
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.

According to a survey taken by the National Speaker Association, more than 1,200 speeches are delivered by paid professional speakers each week and the market is growing by 10% annually. The professional speakers are experts in their given fields, such as business, technology, product management, product promotion, and more. Fifty-eight percent of all professional speakers have built their expertise into a full time speaking career, garnering fees ranging from $5,000-$10,000 per event. Professional speaker's bureaus account for only 10% of all engagements. These statistics indicate that there is a huge and growing market for professional speakers and for a book that shows any expert how to become one successfully. The Complete Idiot's Guide to Success as a Professional Speaker contains all the information necessary to pursue speaking as a full or part time career.

This efficient handbook is an evidence-based review of the most common grammar mistakes native Chinese speakers make in English conversation. Intended as a self-study book or a classroom supplement, The Emergency English Grammar Repair Guide uses real-life examples of errors made by native Chinese speakers and typical sentences in which they are made. Included content focuses on American English frequently used in business, academic, and social situations. Simple comparisons of English and Chinese grammar and sentence structure help students better understand and remember solutions to usage problems. The Emergency English Grammar Repair Guide for Native Chinese Speakers is an essential guide for students who want to improve their English in a hurry.

Communication expert and popular speaker Quentin Schultze offers a practical, accessible, and inspiring guide to public speaking, showing readers how to serve their audiences with faith, skill, and virtue. This thoroughly rewritten and expanded four-color edition has been tested and revised with input from Christian undergraduates and contains new chapters on timely topics, such as speaking for video, conducting group presentations, and engaging society civilly. A complete public speaking textbook for Christian universities, it includes helpful sidebars, tips, and appendices. Additional resources for students and professors are available through Textbook eSources.

A practical resource to equip and develop public speakers to communicate the word of God effectively. How can we take the Bible and help it to come alive for others? How can we ensure that church talks aren't just something people have to endure but instead are opportunities for people to understand and respond to the word of God? This book is packed full of practical tips to enable speakers to refine and develop their ability to communicate. Whether they've been communicating for years or have never tried to communicate God's word before, this book will encourage, equip and inspire them to become the best communicator they can be.

A Speaker's Guidebook with The Essential Guide to Rhetoric includes a full tabbed section that provides brief yet comprehensive coverage of rhetorical theory — from the classical to the contemporary — and its practical
A Speaker’s Guidebook is the best resource in the classroom, on the job, and in the community. Praised for connecting with students who use and keep it year after year, this tabbed, comb-bound text covers all the topics typically taught in the introductory course and is the easiest-to-use public speaking text available. In every edition, hundreds of instructors have helped us focus on the fundamental challenges of the public speaking classroom. Improving on this tradition, the fifth edition does even more to address these challenges with stronger coverage of overcoming speech anxiety, organizing and outlining, and more. And as the realities of public speaking change, so does A Speaker’s Guidebook; the new edition also focuses on presentational speaking in a digital world — from finding credible sources online to delivering presentations in a variety of mediated formats. Read the preface.

Updated for your 2021 certification, Cirrus Test Prep’s unofficial Praxis English to Speakers of Other Languages 5362 Study Guide: Exam Prep Book with Practice Test Questions for the Praxis II ESOL Examination was made for educators, by educators! Because we understand your life is busy, we created a study guide that isn’t like other books out there. With Praxis English to Speakers of Other Languages 5362 Study Guide: you get a quick but full review of everything on your exam. Cirrus Test Prep’s resources will give you the push you need to pass your test the first time. ETS was not involved in the creation or production of this product, is not in any way affiliated with Cirrus Test Prep, and does not sponsor or endorse this product. Cirrus Test Prep’s Praxis English to Speakers of Other Languages 5362 Study Guide includes a full REVIEW of: Linguistics Language Learning and Acquisition Instruction Assessment Cultural Aspects Professional Aspects as well as a FULL practice test. A bout Cirrus Test Prep Developed by experienced current and former educators, Cirrus Test Prep’s study materials help future educators gain the skills and knowledge needed to successfully pass their state-level teacher certification exams and enter the classroom. Each Cirrus Test Prep study guide includes: a detailed summary of the test’s format, content, and scoring; an overview of the content knowledge required to pass the exam; worked-through sample questions with answers and explanations; full-length practice tests including answer explanations; and unique test-taking strategies with highlighted key concepts. Cirrus Test Prep’s study materials ensure that new educators feel prepared on test day and beyond.

