is more than enough for your everyday needs. Then there's the 240-gigabyte option for only 49 euros, the 480 GB option for 69 euros and finally, the huge 1 terabyte option for incredible 99 euros and you won't need to think about the space on your computer for another ten years. We also bring you the fast plus series for 89 euros or 129 euros, those are even faster and yeah, I don't know what else to say about them, they're just amazing.

So, I know, you might be thinking that this is *the future*, but it's not. It is right here and right now.

fastdrives.com

Thank you very much, if you've got any questions, I'm here to answer them all. Thank you.

3.2.1 Emotive emphasis in speech (30) 8/8

Interjections: jeez, eh?

Exclamations: look!; hey!; Wait!; silly me

Emphatic so and such: so (3)

Repetition: you, it will. Yes, it will; after years and years; it just – it just; It is right here and right now

Rhetorical questions (6): Do you know that feeling when you have like 10 minutes left to finish the paper your boss asked you for a week ago and your computer is just so damn slow you can't possibly make it?; The feeling when it takes ages, centuries even, to load a single web page?; Those bloody computers, eh?; Wait – what is that thing and how exactly is it supposed to speed up my computer again' you're asking? ; Jeee, this is all too complicated, how do I get it working, will it even work with my computer and whatnot?; And have I mentioned the pricing yet?

intensifying adverbs and modifiers: typically; instantly; Really; possibly

superlatives: the last, the most (2); the best

phrases: how simple it is; but all that is over now; just like that; no problem

3.2.2 Imperative and Embedded commands (17)

you do because...; Look.; ...click on that...; ...have to work with...; ...don't even get a blink...; ...have a look at this...; You can see how...(3); ...you switch...; ...to make yourself a...; ...will surely manage with...; ...you'll be ready to roll...; ...doing it on your own,...; ...always use our ...; ...think about the space...; ...visit our website...

3.2.3 Hyperbole

The feeling when it takes ages, centuries even, to load a single web page?; Those bloody computers, eh?; ...you don't even get a blink of the eye,...; ...so simple even my 8-year-old was able to do it.

3.2.4 Using personal pronouns and inclusive language (48)

Personal pronouns I (12) and you (30)

Inclusive language: we (5), person

3.3.5 Future pacing (8)

Unfortunately, when you switch, you won't be able to make yourself a cup coffee while your computer loads, because as you can see in the last row, it will be up and ready almost instantly.; ...will it even work with my computer and whatnot?'; I'm assuring you, it will. ; ...you'll be ready to roll in no time. ; But hey, if you're not feeling like doing it on your own, no problem, you can always use our flexible tech support service, we will come to your house whenever it suits you and, well, we'll get everything done.; ...we'll take it from there.; ...won't need to think about the space on your computer for another ten years.

3.3.6 Linking signals (49)

And (26), but (4), because (3), so (2), unfortunately, as much as, as simple as, as seamless as, then, however, well (8)

3.3.7 Personal viewpoint

I'm sure you do because we all do.; Well, you might be thinking...; So, I know, you might be thinking that this is *the future*, but it's not.

3.3.8 Triples

none

3.3.9 Humour and fun

Those bloody computers, eh?; solution to all your problems – or, at least, the slow computer one.; Your computer needs somewhere to store all your precious data – especially the cute cat pictures

3.3.10 Anecdote

Do you know that feeling when you have like 10 minutes left to finish the paper your boss asked you for a week ago and your computer is just so damn slow you can't possibly make it? The feeling when it takes ages, centuries even, to load a single web page? Well, I'm sure you do because we all do.

3.3.11 Use of statistics and figures

Figures (11),

Statistics (1): You can see how your average HDD compares to our new SSDs.

3.3.12 Use of special vocabulary (20)

Welcome, Behold, suppose, astonishing, simple (2), reliable, average, important, significant, instantly, seamless, surely, flexible, support, innovative, incredible, amazing, Thank you (2)

3.3.13 Flattery

... which is something a person like you will surely manage with no effort at all.

Student 9

Hey guys my name is Patrik, sorry I'm looking like this, but you know... Quarantine. Everybody looks like you know. Next thing is that presentation that I will be giving you is gonna be right here in the left corner. In case somebody is complaining about not having it in the video. But all the important information will appear next to me or above my head or you know somewhere here so everybody can see it clearly.

So, without further ado let's get right into it.

Today I'm gonna tell you about something what you've been missing in your life...and right now I'm not talking about our English teacher (heh). I am talking about this. Well yeah, not exactly this, but the software in it. (*Boos from the crowd: "Too expensive, nobody can afford it". I know, I know guys. But let me explain why I am right and all of you are wrong! Okay, first some facts.

So, Mac OS or if you wanna call it OSX was first introduced by Apple in 2001. It is built to run in Macintosh computers, and it's not sold alone it's, you know just for the Macintosh computers, is not just like Windows or other systems. MacOS is built on UNIX which was developed by company called NeXT and that company was bought by the Apple in 1997. Alright and, how I am talking to you, especially you Windows people. Do you know this? or this? hmmm? That will never happen with a Mac. You know... just saying. But let's look at the pros and cons.

