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Autore	Jamieson Kathleen Hall
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Sommario/riassunto	Kathleen Hall Jamieson - author of the award-winning 'Packaging the Presidency' - offers a perceptive and often disturbing account of the transformation of political speechmaking. She 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 through Reagan and of other politicians from Daniel Webster to Mario Cuomo. Ranging from the classical orations of Cicero to Kennedy's "Ich bin ein Berliner" speech, this lively, well-documented

volume contains a wealth of insight into public speaking, contemporary characteristics of eloquence, and the future of political discourse in America.

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