

1. Record Nr.	UNINA9910454254503321
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Titolo	Eloquence in an electronic age [[electronic resource]] : the transformation of political speechmaking / / Kathleen Hall Jamieson
Pubbl/distr/stampa	New York, : Oxford University Press, 1988
ISBN	0-19-972889-5 1-280-52470-7 9786610524709
Descrizione fisica	1 online resource (316 p.)
Disciplina	808.5/1
Soggetti	Public speaking Eloquence Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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 Packaging the Presidency--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""