You know. First look at the pros. You know it is a fast, simple, it's never lagging or bugging. It Loads in 3 seconds

You know, the compatibility with the newest OSX versions for computers like, what, 10 years old? Yeah and almost no viruses are made for, you know, this system, because it is very secure everything goes straight to the iCloud, you know, if you lose some data, you will always find it, you know, online. It is...it has great performance even with the, You know, older Macs, because it like compatible with everything and you know, they are making it to, for user, you know, to get the user experience (hah). All right... I can go on and on with benefit of pros, but let's look at the cons Cons?

Hmmm. (somebody shouts from the crowd: no way *MacBook, that's expensive!*)

Yes, yes, yes you are right. The price. But. Hear me out.

Let's look at these price tags. On the left we have MacBook Pro with (uhh), you know, MacOS running in it on the right side we have Acer Predator with a Windows running in it and you know, both are having the same, or maybe Acer has, is having better specs. But, if we look at the price, you know the MacBook is like a twice more expensive than Acer. All right. Is that it?! Let's look closer.

With the same hardware Apple MacBook can do way more better at everything. It has way better load time, it has more space, because of the Windows, you know, it takes more space and also battery. (Ho ho ho ho)

Battery. With the full performance, battery on the MacBook can last around 10 hours and acer what... Like hour and half? Yeah, why is that you may ask? It's because of the operation system. What more I can say?

At the end it's up to you. Do you wanna pay for the quality of Apple or you wanna pay for average "muscle" computer?

Thank you. Well, and yeah, if you have any questions, I don't know, let me know in my email? Probably, have a nice day.

3.2.1 Emotive emphasis in speech (32) 7/8

Interjections: uuh (1), heh (1), hah (1), hmmm (2), ho ho ho ho

Exclamations: yeah (4), hey

Emphatic so and such: none

Repetition: Yes, yes, yes you are right.; ...battery. (Ho ho ho ho) Battery.; ...I am talking to you, especially you...; I know, I know guys.

Rhetorical questions: Do you know this? or this?; ...like, what, 10 years old? ; Cons?; Is that it?!

; Like hour and half? Yeah, why is that you may ask?; What more I can say?; Do you wanna pay for the quality of Apple or you wanna pay for average "muscle" computer?; I don't know, let me know in my email?

intensifying adverbs and modifiers: clearly

superlatives: the newest

phrases: let's get right into it.; All right (2); Let's look closer.; At the end it's up to you.; ...very secure...

3.2.2 Imperative and Embedded commands (11)

...you are wrong.; ...look at the... (5); ...you lose some data...; ...pay for the quality...; ...wanna pay for average...; ...let me know in ...; ...have any questions...

3.2.3 Hyperbole

Do you wanna pay for the quality of Apple or you wanna pay for average "muscle" computer?

3.2.4 Using personal pronouns and inclusive language (49)

Personal pronouns I (9) and you (35)

Inclusive language: we (3), people, somebody

3.3.5 Future pacing

That will never happen with a Mac.; ...if you lose some data, you will always find it, online.

3.3.6 Linking signals

And (12), so (3), but (7), well (2), because (4), both, now, next, in case, first

3.3.7 Personal viewpoint

...sorry I'm looking like this, but you know... Quarantine. Everybody looks like you know.

...both are having the same, or maybe Acer has, is having better specs.

3.3.8 Triples

...it is a fast, simple, it's Never lagging or bugging, It Loads in 3 seconds...

It has way better load time, it has more space, ...and also battery.

3.3.9 Humour and fun

Today I'm gonna tell you about something what you've been missing in your life...and right now I'm not talking about our English teacher.

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (15), statistics (1) (Acer vs MacBook)

On the left we have MacBook Pro with, you know, MacOS running in it on the right side we have Acer Predator with a Windows running in it and you know, both are having the same, or maybe Acer has, is having better specs.

3.3.12 Use of special vocabulary (15)

the important; developed; especially; Fast; compatibility (2); straight; great; performance (2); experience; benefit; right; quality; Thank you.

3.3.13 Flattery

none

Student 10

Hi there,

my name is Pavel and I'm here to talk to you about web browsers and specifically why is Google Chrome so good? First we will have a look at some usage share statistics. Then I'm going to show you the advantages of using Chrome. And at the end we're going to ponder about the future a little bit.

Let's have a look at the numbers. 69% of all people on the internet use Google Chrome. The second place is taken by Mozilla Firefox with 10%. And all the other browsers only come up in the single digits.

It wasn't always like this. There was a time when the market was dominated by Internet Explorer and Firefox but that was mainly because Google Chrome (huh) didn't exist back then. If you look at the graph, you can see that Chrome was always only rising in popularity ever since it was created.

