

CONTENTS

Preface to the First Edition	xi
Instructor Support	xiii
Acknowledgments	xv
Preface to the Second Edition	xvii
Introduction: Why Advanced Public Speaking?	1

PART I Speaking Situations 5

CHAPTER 1

The Speech of Introduction	7
Assignment	7
Commentary	7
Classical Concept: Praise and Blame	9
Examples	10
Discussion Starters	15
Bibliography	15

CHAPTER 2

Opinion Give and Take	16
Assignment	16
Commentary	16
Classical Concept: Logos	18
Example	19
Discussion Starters	24
Bibliography	24

CHAPTER 3

Proposals	25
Assignment	25
Commentary	25
Classical Concept: Kairos	28
Example	28
Discussion Starters	33
Bibliography	33

CHAPTER 4

Civic Persuasive Appeals	34
Assignment	34
Commentary	34
Classical Concept: Artistic Proof	36
Example	37
Discussion Starters	38
Bibliography	38

CHAPTER 5

Eulogies	39
Assignment	39
Commentary	39
Classical Concept: Decorum	41
Examples	42
Discussion Starters	47
Discussion Starters	51
Bibliography	52

CHAPTER 6

Crisis Speeches	53
Assignment	53
RDD Scenario: Events and Communications of the First Seven Days	53
Commentary	57
Classical Concept: Ethos	59
Examples	60
Discussion Starters	65
Bibliography	66

CHAPTER 7

Technical Briefings	67
Assignment	67
Commentary	67
Classical Concept: Inartistic Proof	70
Examples	71

Discussion Starters 102
Bibliography 102

CHAPTER 8

Lectures 103

Assignment 103
Commentary 103
Classical Concept: Knowledge and Eloquence 106
Examples 107
Discussion Starters 138
Bibliography 138

PART II Speaking Processes 141

CHAPTER 9

Speaking from a Manuscript 143

Assignment 143
Commentary 143
Classical Concept: Writing and Speaking 145
Example 146
Discussion Starters 163
Bibliography 163

CHAPTER 10

Storytelling 164

Assignment 164
Commentary 164
Classical Concept: Pathos 166
Example 167
Discussion Starters 169
Bibliography 169

CHAPTER 11

On Camera Speaking 170

Assignment 170
Commentary 170
Classical Concept: Audiences 172

Example 172
Bibliography 173

CHAPTER 12

Rhetorical Styles 174

Assignment 174
Commentary 174
Classical Concept: Style 178
Examples 179
Bibliography 186

CHAPTER 13

Advanced Listening: The Speech about a Speech 187

Assignment 187
Commentary 187
Classical Concept: Imitation 189
Assignment Variation 190
Bibliography 191

APPENDIX

Basic Public Speaking Course Redux 193

Arrangement 193
Questions to Consider 195
Audience 195
Questions to Consider 196
Delivery 196
Questions to Consider 198
Genre 198
Questions to Consider 199
Persuasion/Argumentation 199
Questions to Consider 202
Preparation/Research 203
Questions to Consider 204
Style 204
Questions to Consider 205
Sources to Consult 205

INDEX 209