“Public Speaking in American English: A Guide for Non-Native Speakers,” 1/e Nancy Grass Hemmert, *Santa Monica* College Through discussion of culture, language, and diversity, “Public Speaking in American English: A Guide for Non-Native Speakers” offers real world advice about overcoming the most pressing, relevant, and stress-provoking speaking issues non-native students face. Designed specifically for non-native English speakers, this book follows the traditional public speaking textbook format, but also offers students a sense of the larger community of non-native English speakers, such as LEP and ESL students, who face the same struggles, challenges, and concerns. Every chapter is infused with discussion about the relevant cultural and linguistic issues students are likely to face as well as concrete suggestions on how to address, compensate for, and/or overcome these difficulties. Specific exercises and activities (both within the chapter and at the end of each chapter) allow students to work on their own or in a class to improve their skills set. Additionally, the writing style, though easy to read, challenges the non-native English speaker without frustrating the reader. Features: “Considering Culture” boxes in every chapter investigate the similarities and differences in public speaking within various U.S. co-cultures and other cultures around the world, helping students find connections that go beyond language and aid in their understanding of public speaking. “Considering Language” marginal notes explore the connections between public speaking topics and other languages, enabling students to weave together their understanding of their native language with public speaking. “What Others Say” feature offers anecdotes, stories, quotations and quips from non-native public speaking students, expressing the distinctive challenges and experiences that affect the non-native English speaker and enabling students to see that they are a part of a unique community of speakers. “Hint” features within every chapter reveal quick tips for planning, preparing, putting together, and practicing speeches. “Try This” boxes in each chapter provide quick exercises and activities to reinforce the new content and allow students to put what they have learned into practice immediately.

The Political Speechwriter's Companion: A Guide for Writers and Speakers 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
This easy-to-read pronunciation guide helps language learners speak English more clearly and confidently, using everyday language examples and special exercises for both self-study and collaborative work. It shows how speakers of English as a foreign language can avoid being misunderstood in various contexts. The book examines how the Spanish language influences English pronunciation, concentrating on 11 fundamental pronunciation issues that have been observed in Spanish speakers of all ages around the world. The online audios feature native speakers communicating in real-life words and sounds. Learners can practice their listening skills and compare their own speaking to standard English accents and pronunciation.

The words of 100 prominent TED Conference speakers will help you achieve your personal and professional goals. In 2006, TED Talks became accessible online, and have since been viewed more than a billion times by people across the world. Great TED Talks: Leadership highlights the words of 100 TED Conference speakers and discusses how their ideas can be applied to your own life. Whether you’re a leader of a business group or the organizer of a small social club, the advice in this book will help you visualize and achieve your goals. Included in each section are URLs directing readers to the TED website so they can watch the original videos in their entirety.

Whether you're planning to travel through Mexico for pleasure or business; making plans to move to Mexico; making plans for your future retirement; a patient in need of affordable medical care, a disabled US Veteran, or an expatriate already living and working or retired (full or part-time) in Mexico, The English Speaker's Guide to Medical Care in Mexico contains a wealth of valuable and up-to-date knowledge that will help you to understand and navigate the healthcare systems and medical culture of Mexico. In addition to the thoroughly comprehensive range of healthcare topics, the book also contains a dedicated section with healthcare advice for travelers in Mexico, alerts about current disease risks in certain areas, alcoholism, procedures for complaints about the healthcare you may receive, and a section about the 'dark side of healthcare in Mexico'-pointing out the lesser advertised risks and cons associated with healthcare and how to separate the genuine healthcare options from the hype.

Don't Shoot Yourself in the Foot Before You Even Open Your Mouth! The Writing Guide for Professional Speakers. Do you want to become a professional public speaker, someone who gets paid to speak in public about topics you are passionate about? If so, I've got good news and bad news. The bad news is that it's a crowded world out there-every Tom, Dick, and Harriet seem to be a "professional" speaker, armed with a book, a blog, and a boatload of subject-matter expertise. The good news is that only a few of these "professionals" can spell or even construct a correct sentence in American English. Look around! If you want to stand out, if you want to impress potential hosts, if you want to get hired again and again, then you have to recognize that your written words will probably be read before your spoken words are heard. In other words, your written words have to be flawless. In Before You Even Open Your Mouth, nine-time, award-winning author and public speaker Liz Coursen shares her expertise about how to write to impress. Liz speaks professionally 80-100 times each year, and part of her success, she believes, is the attention to detail she brings to every aspect of her speaking, including her promotional materials. "Punctuation and grammar is easy, and it's fun," she says. "And, since our writing is part of how people judge us, it's important for every professional speaker to know how to write well."

