

The Political Speechwriter's Companion: A Guide for Writers and Speakers

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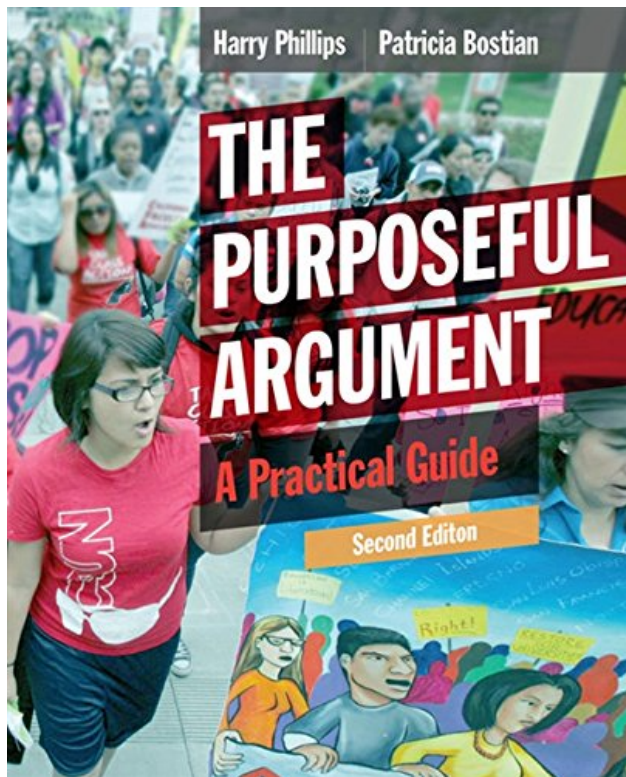
SKU: 9781506387741

Price: \$1,260.00

Categories: [LANGUAGE, LITERATURE AND BIOGRAPHY](#), [LANGUAGE: REFERENCE & GENERAL](#), [Public speaking guides](#)

Product Description

The Political Speechwriter's Companion guides students through a systematic LAWS approach (language, anecdote, wit, and support) that politicians can use to persuade their audiences into taking action. In the highly anticipated Second Edition, esteemed speechwriter and author Robert A. Lehrman has teamed up with one of the go-to-guys for political humor, Eric Schnure, to offer students an entertaining yet practical introduction to political speechwriting. This how-to guide explains how speakers can deliver: language the audience will understand and remember, anecdotes that make listeners laugh and cry, wit that pokes fun at opponents but also shows their own lighter side, and support in the way of statistics, examples, and testimony. Packed with annotated speeches from the most recent elections, technology tips, and interviews from speechwriting luminaries, this edition offers the most practical advice and strategies for a career in political communication.



The Purposeful Argument: A Practical Guide (with 2016 MLA Update Card)

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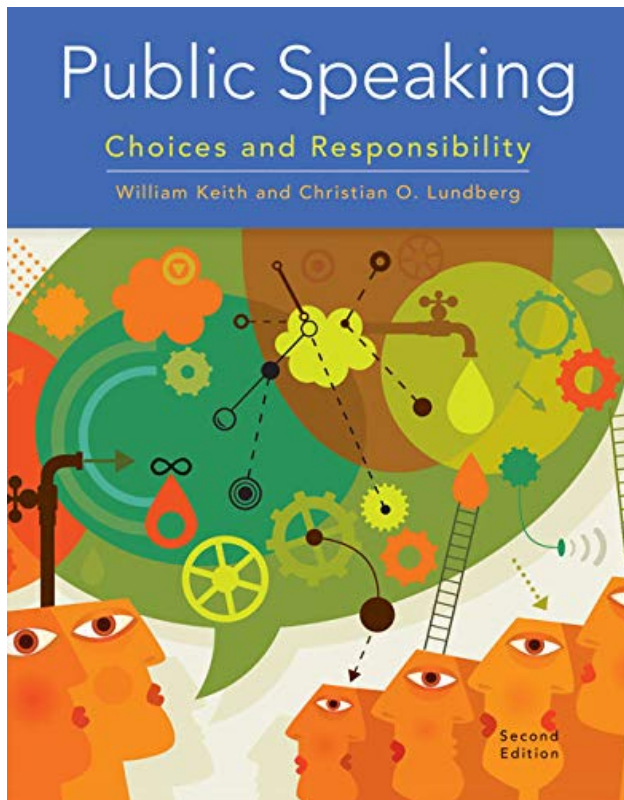
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Product Description

