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Making messages memorable: the influence of rhetorical techniques on information retention

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Citation

Wackers, M. J. Y. (2021, June 24). *Making messages memorable: the influence of rhetorical techniques on information retention*. LOT dissertation series. LOT, Amsterdam. Retrieved from <https://hdl.handle.net/1887/3185773>

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Issue date: 2021-06-24

Overview of author's publications

Parts of this dissertation have been previously published. The analysis of public-speaking textbooks described in chapter 2 formed the basis for the analysis carried out in Wackers et al. (2016a; 2016b) and Wackers (2021). Parts of the analysis of public-speaking practice described in chapter 3 have appeared in these three publications and have been adapted in chapter 3.

The experiment on the announcement of the conclusion and circle technique reported on in Section 4.1 has been previously published in Andeweg, De Jong & Wackers (2008; 2009). These publications were adapted and somewhat extended in Section 4.1.

Chapters 2 and 3:

Wackers, M., De Jong, J. & Andeweg, B. (2016a). Structureren om onthouden te worden: Retentietechnieken in presentaties van onderzoekers en toespraken van politici. In D. van de Mierop, L. Buysse, R. Coesemans & P. Gillaerts (Eds.), *De macht van de taal: Taalbeheersingsonderzoek in Nederland en Vlaanderen* (pp. 295–208). Leuven: Uitgeverij Acco.

Wackers, M., De Jong, J. & Andeweg, B. (2016b). Structure strategies for a memorable speech: the use of rhetorical retention techniques by scholars and politicians. In A. Kampka & K. Molek-Kozakowska (Eds.), *Rhetoric, Knowledge and the Public Sphere* (pp. 76–92). Frankfurt am Main [etc.]: Peter Lang (Studies in Language, Culture and Society 8).

Wackers, M. (2021). Memorable Stories in Science and Popular Science. How Speakers Use Anecdotes in Research Presentations and TED Talks. In O. Kramer & M. Gottschling (Eds.), *Recontextualized Knowledge. Rhetoric – Situation – Science Communication* (pp. 93–117). Berlin: De Gruyter.

Chapter 4 (Section 4.1):

Andeweg, B., De Jong, J., Wackers, M. (2008). ‘The end is near’. Effects of announcing the closure of a speech. *Proceedings of the Professional Communication Conference IPCC*, IEEE International, Montreal, 2008, DOI 10.1109/IPCC.2008.4610194

Andeweg, B.A., De Jong, J C.. & Wackers, M.J.Y. (2009). ‘Het einde is nabij’. Het effect van slotaankondiging in toespraken op waardering en retentie. In W. Spooren, M. Onrust, & J. Sanders (Eds.). *Studies in Taalbeheersing 3* (pp. 31–42). Assen: Van Gorcum.

Curriculum vitae

Martijn Wackers studied Dutch Language and Culture at Leiden University, where he obtained Master's degrees in Rhetoric & Argumentation (specialisation Taal-beheersing) and Journalism & New Media. Since 2009, he has worked as a lecturer in communicative skills at the Centre for Languages and Academic Skills at Delft University of Technology in The Netherlands, where he teaches courses in presentation skills and (academic) writing skills to BSc, MSc and PhD students of various faculties. In 2012, he embarked on the research project *Making messages memorable* as an external PhD candidate at Leiden University Centre for Linguistics. The project focused on the effects of rhetorical techniques on the audience's information retention. Wackers is co-author of a Dutch-language textbook with evidence-based presentation skills advice (*Presenteren: wat werkt echt en wat echt niet?*, 2012, co-authored by Josje Kuenen).