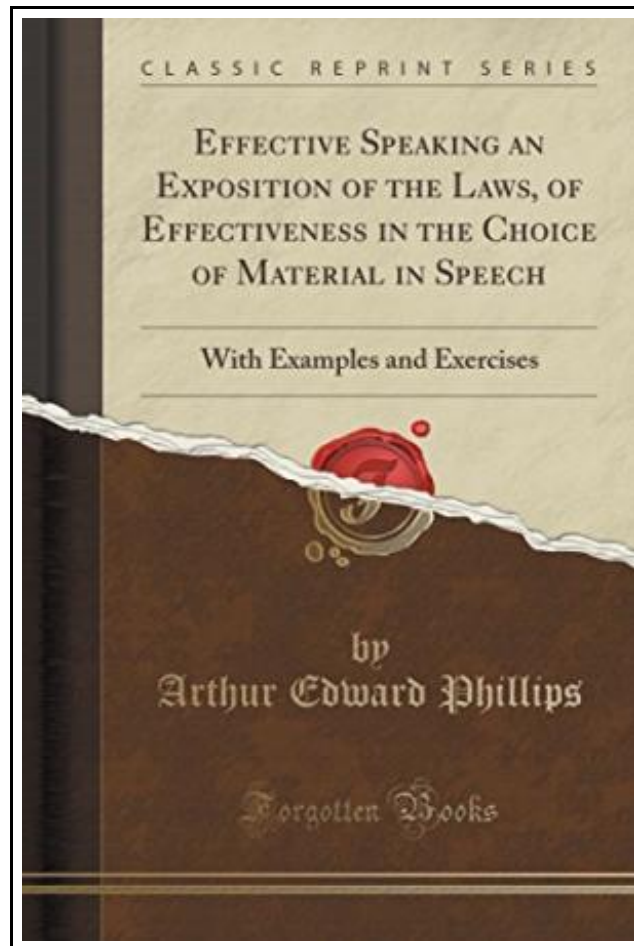


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English Brand New Book ***** Print on Demand *****.Excerpt from *Effective Speaking an Exposition of the Laws, of Effectiveness in the Choice of Material in Speech: With Examples and Exercises* At the risk of being thought egotistical, I have deemed it wise to set down a plain unvarnished tale of the making of this volume. About fifteen years ago, when I first began to teach the Art of Expression, I found a constant demand for instruction in Public Speaking. The student would ask, Can you give me some definite steps which, if followed, would lead to confidence and power when I seek to persuade or convince? Are there any laws or rules that would be direct, practical helps? And I found myself compelled to admit that I knew of very few; that all the writers on Rhetoric, from Aristotle down, also the authorities on Logic and Argumentation, failed right here. True, there were many isolated aids, but nothing like a well-ordered, practical system was to be found. In fact, there was more than a half truth in the couplet: All a rhetorician's rules Teach him but to name his tools. These conditions in respect to the field of Public Speaking constantly forced themselves upon me. I kept asking myself, is it possible that a department of such vast importance as that of social, business and professional speech must rely for its effectiveness almost solely on impulse? About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy....



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