

Ignite, Inspire, & Incite Your Audience...



Rhetorical Essentials

Ragan Communications Speechwriters
Conference

2017

Not ready for prime time

I envision the abolishment of racial discrimination in a generation.

Serve your country and expect nothing in return.

I can't decide whether or not to commit suicide.¹

¹Atkinson, M. (1984). *Our masters' voices*. Methuen.

Contrast



Puzzle-Solution



List of Three



Combination



Obama Inauguration (2009)



Tom Peters



Kathryn Schulz "On Being Wrong"



