



Effective Speaking an Exposition of the Laws, of Effectiveness in the Choice of Material in Speech: With Examples and Exercises (Classic Reprint)

By Arthur Edward Phillips

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 a 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...



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