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5. *Pauses and striking figures of speech may be introduced.*

When the speaker finds it difficult to fix attention, he may resort to other expedients which, in favorable circumstances, ought not to be necessary. One of these is to pause in his exordium, and remain silent for a moment, until his object is gained. Another is to throw into his discourse a more than common bold and striking rhetorical figure. Either of these expedients will hardly ever fail to secure immediate and fixed attention.

6. *In difficult cases he may exercise authority over the audience, but with special care not to manifest irritation.*

Whenever the audience proves refractory in an extraordinary degree, which will sometimes be the case, the orator must not yield to them, or he is lost. He must try to rise with the difficulty, and by his voice, countenance and manner, exert a certain authority over them, for which his position and relations to them afford him peculiar advantages. But here again he must be on his guard against irritation. For if he show temper, they will not be slow to perceive that they have gained the mastery; and having discovered his weak point, they will not be tender of it. Therefore, with unruffled temper, and perfect good nature, by his eye, countenance, tones and whole manner, he should seem to say, My friends, I am here to speak to you, and I am going to do it; you are here to listen, and you have got to do it—the sooner you begin, the better it will be for us both.