

## The Political Speechwriters Companion A Guide For Writers And Speakers

The Political Speechwriter's Companion guides students through a systematic "LAWS" approach (language, anecdote, wit, and support) that politicians can use to persuade their audiences into taking action. In the highly anticipated Second Edition, esteemed speechwriter and author Robert A. Lehrman has teamed up with one of the "go-to-guys" for political humor, Eric Schnure, to offer students an entertaining yet practical introduction to political speechwriting. This how-to guide explains how speakers can deliver: language the audience will understand and remember, anecdotes that make listeners laugh and cry, wit that pokes fun at opponents but also shows their own lighter side, and support in the way of statistics, examples, and testimony. Packed with annotated speeches from the most recent elections, technology tips, and interviews from speechwriting luminaries, this edition offers the most practical advice and strategies for a career in political communication.

Written in a clear style and including a comprehensive glossary, "The Language of New Labour" should appeal to anyone interested in language or politics.

**#1 NEW YORK TIMES BESTSELLER** • Barack Obama's lucid vision of America's place in the world and call for a new kind of politics that builds upon our shared understandings as Americans, based on his years in the Senate "In our lowdown, dispiriting era, Obama's talent for proposing humane, sensible solutions with uplifting, elegant prose does fill one with hope."—Michael Kazin, *The Washington Post* In July 2004, four years before his presidency, Barack Obama electrified the Democratic National Convention with an address that spoke to Americans across the political spectrum. One phrase in particular anchored itself in listeners' minds, a reminder that for all the discord and struggle to be found in our history as a nation, we have always been guided by a dogged optimism in the future, or what Obama called "the audacity of hope." The Audacity of Hope is Barack Obama's call for a different brand of politics—a politics for those weary of bitter partisanship and alienated by the "endless clash of armies" we see in congress and on the campaign trail; a politics rooted in the faith, inclusiveness, and nobility of spirit at the heart of "our improbable experiment in democracy." He explores those forces—from the fear of losing to the perpetual need to raise money to the power of the media—that can stifle even the best-intentioned politician. He also writes, with surprising intimacy and self-deprecating humor, about settling in as a senator, seeking to balance the demands of public service and family life, and his own deepening religious commitment. At the heart of this book is Barack Obama's vision of how we can move beyond our divisions to tackle concrete problems. He examines the growing economic insecurity of American families, the racial and religious tensions within the body politic, and the transnational threats—from terrorism to pandemic—that gather beyond our shores. And he grapples with the role that faith

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plays in a democracy—where it is vital and where it must never intrude. Underlying his stories is a vigorous search for connection: the foundation for a radically hopeful political consensus. Only by returning to the principles that gave birth to our Constitution, Obama says, can Americans repair a political process that is broken, and restore to working order a government that has fallen dangerously out of touch with millions of ordinary Americans. Those Americans are out there, he writes—“waiting for Republicans and Democrats to catch up with them.”

Comprehensively updated with many new speeches including Earl Spencer's lament to "The extraordinary and irreplaceable Diana", Nikita Khrushchev's secret speech of 1956 signalling the beginning of the end of Stalinist Russia, Patrick Pearse's rousing funeral oration that fanned the flames of the Easter Rising, Kevin Rudd's historic apology to Australia's mistreated Aborigines and Barack Obama's momentous US election night victory speech. Alongside these are the finest war cries of Winston Churchill, Martin Luther King's prophetic "I have a dream" and "I've seen the promised land" speeches, the inspiring words of JFK and impassioned pleas from Nelson Mandela—the first at his trial in 1964 and the second on his election as president of South Africa in 1994. In addition are historic speeches from Elizabeth I, Charles I, Oliver Cromwell, George Washington, Napoleon Bonaparte, Abraham Lincoln, Emmeline Pankhurst, Mahatma Gandhi, Vladimir Lenin, Neville Chamberlain, Adolf Hitler, Joseph Stalin, Franklin D. Roosevelt, Charles de Gaulle, General George S. Patton, J Robert Oppenheimer, Mao Zedong, Malcolm X, Richard M. Nixon, Pope John Paul II, Vaclav Havel, Elie Wiesel, Mikhail Gorbachev and many other great historical figures. *Speeches that Changed the World* presents over 50 momentous and thought-provoking speeches from throughout history. Complete with a potted biography of each speaker, and telling the story of why each oration was significant and what happened as a result, this is a gripping history of the world told through its greatest and most impassioned speeches.

Writing well, and persuasively, is not only a discipline that can be learned, it is one deeply rooted in the classical arts of rhetoric and polemic. This book introduces the essential skills, rules, and steps for producing effective political prose appropriate to many contexts, from the editorial, the op-ed, and the polemical essay to others both weighty and seemingly slight.

