



# Cengage Advantage Books: The Speaker's Compact Handbook, Revised

By Sprague, Jo; Stuart, Douglas

Wadsworth Publishing, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Part I: APPROACHING PUBLIC SPEAKING. 1. Understanding Speaking. 2. Listening. 3. Speaking Ethically. 4. Overcoming Fear of Speaking. Part II: TAILORING YOUR SPEECH TO ITS CONTEXT. 5. Analyzing Speech Contexts. 6. Educational Context. 7. Workplace Context. 8. Civic and Political Context. 9. Social and Ceremonial Context. Part III: PLANNING YOUR SPEECH. 10. Managing Your Preparation Time. 11. Topic Selection and Analysis. 12. Analyzing Your Audience. Part IV: FINDING AND USING RESOURCES. 13. Having a Research Strategy. 14. Finding Print, Internet, and Other Electronic Materials. 15. Interviewing People About Your Topic. 16. Identifying and Recording Evidence. Part V: ORGANIZING YOUR IDEAS AND INFORMATION. 17. Exploring Your Ideas and Potential Points. 18. Choosing Points That Work. 19. Arranging Points. 20. Outlining. 21. Building Sound Arguments. Part VI: GETTING YOUR IDEAS ACROSS. 22. Developing Informative Strategies. 23. Developing Persuasive Strategies. 24. Presenting Your Reasoning. 25. Using Motivational Appeals. 26. Establishing Credibility. 27. Designing Presentation Aids. Part VII: CRAFTING YOUR SPEECH. 28. Selecting Your Mode of Delivery. 29. Using Language Effectively. 30. Capturing Attention and Interest. 31. Creating Effective Introductions and Conclusions. 32. Linking Speech Components. 33....



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