Emphasizing the practical and the local, *THE PURPOSEFUL ARGUMENT: A PRACTICAL GUIDE*, 2E effectively brings argument into real life with community-based writing activities, illustrating that the tools and skills of argument are critical to readers today-and wherever their careers take them. With a focus on accessibility, the text encourages students to argue in response to issues in a variety of environments-school, workplace, family, neighborhood, social-cultural, consumer, and concerned citizen-and learn how argument can become an essential negotiating skill in everyday life. It offers thorough treatments of Toulmin-based and Rogerian approaches to argument as well as teaches the value of fully understanding the opposition, the importance of aiming for the middle ground, and how to use a microhistory to forge an unconventional position. The only introduction to argument written with the today's diverse student body in mind, *THE PURPOSEFUL ARGUMENT* uses vivid explanations, detailed examples, and practical exercises to guide students step by step through the process of building an effective argument. In addition, a rich anthology of arguments covers a wide range of today's leading issues. Each student text is packaged with a free Cengage Essential Reference Card to the *MLA HANDBOOK*, Eighth Edition.



Public Speaking: Choices and Responsibility

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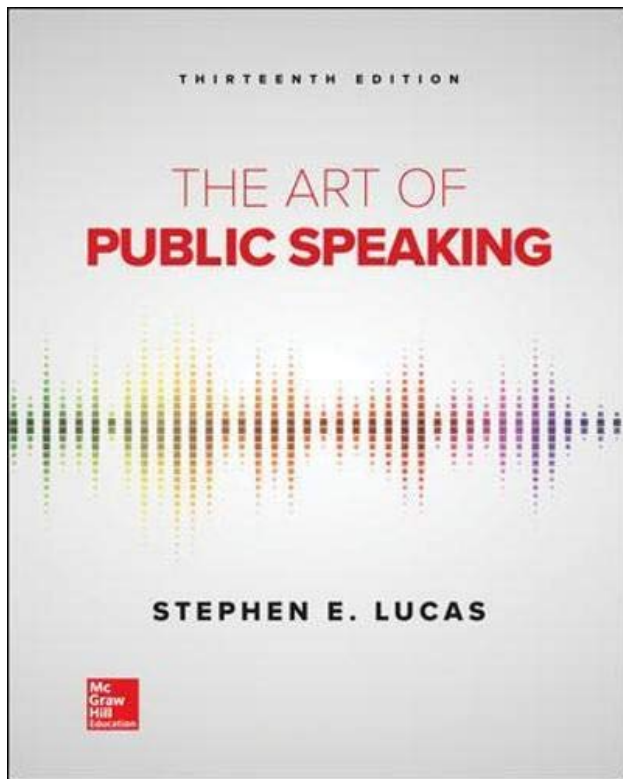
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Product Description

PUBLIC SPEAKING: CHOICES AND RESPONSIBILITY, 2e delivers a practical, up-to-date resource that will sharpen your public-speaking skills and empower you to make the best choices for your speech audience and situation. Hands-on applications enable you to analyze what you learn and immediately put it into practice. The Second Edition includes new coverage of Monroe's Motivated Sequence, discussions of TED talks and PechaKucha, extended treatment of fallacies, and expanded emphasis on outlining. New Remix features apply the latest research in business and social science to public speaking skills. In addition, MindTap digital learning solution provides an array of tools and apps to help you maximize your course success. **PUBLIC SPEAKING** will help you master your skills -- and use them to make a difference in your career and your community.



The Art of Public Speaking

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Product Description

Fully updated for the thirteenth edition, the award-winning The Art of Public Speaking offers a time-tested approach that has made it the most widely used college textbook on its subject in the world. Seamlessly coordinated with Connect, McGraw-Hill Education's pathbreaking online program, it supplies a proven set of teaching and learning tools that is without parallel among public speaking books. For experienced instructors, The Art of Public Speaking presents a solid, fully customizable foundation and an abundance of teaching aids from which to choose, allowing for complete teaching flexibility in the course. For novice instructors, its wisdom, steady hand, and unmatched ancillary package instill confidence and build success in the classroom from day one.