So what's so good about Chrome? Well it's one of the most compatible browsers out there. Not every site works in every browser, but chances are it's gonna work in Chrome. And when testing browsers on overall performance, Chrome is by far the fastest one. And as for stability, Chrome isolates every opened tab and every running extension so that whenever something goes wrong it's not gonna crash the whole thing. The browser also offers very strong security. The user is protected against outsiders and is warned whenever he is about to enter any dangerous website. Thanks to regular updates, any bugs or security holes are quickly fixed.

Chrome offers a large selection of extensions and built-in features. There are over one hundred and ninety thousand extensions available on the Chrome Web Store. And their functions can vary wildly. From VPNs to ad-blockers, every user will find something for them. Chrome has so many in-built functions that the majority of people get to know only a small fraction of them during their lifetime. For example you probably know that the address bar doubles as a Google search bar, but did you know that you can also use it to search directly on any website you want? Or to solve math problems and perform conversions without even needing to conduct a search?

Well thanks to your Google account you can synchronize everything important across all of your devices. Your Windows PC, your laptop running Linux, your Apple iPhone, and even your TV. And migrating to a new device has never been easier. If the Chrome web browser isn't already pre-installed, you can install it very

quickly and easily, without having to restart the system. Then you simply log in to your account and everything gets synchronized with your old devices automatically.

One of the best things about Chrome has always been its polished and user-friendly interface. It is actually so good that some of the rival browsers simply ditched their interfaces and started using Chromium, Chrome's heart and soul which Google released for free.

And what can we expect from the future? Google, the company behind Chrome, is one of the strongest companies in the industry and it's always growing and coming up with new ideas. In the near future we can expect big upgrades to its already amazing security. And later? Who knows? After a decade of Chrome's dominance, some of the rivals are finally waking up and coming with innovations themselves but this competition will only prove as a motivation for Google to make Chrome even better.

Okay, that's all for me, thank you for your attention. Do you have any questions?

Audience: How can you drag multiple tabs?

Yeah, I mentioned that in one of the slides. So I also didn't know about that until recently and you simply hold down control and click each tab you want to move and then you just drag them all at once. That's, that's all. Any other questions?

Audience: Okay, thank you. What do you mean by screen broadcast?

Yes, so that's another, another feature I didn't know until recently. Google offers, Google Chrome offers you to broadcast your screen to for example your TV with just one simple click. You can either right click in the website and select Cast or click the three little dots in the top right corner and... somewhere in there you will find it.

Any other questions?

No? Okay.

So once again thank you for your attention

3.2.1 Emotive emphasis in speech (34) 6/8

Interjections: huh

Exclamations: yes, yeah

Emphatic so and such: so (3) (so many, so good)

Repetition: none

Rhetorical questions: why is Google Chrome so good?; So what's so good about Chrome?; ...did you know that you can also use it to search directly on any website you want?; Or to solve math problems and perform conversions without even needing to conduct a search?; And what can we expect from the future?; And later? Who knows?; Do you have any questions?; Any other questions?(2); No?

intensifying adverbs and modifiers: specifically; wildly; probably; directly; quickly and easily; simply (3); automatically; finally; recently (2)

superlatives: the best; the strongest; the fastest, the most

phrases: none

3.2.2 Imperative and Embedded commands (16)

...have a look...; If you look at the...; ...you can see...; ...use it to search...; ...solve math...; ...perform conversions...; ...can synchronize...; ...can install it very...; ...log in to your...; ...hold down control...; ...click each tab...; ...just drag them all...; ...broadcast your screen...; ...right click in the website...; ...elect Cast or click the...; ...you will find it.

3.2.3 Hyperbole

...it's not gonna crash the whole thing.; ...some of the rival browsers simply ditched their interfaces ...; ... Chrome's heart and soul...

3.2.4 Using personal pronouns and inclusive language

Personal pronouns I (4) and you (18)

Inclusive language: we (4), people (2), user (3),

3.3.5 Future pacing

...every user will find something for them.; In the near future we can expect big upgrades to its already amazing security.; ...but this competition will only prove as a motivation for Google to make Chrome even better.; ... somewhere in there you will find it.

3.3.6 Linking signals (48)

And (30), so (5), but (4), because, well (2), after, then, for example, the second, also, at the end

3.3.7 Personal viewpoint

For example, you probably know that the address bar doubles...; So, I also didn't know about that until recently ...; ...I didn't know until recently.

3.3.8 Triples

none

3.3.9 Humour and fun

There was a time when the market was dominated by Internet Explorer and Firefox but that was mainly because Google Chrome (huh) didn't exist back then.

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (5), statistics (1)

...69% of all people on the internet use Google Chrome...

3.3.12 Use of special vocabulary (31)

Hi, advantages, ponder, popularity, compatible, built-in, performance, stability, Security (3), protected, fixed, extensions (2), lifetime, directly, thanks to, important, synchronized, polished, user-friendly, strongest, upgrades, amazing, dominance, innovations, thank you (2), attention (2)

3.3.13 Flattery

none

Student 11

Hello and welcome, my name is Peter Junák and I am the representative of Believe Inc. The only company which truly believe in its customers. My job today is to show you what magnetic storage device are, why we believe they are so important for the future and why you should invest in us. Well,

Let's begin:

Magnetic storage or magnetic recording is the storage of data on a magnetized medium.

