



CRS Report for Congress: Speechwriting in Perspective: A Brief Guide to Effective and Persuasive Communication: April 12, 2007 - 98-170

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Bibliogov, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.The frequent delivery of public remarks by Senators and Representatives is an important element of their roles as community leaders, spokespersons, and freely elected legislators. Congressional staff are often called on to help prepare draft remarks for such purposes. Writing for the spoken word is a special discipline; it requires that congressional speechwriters products be written primarily, although not exclusively, to be heard, not read. Speeches are better cast in simple, direct, and often short sentences that can be easily understood by listeners. Rhetorical devices such as repetition, variation, cadence, and balance are available to, and should be used by, the speechwriter. It is important for speechwriters to analyze audiences according to factors such as age; gender; culture; profession; size of audience; political affiliation, if any; and the occasion for, and purpose of, the speech. Most effective speeches do not exceed 20 minutes in length. After researching a topic, speechwriters should prepare an outline from which the speech will be developed. They should strive to maintain a clear theme throughout the speech. Most speeches will have a three-part...



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