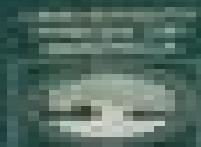

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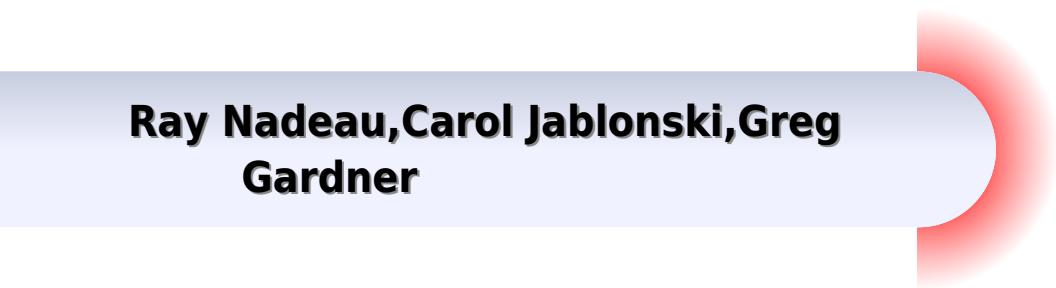
A Modern Rhetoric with a Traditional Base

Ray Nadeau
Carol Jahnke
Greg Gardner



Speaking Effectively In Public Settings A Modern Rhetoric With A Traditional Base

**Ray Nadeau, Carol Jablonski, Greg
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Speaking Effectively in Public Settings Ray Nadeau, Carol Jablonski, Greg Gardner, 1993-08-16 Traditional rhetorical principles provide an ideal framework for college students to learn how to speak effectively in the workplace in business in the professions and in the public forum Speechwriting in Perspective Thomas H. Neale, Jean M. Bowers, 2003 Writing for the spoken word is a special discipline it requires that 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 analyse audiences according to factors such as age gender culture profession and income level size of audience political affiliation if any and on the occasion for or purpose of the speech Most effective speeches do not exceed 20 minutes in length After researching a topic speechwriters must 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 structure consisting of an introduction a body and a conclusion The accepted style of contemporary American public address is natural direct low key casual and conversational This puts the listeners at ease and promotes a sense of community between the audience and speaker Punctuation should reflect the sound structure of the speech reinforcing the rhythm and pace of actual speech Clarity of expression is as important a consideration in speech grammar as rigid adherence to the rules for written law This book presents the essentials of speechwriting Preface Speechwriting in Perspective A Brief Guide to Effective and Persuasive Communication Thomas H Neale Public Speaking and Speechwriting Selected References Jean M Bowers Index **Handbook of Communication and Social Interaction Skills** John O. Greene, Brant Raney Burleson, 2003 A comprehensive handbook covering social interaction skills skill acquisition in the context of personal professional and public stages For scholars students in interpersonal group family health communication

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and political contexts and outline how skills learned through public speaking are applicable to interpersonal small group and business interactions Reinforcing the relevance importance and significance of public speaking in individual interpersonal social and cultural communication contexts this accessibly written handbook will be an indispensable resource for public speaking instructors and program administrators It will also be valuable reading for Communication Pedagogy and Introduction to Graduate Studies courses

The Rhetorical Power of Popular Culture Deanna D. Sellnow, 2017-03-07 Can television shows like Modern Family popular music by performers like Taylor Swift advertisements for products like Samuel Adams beer and films such as The Hunger Games help us understand rhetorical theory and criticism The Third Edition of The Rhetorical Power of Popular Culture offers students a step by step introduction to rhetorical theory and criticism by focusing on the powerful role popular culture plays in persuading us as to what to believe and how to behave In every chapter students are introduced to rhetorical theories presented with current examples from popular culture that relate to the theory and guided through demonstrations about how to describe interpret and evaluate popular culture texts through rhetorical analysis Author Deanna Sellnow also provides sample student essays in every chapter to demonstrate rhetorical criticism in practice This edition s easy to understand approach and range of popular culture examples help students apply rhetorical theory and criticism to their own lives and assigned work

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Introduction to Rhetorical Communication James C McCroskey, 2015-11-19 An Introduction to Rhetorical Communication offers a true integration of rhetorical theory and social science approaches to public communication This highly successful text guides students through message planning and presentation in an easy step by step process An Introduction to Rhetorical Communication provides students with a solid grounding in the rhetorical tradition and the basis for developing effective messages

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