Magnetic storage uses different patterns of magnetization in a magnetizable material to store data and is a form of non-volatile memory.

All of which is absolutely unimportant, so I am going to skip right to my next point. Which is...

Magnetic storage drives are an older technology which is already in the process of being replaced for several years. They might not be the fastest as they rely on physical movement for different parts of the medium to be accessed and they are not even the most reliable ones because as all technology with moving parts they are prone to physical damage, but they are the coolest. Let me show you.

This is an old 3.5 inches Hard drive. Its considerably heavy and slow also there is no way to fit it into my laptop. But look at this little boy. It's about the same capacity and is actually quite faster than the big one. Also, it can be used as convenient mirror. Now, the fact that something this big can fit into this small, that there are several disks rotating at super-fast and small head reading magnetized data from them. That is...cool. I can see you feel it too... You are smart audience.

Well let's move to the next point... Fashion.

Fashion business is after all one of the world biggest industries, so it only makes sense to invest in it, but for some reason all the big tech companies avoided doing that. That changes now. With deep understanding of fashion, one can sell practically anything.

Now let's take a look at one important fact about fashion:

The repeating cycle of fashion. Many believe the fashion life cycle is simple. A product appears, gets popular and eventually becomes outdated. But we discovered that this cycle repeats itself several times roughly every 20 years.

Let's look at these examples:

The skirt length is a good one. As you can see on this picture the skirt length is always changing and when compared to the length of the other years, we can see a clear pattern.

Some even believe the average skirt length is somehow tied to the global market situation. That is called the Hemline indicator.

Other indicators may be blouses, boots or trendy colors. All repeating themselves every 20 years.

Well, I can see you all wondering what exactly is our plan here? Don't worry, I am getting right to it. Google, Microsoft, Dropbox and all the other big companies have thousands and thousands of hard drives in their cloud-based storage servers. Our experts predicted in about 15 years the internet will get fast enough for the hard drives to become the new bottleneck and all the big companies will be forced to switch to something faster. Let me show you the graphs.

This is how the speed of Hard drives evolved and this is our prediction on the future evolvement of the speed of the average internet connection. And here you can see them compared to each other. Hard drives are considered inferior to SSDs in every aspect for already about 5 years so we can subtract that from the 20 years period of the fashion cycle. That suggest the next big craze for Hard drives will reach its peak around year 2035. The same year the average internet connection reaches 200% of the speed of average hard drive which is exactly enough to force the upgrade.

And that's when our business team comes in play. We arranged a contract with all big server and cloud storage providing companies that when they inevitably upgrade, we will „dispose of“ their old hard drives. Except, our legal team worded the contract in such a way, that “dispose of” is entirely for our interpretation. For example, we might decide that „dispose of“ means to sell... To sell at highly inflated price.

And that concludes this presentation. Thank you all for coming and remember: No obstacle is too big if you believe. Thank you!

3.2.1 Emotive emphasis in speech (16) 7/8

Interjections: none

Exclamations: That is...cool.

Emphatic so and such: so important

Repetition: ...means to sell... To sell....

Rhetorical questions: why we believe they are so important for the future and why you should invest in us. ; Well, I can see you all wondering what exactly is our plan here?

intensifying adverbs and modifiers: absolutely; exactly (2); practically

superlatives: the fastest, the most, the coolest, biggest

phrases: Let me show you..., That changes now...

3.2.2 Imperative and Embedded commands

...feel it...; ...move to the...; ...can sell practically...; ...a look at one... (2); Don't worry...; ...you can see them...; ...and remember...; ...if you believe...

3.2.3 Hyperbole

But look at this little boy.; ...hard drives to become the new bottleneck...; ...the next big craze for Hard drives...

3.2.4 Using personal pronouns and inclusive language (29)

Personal pronouns I (5) and you (12)

Inclusive language: we (6), one, customers, all, experts, some, many

3.3.5 Future pacing (4)

Our experts predicted in about 15 years the internet will get fast enough for the hard drives to become the new bottleneck and all the big companies will be forced to switch to something faster. ;...this is our prediction on the future evolvement of the speed...; That suggest the next big craze for Hard drives will reach its peak around year 2035.; ...we will „dispose of“ their old hard drives.

3.3.6 Linking signals (40)

And (19), so (3), except, for example, concludes, means, compared to (2), now (2), but (4), well (3), also (2), because

3.3.7 Personal viewpoint (5)

...why we believe they are so important for the future...; They might not be the fastest as...; Many believe the fashion life cycle is simple.; Some even believe the average skirt length...; ..., we might decide that „dispose of“ means to sell.

3.3.8 Triples

It's about the same capacity and is actually quite faster than the big one. Also, it can be used as convenient mirror.

Now, the fact that something this big can fit into this small, that there are several disks rotating at super-fast and small head reading magnetized data from them.

3.3.9 Humour and fun

All of which is absolutely unimportant, so I am going to skip right to my next point.

But look at this little boy.