Boring to Brilliant! A Speaker's Guide is a unique, inspirational guide for public speakers that offers 160 tips, tools and anecdotes. It is unique because it uses visual imagery association for each tip instead of blah-blah text. A practical reference guide that will add valuable tips for any speaking situation.

A professional speaker addresses audiences worldwide on a variety of topics. Professional speakers bring vitality and greater excitement to a corporate, association, and government meetings and events. If you need to hire professional speakers for your organization or events, this has been written just for you. It provides insider tips, advice, and suggestions to help you successfully navigate the world of professional speaking and avoid costly mistakes, so you can hire with confidence.

This book, written by leading practitioners, brings together a comprehensive overview of TESOL.

This step-by-step guide to public speaking will walk you through preparing and delivering any kind of message—from sharing your testimony or a devotional to leading a meeting or workshop.

The words of 100 prominent TED Conference speakers will help you achieve your personal and professional goals. In 2006, TED Talks became accessible online, and have since been viewed more than a billion times by people across the world. Great TED Talks: Leadership highlights the words of 100 TED Conference speakers and discusses how their ideas can be applied to your own life. Whether you’re a leader of a business group or the organizer of a small social club, the advice in this book will help you visualize and achieve your goals. Included in each section are URLs directing readers to the TED website so they can watch the original videos in their entirety.

A Study Guide for Chang-Rae Lee's "Native Speaker," excerpted from Gale's acclaimed Novels for Students. This
concise study guide includes plot summary; character analysis; author biography; study questions; historical context; suggestions for further reading; and much more. For any literature project, trust Novels for Students for all of your research needs.

iTunes Top 25 business podcaster explains how to avoid interview mistakes! Learn new practical techniques (CA GE, PA AQ) to help you position yourself as the perfect fit. This very popular book tells how to: * Project a Powerful Online Image* Become an Interview Insider* Decide & Practice What to Say* Practice Killer Responses* Ace The Telephone Interview* Create a Powerful 1st Impression

Updated and revised with more examples and expanded discussions, this second edition continues the aim of providing teachers with a solid understanding of the use and function of grammatical structures in American English. The book avoids jargon and presents essential grammatical structures clearly and concisely. Dr. DeCapua approaches grammar from a descriptive rather than a prescriptive standpoint, discussing differences between formal and informal language, and spoken and written English. The text draws examples from a wide variety of authentic materials to illustrate grammatical concepts. The many activities throughout the book engage users in exploring the different elements of grammar and in considering how these elements work together to form meaning. Users are encouraged to tap into their own, often subconscious, knowledge of grammar to consciously apply their knowledge to their own varied teaching settings. The text also emphasizes the importance of understanding grammar from the perspective of English language learners, an approach that allows teachers to better appreciate the difficulties these learners face. Specific areas of difficulties for learners of English are highlighted throughout.

Insights and advice on the creative process from 100 prominent TED Conference speakers. Online TED Talks have provided inspiration to a worldwide audience since 2006, focusing not only on subjects of technology, entertainment, and design but also on cultural, social, and political issues. Great TED Talks: Creativity gathers the ideas presented by 100 speakers and condenses them into a nutshell of practical advice for boosting your own creativity. Also included are URLs directing readers to the TED website so they can watch the original videos in their entirety.

If you speak, or coach others and want more quality, paying clientele, quality is key! if you want to sell more products and tickets to your events, quality is key! Nowadays, people usually discover you from the audiovisual content you put out on social media. Does your audiovisual quality come off as "cheap" or "short-changed"? You're losing sales, and this book teaches you how to fix that quickly!

The Wedding Speaker's Guide is an indispensable guide for Brides, Grooms, Best Men, Masters of Ceremonies, Wedding Planners and Wedding Speakers. So much time is spent on the finer details of the wedding - the dress, the flowers, the table settings. Often, very little time is spent on the speeches. Long after the event, the wedding speeches will be remembered - hopefully for the right reasons! Speaking at a wedding is a privilege - you have the opportunity to leave a lasting impression! Most wedding speakers never receive a brief - they do what they think is right. Many times they get it wrong. The Wedding Speaker's Guide makes it simple. It answers questions like: Where do I Start? What do I Say? How do I Say it? You will find out what to do and what to avoid. You will be shown how to craft a wedding speech that is memorable, that conveys the right emotion and that you can't wait to deliver. The Wedding Speaker's Guide is a wonderful gift for anyone involved in a wedding. Eliminate the guesswork and stress - follow a three-step process and craft a Wedding Speech to remember!

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