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| Autore                  | Jamieson Kathleen Hall                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Pubbl/distr/stampa      | New York, : Oxford University Press, 1988                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
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| Descrizione fisica      | 1 online resource (316 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
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| Soggetti                | Public speaking<br>Eloquence<br>Electronic books.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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| Nota di bibliografia    | Includes bibliography: p. 269-292 and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Nota di contenuto       | ""Contents""; ""1. Educating the Eloquent Speaker""; ""2. Incapacitating the Eloquent Speaker""; ""3. The Flame of Oratory, The Fireside Chat""; ""4. The ""Effeminate"" Style""; ""5. The Memorable Phrase, The Memorable Picture""; ""6. Dramatizing and Storytelling""; ""7. Conversation, and Self-Revelation""; ""8. The Divorce Between Speech and Thought""; ""9. Mating the Best of the Old and the New""; ""Notes""; ""Bibliography""; ""Index""; ""A""; ""B""; ""C""; ""D""; ""E""; ""F""; ""G""; ""H""; ""I""; ""J""; ""K""; ""L""; ""M""; ""N""; ""O""; ""P""; ""Q""; ""R""; ""S""; ""T""; ""U""; ""V""; ""W""; ""Z"" |
| Sommario/riassunto      | In a book that blends anecdote with analysis, Kathleen Hall Jamieson--author of the award-winning <i>Packaging the Presidency</i> --offers a perceptive and often disturbing account of the transformation of political speechmaking. Jamieson addresses such fundamental issues about public speaking as what talents and techniques differentiate eloquent speakers from non-eloquent speakers. She also analyzes the speeches of modern presidents from Truman to Reagan and of political players from Daniel Webster to Mario Cuomo. Ranging from the classical orations of Cicero to Kennedy's ""Ich bin ein Berliner""      |