3.3.10 Anecdote

none

3.3.11 Use of statistics and figures

Figures (10)

This is an old 3.5 inches Hard drive.; Let's look at these examples...; As you can see on this picture the

Statistics (5)

Let me show you the graphs...; And here you can see them compared to each other...

3.3.12 Use of special vocabulary (14)

Hello, truly, believe (2), important, absolutely, reliable, cool, smart, discovered, inevitably, thank you (2), welcome

3.3.13 Flattery

You are smart audience.

Student 12

Hi, my name is Tom and today I'm going to talk about advertisements on the internet.

I'm sure you all know the situation when you're browsing the internet, checking your social media or playing online games and there are tons of ads all around, popping out of nowhere, some of them might even redirect you to some dangerous websites.

You spend hours of your life fighting them, disabling them but they keep coming. What if I tell you that there is actually a way how you can get rid of them? I tried it myself about a year ago and since then I live a quiet and peaceful life. I'm talking about AdBlocker Ultimate.

There's nothing to worry about if you're not a fan of technology, the installation itself is quite easy, just a few clicks. And what is this AdBlocker?

Well, it's a software designed to remove all kinds of ads and let you focus on the content you want.

It blocks domains known to spread malwares and disables tracking.

It is completely free which is nice for something this useful, I suppose.

Besides it also speeds up your browser because it doesn't have to load all those ads, so it decreases the CPU and memory usage.

The AdBlocker is also available for iOS or Android for your mobile devices. If you want to help with improving the software, add a new feature or just want to see some bugs fixed you can either visit their GitHub page or contact them via the email below.

Well, lastly, (uhhh), if you'll be missing all those pop-up windows there's no problem with disabling the AdBlocker or whitelisting a webpage.

Do you have any questions on this topic?

Listener: Well, you said it blocks all kinds of ads. Does it also block ads on YouTube?

Well, yes, I'm not sure if this feature is in the basic installation or is an extensive filter, but I'm sure it is available, I have it activated on my laptop and I'm really satisfied.

Listener: And all this for free, sounds great. Aren't there any problems with privacy?

Yes, the software is free, there may be a way you can donate some money on your own initiative, but I haven't done it and it still works. And as for privacy, they say that the only data they keep are the ones for improving the software, so, there is nothing to be afraid of, I guess.

Well, if there are no more questions, I thank you for your attention and I hope it was beneficial for you. Goodbye.

3.2.1 Emotive emphasis in speech (6) 4/8

Interjections: uuh

Exclamations: yes!

Emphatic so and such: none

Repetition: none

Rhetorical questions: What if I tell you that there is actually a way how you can get rid of them?;

And what is this AdBlocker?; Do you have any questions on this topic?

intensifying adverbs and modifiers: completely

superlatives: none

phrases: none

3.2.2 Imperative and Embedded commands (9)

...all know the...; ...spend hours...; ...let you focus...; If you want to help...; ...want to see some...; ...contact them...; ...way you can donate...; ...it was beneficial for you...; ...you want.

3.2.3 Hyperbole

and there are tons of ads all around

3.2.4 Using personal pronouns and inclusive language (36)

Personal pronouns I (15) and you (17)

Inclusive language: they, them, fan, their

3.3.5 Future pacing

...if you'll be missing all those pop-up windows there's...

3.3.6 Linking signals (29)

And (13), so (2), well (5), but (3), because, also (2), lastly, besides, either

3.3.7 Personal viewpoint (6)

I'm sure you all know the situation when...; It is completely free which is nice for something this useful, I suppose.; I'm not sure if this feature is in the basic installation or is an extensive filter, but I'm sure it is available...; ...there may be a way you can donate some money...; I hope it was beneficial for you.

3.3.8 Triples

I'm sure you all know the situation when you're browsing the internet, checking your social media or playing online games...

If you want to help with improving the software, add a new feature or just want to see some bugs fixed...

3.3.9 Humour and fun

None

3.3.10 Anecdote

None

3.3.11 Use of statistics and figures

Figures (8), statistics (0)

3.3.12 Use of special vocabulary (11)

Hi, quiet, peaceful, useful, available, satisfied, improving, thank you, attention, beneficial, goodbye

3.3.13 Flattery

none

Student 13

Good day everyone and welcome at this presentation. Today, I have the honour of showcasing you our latest product in our lines of audio output devices. But first, I would like to share a little insight into our creative process. We at Aperture Science believe that the customer is always right. But we also believe that the customer does not always know what it is they want, precisely. So, in an effort to save them time, we have decided to look into that matter ourselves and conducted a thorough research. And, we believe we have found the answer: the Felisonus wireless 200.

Now, you might be wondering: what makes these headphones so special? What kind of research could yield this outcome? The more astute of you might even be wondering: why are there cat ears on top of them? Well, fear not, for I shall answer all of your questions in an orderly manner.

So, first things first. What makes them so special? Why, their sheer versatility? And the cat ears. Those are hard to miss, I admit. In fact, these beautifully shaped pieces of plastic are what gives Felisonus its name. Props to whomever was it, took Latin classes in our marketing team. And it's also what makes them so versatile.

