



The Speaker's Handbook

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Cengage Learning, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Preface. Part 1: FOUNDATION. 1. Understanding Speaking. 2. Listening. 3. Speaking Ethics. 4. Overcoming Fear of Speaking. Part 2: PREPARATION. 5. Planning. 6. Topic Selection and Analysis. 7. Audience Analysis. 8. Research. Part 3: ORGANIZATION. 9. Transforming Ideas into Speech Points. 10. Organizing Points. 11. Outlining. 12. Connectives. 13. Introductions. 14. Conclusions. Part 4: DEVELOPMENT. 15. Supporting Material. 16. Reasoning. 17. Language and Style. 18. Attention and Interest. 19. Credibility. 20. Motivational Appeals. 21. Informative Strategies. 22. Persuasive Strategies. Part 5: PRESENTATION. 23. Modes of Delivery. 24. Practice Sessions. 25. Vocal Delivery. 26. Physical Delivery. 27. Presentation Aids. 28. Adapting to the Speech Situation. 29. Answering Questions. Part 6: CONTEXTS. 30. Analyzing Speech Contexts. 31. Educational Context. 32. Workplace Context. 33. Social and Ceremonial Context. 34. Civic and Political Context. 35. Leadership Across Contexts. Part 7: SAMPLE SPEECHES. Speeches by Student Speakers. Speeches by Public Figures. Part 8: ADDITIONAL RESOURCES. Guide to Common Pronunciation and Usage Errors. Glossary of Key Terms. Notes. Index. List of Figures and Tables.



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