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| Note generali | Includes index. |
| Nota di contenuto | Part 1: Speaking in English: Getting Started -- Chapter 1: Fostering an Anglo-Saxon Ethos -- Chapter 2: Genre and generic competence -- Chapter 3: A discourse-analysis approach to public speaking genres -- Chapter 4: Public speaking versus conversation -- Chapter 5: Elaborate orality: speaking from a script -- Part 2: Staging an interaction with your audience -- Chapter 6: Comparisons between the language of conversation, writing and public speaking -- Chapter 7: Talking to your audience -- Chapter 8: Anchoring your speech in the context of delivery -- Chapter 9: Rhetorical Staging -- Chapter 10: Delivery, or action -- Chapter 11: Slideshows that reinforce the interaction -- Part |

3: Structuring your speech for listenability -- Chapter 12: The syntax of the sentence -- Chapter 13: Managing information -- Chapter 14: Strategies for concision -- Chapter 15: Figures of repetition: functions -- Chapter 16: Repetition of words and accumulation: a typology -- Chapter 17: Macro-organisation -- Chapter 18: Connectives -- Chapter 19: Introductions, transitions and signing off -- Part 4: The New Oratory -- Chapter 20: Three-Minute-Thesis Presentations (3MT) -- Chapter 21: Investor pitches -- Chapter 22: TED talks -- Chapter 23: Some characteristics of the New Oratory.

Sommario/riassunto

"This is a highly readable account of public speaking. It will provide students, particularly those whose native language is not English, with all the practical advice they need to make an effective speech or presentation (including newer forms, like three minute theses), grounded on a solid theoretical base." -- David Banks, Professor Emeritus, Department of Languages, Université de Bretagne Occidentale, France This book provides a research-led guide to public speaking in English, using the foundations of applied linguistics research to analyse elements of spoken presentation, including content, form, persona and audience interaction. The author also introduces and analyses case studies of what she calls 'the New Oratory', examining such modern speaking formats as the three-minute-thesis presentation, the investor pitch and TED talks, making this book a cutting-edge exploration of how public speaking is conducted in an increasingly digitalised world. It provides essential advice for non-native English speakers and speakers of English as a Second Language (ESL) whose work or study requires them to present in English, but will also be of interest to students and scholars of applied linguistics and business communication. Fiona Rossette-Crake is Professor in the Department of Applied Languages at Université Paris Nanterre, France. Her research focuses on public speaking, particularly new forms that have developed over the past two decades.