As you can see, these beautiful led lights are hundred percent configurable. You can change their colour, their brightness, and you can use our special companion app designed for this sole purpose, to detect the rhythm of the music you're listening to and make them shine to the beat. You can share this, experience, this brand new, audio-visual experience with all the world around you. And if you would like to turn it up a notch further, the cat ears have in-built dual speakers, which means that you can share the music with those around you even in the sound, not just in the visual.

But I hear you, I hear you, yes, but I don't want to run around with cat ears all day – of course! Versatility, remember? These cat ears are one hundred percent detachable.

Come following in the lines of versatility, you can connect with Bluetooth, or, if you would prefer the good old-fashioned, occasionally knotting-up cables, two metres of our beautiful cable has you covered, along with an USB adapter so that you can connect to virtually any device.

What about the music you listen to? We have you covered as well! You like squeaky, high-pitched guitar solos? You like the heavy bass? We got them all – our audio engineers have dedicated their- all of their time and effort to finding the right balance between treble and bass, getting the most beautiful sound you could possibly imagine out of these headphones. In fact, we have also worked on improving our technology so that we have higher frequency range of these headphones, so they now cover 5 to 33,000 Hertz in frequency, which is the entire audible frequency range, and then some. The only thing you cannot get with Felisonus 200 is bad sound.

But of course, of course, sound is awesome, but it's not the only thing when it comes to headphones, as any music aficionado can tell you. Well, we have spent time and effort to make them as comfortable as possible. These earpads... are plush filled and we have added a special memory-foam, that allows them to fit perfectly on your head and gives them special noise-cancelling attributes so that nothing can interfere with whatever it is you're listening to. And we managed to do all of that and made them still quite lightweight, weighing only 250 grams.

Now, you might be wondering: yes, they're quite lightweight, but, wouldn't that take away from their durability? Oh, no, fear not, it would not! We pride ourselves in using only the finest materials to ensure the best durability of our products. And to show you that we are not just saying this and- without meaning it - no, no - we give you five years of warranty on these headphones - which is more than anyone else on the market, mind you.

So, I can see that many of you are probably on the verge of deciding, like, maybe, maybe - it looks quite nice. Well, in case you- these really caught your attention and you would like to get a Felisonus for yourselves, they're coming to store, starting this June, costing only €399. But, starting tomorrow, if, if you're really sold already, you can pre-order Felisonus and save up to 10% on them. And I believe that is quite a bargain.

Thank you very much for attending everyone.

3.2.1 Emotive emphasis in speech (31) 7/8

Interjections: none

Exclamations: yes! (2) Of course!

Emphatic so and such: so special (2)

Repetition: first things first.; ...this, experience, this brand new, audio-visual experience...; But I hear you, I hear you...; But of course, of course...; Oh, no, fear not, it would not.; ...like, maybe, maybe - it looks ...; ...no, no...; ...if, if you're really...

Rhetorical questions: what makes these headphones so special?; What kind of research could yield this outcome? ; ...why are there cat ears on top of them? ; What makes them so special?; Why, their sheer versatility?; Versatility, remember?; What about the music you listen to?; You like squeaky, high-pitched guitar solos?; You like the heavy bass?; ...wouldn't that take away from their durability?

intensifying adverbs and modifiers: occasionally, perfectly, really, precisely

superlatives: the best, the most, the latest

phrases: We got them all...; ...costing only...

3.2.2 Imperative and Embedded commands (15)

...can see, ...; ...change their colour...; ...can use our ...; ...to detect the ...; ...make them shine ...; ...can share this, ...; ...turn it up a ...; ...can share the music ...; ...can connect with ...; ...can connect to ...; ...you cannot get ...; ..., mind you...; ...caught your attention ...; ...to get a Felisonus ...; ...you can pre-order ...

3.2.3 Hyperbole

And if you would like to turn it up a notch further,

And I believe that is quite a bargain.

3.2.4 Using personal pronouns and inclusive language (67)

Personal pronouns I (9) and you (36)

Inclusive language: we (15), everyone (2), anyone, yourselves, ourselves, customer (2)

3.3.5 Future pacing

And if you would like to turn it up a notch...; ..., if you would prefer the good old-fashioned...; ..., wouldn't that take away from their durability?; Oh, no, fear not, it would not!; ...you would like to get a Felisonus for yourselves...

3.3.6 Linking signals (51)

And (22), but (8), also (3), so (7), in fact (2), well (4), along with, now, as...as possible, first things first, first

3.3.7 Personal viewpoint (8)

We at Aperture Science believe that the customer is always right.; But we also believe that the customer does not always know what it is they want, precisely. ; And, we believe we have found the answer...; Now, you might be wondering...(2); So, I can see that many of you are probably on the verge of deciding,...; And I believe that is quite a bargain.; ...the most beautiful sound you could possibly imagine out of these headphones.

3.3.8 Triples

You can change their colour, their brightness, and you can use our special companion app designed for this sole purpose...

3.3.9 Humour and fun

We at Aperture Science believe that the customer is always right. But we also believe that the customer does not always know what it is they want, precisely.;_Props to whomever *was* it, took Latin classes in our marketing team...

3.3.10 Anecdote

None

3.3.11 Use of statistics and figures

Figures (2), statistics (0)

As you can see, these beautiful led.

These earpads...

3.3.12 Use of special vocabulary (25)

Good day, welcome, honour, creative, believe (2), effort, special (3), beautifully, beautiful (3), shine, experience (2), imagine, awesome, comfortable, perfectly, warranty, bargain, Thank you, attending

3.3.13 Flattery

We at Aperture Science believe that the customer is always right...

Student 14

I've been looking forward to this day for almost two and a half months. The future is up in the air, do you feel it? Not yet? Okey, you may know our company as a very innovative, bright and revolutionary. And I would add one more word to this description – lucky. We are very lucky to have all these smart people in our company to work on a very ambitious project. We were working on this project for almost four months and today I'm going to give it to you...

If I ask you what is the most important invention in the 20th century and maybe in all human history? I think most of you will say "The Internet". And I'm agree with you. The internet is a network that connects people all around the globe. But there is one disadvantage of your Internet. It is the fact, that it is centralized and who wants a centralised Internet? I think nobody. Nobody wants it. And that's why we in Pear have reinvented the Internet, yeah, sounds nuts huh? Maybe. And we call it "weTernet". (huh) Yeah.

And there are many, many advantages over your Internet. First of all, weTernet is decentralized as I've already mentioned. You do not need all these servers around the world. All you need to connect to this network is your phone because our network relies on a peer-to-peer connection. So listen twice, it's the first advantage. Also, our network is secure and reliable because you cannot DDOS or crash it, all the web sites are spread out across all the devices...and, You know this feeling when you are watching a film and she says "Jack, Jack there is a boat, do you see?" and then you see this. I swear to you that you will not see this again because our network supports lightning-fast connection. You will upload and download terabytes of information. And also, you know, only you decide whether you want to upload your naked pictures from this party to public use or you don't. NOBODY can steal it from you, nobody will steal information from your cloud or from your device because only you decide, only you, all in your hands and it enables only weTernet. And you may be wondering how much does it cost because all these features are not very cheap, I think. And (uuh) what if I say that it is just for free, guys. You may connect with it anytime; it won't cost any cent, so, I think it sounds cool, huh?

And that's all I wanted to say...But...(uuh) There is one more thing! (hah) How could I forget!?! One more thing! (uuh) In order to connect to weTernet you must have an access point. And we in Pear have already thought about it. We invented an access point, and it is called (ehm) weDem. Modem, okey you got it. So weDem is a very minimalistic design and cool-looking modem but we do not like this word, we prefer weDem. And it will start at 999.99\$ and will be out tomorrow... Also, we have invented a Pro version that will start at 1199.99\$. But also, we have invented a weDem that will enable you to have just tremendously fast speed like, that you have never seen this before... And we call it weDem Pro Max Ultra 5000 and it will start at 1999.99\$. If you have any questions, you can ask me, I'm ready to answer it ...

If nobody has any questions...so, Welcome to weTernet.

3.2.1 Emotive emphasis in speech (23) 4/8

Interjections: uuh (3), huh (3), hah (1), ehm

Exclamations: yeah (2)

Emphatic so and such: none

Repetition: ...lucky. We are very lucky...; I think nobody. Nobody wants it.; ...there are many, many advantages...; ...only you decide, only you...

Rhetorical questions: The future is up in the air, do you feel it?; Not yet?; If I ask you what is the most important invention in the 20th century and maybe in all human history?;...who wants a centralised Internet? ; ...yeah, sounds nuts huh? ; How could I forget!?! ; So, I think it sounds cool, huh?

intensifying adverbs and modifiers: tremendously, very

superlatives: none

phrases: none

3.2.2 Imperative and Embedded commands (14)

...you feel it...; ...you will say...; ...do not need...; All you need...; ...you cannot DDOS or crash it...; ...you see this...; ...you will not see this...; ...upload (2) and download terabytes...; you decide whether (2)...; ...you must have...; ...you can ask me...

3.2.3 Hyperbole

The future is up in the air...

3.2.4 Using personal pronouns and inclusive language (65)

Personal pronouns I (15) and you (31)

Inclusive language: we (10), people (2), nobody (5), public, human

3.3.5 Future pacing

I swear to you that you will not see this again because...

You will upload and download terabytes of information...

...nobody will steal information from your...

...it won't cost any cent.

And it will start at 999.99\$ and will be out tomorrow...

...version that will start at 1199.99\$.

...5000 and it will start at 1999.99\$.

3.3.6 Linking signals (50)

And (27), so (4), but (4), also (4), because (5), almost (2), the fact, first of all, the first, in order to

3.3.7 Personal viewpoint

You may know our company as a very innovative...

I think most of you will say "The Internet.

So, I think it sounds cool, huh?

3.3.8 Triples

...okey You may know our company as a very innovative, bright and revolutionary.

3.3.9 Humour and fun

...only you decide whether you want to upload your naked pictures from this party to public use or you don't.

3.3.10 Anecdote

You know this feeling when you are watching a film and she says "Jack, Jack there is a boat, do you see?" and then you see this (loading...)

3.3.11 Use of statistics and figures

Figures (4): then you see this...

Statistics (0)

3.3.12 Use of special vocabulary

looking forward, innovative, bright, revolutionary, ambitious, important, secure, reliable, lightning-fast, enables, invented (3), cool-looking, enable, tremendously, fast, welcome

3.3.13 Flattery

We are very lucky to have all these smart people in our company to work on a very ambitious project...

Student 15

Is your dream becoming the next Scrooge McDuck? Do you want to build your very own corporate?

Well, the mainframe is just for you. This piece of hardware is resilient. It is built for throughput, which is input/output, which in business world is used for business transactions, which means databases, files and so on, it basically means booking a flight ticket etc.

Well, one of the leading manufacturers is the IBM. Now let me introduce you to the IBM Z series. These mainframes are very resilient. They encrypt most of its data and they are (uuh) purpose-built for cloud. They have an integrated IBM storage. (umm)

You might ask, why is the IBM mainframe the best?

Well, considering that IBM is a corporate, which has been here since, eh, forever. The mainframes, (uuh), are produced for decades. They had a lot of time to perfect this.

So nowadays their mainframes have almost non-stop availability. 99.9999999% availability. (uuh) They encrypt most of their data, which is very important in today's business world, because you want to keep your data secure. They have few system vulnerabilities thanks to their z/OS, which is their own operating system for their mainframe.

Well, for some stats. (Uuh, uuh), an enterprise customer may expect over 190M revenue impact. They can expect 44% reduction in outages and to-two times DevOps agility. (Umm)

Well, what's the difference between the z15 and z14 mainframe? (Uuh), the z15 is a multi-frame mainframe. The z14 is a dual- or single-frame mainframe. (Uuh) The z14 introduced the data encryption and the z15 perfected it, (uuh). It's very resilient and encrypts all of its data, which keeps it secure. (uuh)

Uh, well now, you might ask, Zbyněk, which mainframe should I buy? Well, you should buy the z15 of course, because it is the newest and it encrypts all of its data, because you want to make tons of money. And you can have either, one, or two-frame mainframe or even three-frame mainframe but behold the four-frame mainframe.

Questions!

Is mainframe better than cloud?

They are basically the same, but cloud is easier to set up. Mainframe, once set up, lasts forever. Also mainframe, over the years, saves more money than cloud, so cloud is better, when your organization is not so big, but a mainframe is best, when you have the money. Speaking of money...

How much does it cost?

Well, it costs... A small loan of a million dollars.

Is it good for gaming?

Of course, it is, anything is possible.

3.2.1 Emotive emphasis in speech (22) 6/8

Interjections: uuh (7), umm (2), uh, eh

Exclamations: none

Emphatic so and such: so big

Repetition: non-stop availability. 99.9999999% availability

Rhetorical questions: Is your dream becoming the next Scrooge McDuck?; Do you want to build your very own corporate?; You might ask, why is the IBM mainframe the best?; Well, what's the difference between the z15 and z14 mainframe?; ...which mainframe should I buy?

intensifying adverbs and modifiers: very, basically (2)

superlatives: the newest, best

phrases: none

3.2.2 Imperative and Embedded commands (7)

...want to build..., You might ask... (2), ...you want to keep..., ...you should buy..., ...because you want to..., ...you can have...

3.2.3 Hyperbole

...which has been here since, eh, forever.; The mainframes, are produced for decades.; ...because you want to make tons of money.; A small loan of a million dollars.

3.2.4 Using personal pronouns and inclusive language (19)

Personal pronouns I (1) and you (10)

Inclusive language: they (8)

3.3.5 Future pacing

Is your dream becoming the next Scrooge McDuck?

3.3.6 Linking signals (28)

And (6), but (3), well (8), so (2), because (3), now (2), and so on, also, almost, since

3.3.7 Personal viewpoint

You might ask, why is...; ...an enterprise customer may expect...; Uh, well now, you might ask, Zbyněk, ...

3.3.8 Triples

These mainframes are very resilient. They encrypt most of its data and they are purpose-built for cloud.

3.3.9 Humour and fun

encrypts all of its data, because you want to make tons of money.

Well, it costs... A small loan of a million dollars.

Is it good for gaming? Of course, it is, anything is possible.

3.3.10 Anecdote

None

3.3.11 Use of statistics and figures

Figures (1): Now let me introduce you to the IBM Z series. These mainframes...

Statistics (1): Well, for some stats. They can expect 44% reduction in outages ...

3.3.12 Use of special vocabulary (19)

Dream, resilient, business (3), introduce, resilient (2), integrated, non-stop, availability (2), important, thanks to, perfected, secure, behold, forever, possible

3.3.13 Flattery

none