On June 12, 1987, Ronald Reagan addressed a crowd of 20,000 people in West Berlin in the shadow of the Berlin Wall. The words he delivered that afternoon would become among the most famous in presidential history. "Mr. Gorbachev, open this gate," Reagan said. "Mr. Gorbachev, tear down this Wall!" In this riveting and fast-paced book, Romesh Ratnesar provides an account of how Reagan arrived at his defining moment and what followed from it. The book is based on interviews with numerous former Reagan administration officials and American and German eyewitnesses to the speech, as well as recently declassified State Department documents and East German records of the

president's trip. Ratnesar provides new details about the origins of Reagan's speech and the debate within the administration about how to issue the fateful challenge to Gorbachev. *Tear Down This Wall* re-creates the charged atmosphere surrounding Reagan's visit to Berlin and explores the speech's role in bringing about the fall of the Berlin Wall less than two years later. At the heart of the story is the relationship between two giants of the late twentieth century: Ronald Reagan and Mikhail Gorbachev. Departing from the view that Reagan "won" the Cold War, Ratnesar demonstrates that both Reagan and Gorbachev played indispensable roles in bringing about the end of the U.S.-Soviet rivalry. It was the trust that Reagan and Gorbachev built in each other that allowed them finally to overcome the suspicions that had held their predecessors back. Calling on Gorbachev to tear down the Wall, in Reagan's mind, might actually encourage him to do it. Reagan's speech in Berlin was more than a good sound bite. Twenty years after the fall of the Berlin Wall, we can now see the speech as the event that marked the beginning of the end of the Cold War. Elegant and dramatic, *Tear Down This Wall* is the definitive account of one of the most memorable speeches in recent history and a reminder of the power of a president's words to change the world.

In 1917 twelve-year-old Birdie and her siblings, the children of Jewish immigrants from Russia, help their recently widowed mother run the family store, picking up where their father left off in his struggle to succeed in America.

Presents transcripts and recordings of speeches by the leading African American leaders of the twentieth century, with historical background and a radio documentary prepared for national broadcast for Black History Month 2005.

From the ancient words of Demosthenes to Salman Rushdie's eloquent defense of his work, this anthology represents a compilation of more than two hundred of the world's most important and influential speeches

The author offers an insider's sometimes shocking account of how Defense Secretary James Mattis led the U.S. military through global challenges while serving as a crucial check on the Trump Administration.

Why are we obsessed with the things we want only to be bored when we get them? Why is addiction perfectly logical to an addict? Why does love change so quickly from passion to indifference? Why are some people die-hard liberals and others hardcore conservatives? Why are we always hopeful for solutions even in the darkest times—and so good at figuring them out? The answer is found in a single chemical in your brain: dopamine. Dopamine ensured the survival of early man. Thousands of years later, it is the source of our most basic behaviors and cultural ideas—and progress itself. Dopamine is the chemical of desire that always asks for more—more stuff, more stimulation, and more surprises. In pursuit of these things, it is undeterred by emotion, fear, or morality. Dopamine is the source of our every urge, that little bit of biology that makes an ambitious business professional sacrifice everything in pursuit of success, or that drives a satisfied spouse to risk it all for the thrill of someone new. Simply put, it is why we seek and succeed; it is why we discover and prosper. Yet, at the same time, it's why we gamble and squander. From dopamine's point of view, it's not the having that matters. It's getting something—anything—that's new. From this understanding—the difference between possessing something versus anticipating it—we can understand in a revolutionary new way why we behave as we do in love, business, addiction, politics, religion—and we can even

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predict those behaviors in ourselves and others. In *The Molecule of More: How a Single Chemical in Your Brain Drives Love, Sex, and Creativity—and will Determine the Fate of the Human Race*, George Washington University professor and psychiatrist Daniel Z. Lieberman, MD, and Georgetown University lecturer Michael E. Long present a potentially life-changing proposal: Much of human life has an unconsidered component that explains an array of behaviors previously thought to be unrelated, including why winners cheat, why geniuses often suffer with mental illness, why nearly all diets fail, and why the brains of liberals and conservatives really are different.

For anyone who fears the thought of writing and giving a speech--be it to business associates, or at a wedding--help is at hand. Acclaimed presidential speechwriter Peggy Noonan shares her secrets to becoming a confidence, persuasive speaker demystifying topics including: Finding your own authentic voice Developing a text that interest you Acing the all-important first paragraph Using logic to move your audience Creating, developing, and reinventing the "core speech" for diverse audiences Strengthening your speech with a vital element: humor Winnowing your thought down to the essentials Handling professional jargon, clichés, and the sound bite syndrome Presenting your speech in the best way Collecting intellectual income--conversing your speech treasures Breaking all the rules and still succeeding Reading for inspiration--how to use the excellence of others Complete with lessons, tips and memorable examples, *On Speaking Well* shows us how to create forceful, persuasive, relevant speeches that will resonate with our audiences. Engaging, informative, and always entertaining, this is undoubtedly the authoritative how-to guide for anyone writing or giving a speech

Your voice matters, especially as a leader. Every day, you have an opportunity to use your voice to have a positive impact--at work or in your community. You can inspire and persuade your audience--or you can distract and put them to sleep. Nervous, rambling robotic--these presentation styles can ruin a talk on even the most critical topics. And with each weak performance, career prospects dim. To get ahead and make an impact, you need to deliver well-crafted messages with confidence and authenticity. You must sound as capable as you are. Public speaking is a skill, not a talent. With the right guidance, anyone can be a powerful speaker. Learn to conquer fear, capture attention, motivate action, and take charge of your career with *Speak with Impact*. Written by an opera singer turned CEO, speaker, and executive communication coach, the book unravels the mysteries of commanding attention in any setting, professional or personal. Whether it's speaking up at a meeting, presenting to clients, or talking to large groups, the book's easy-to-use frameworks, examples, and exercises help you Kickstart the creative process Compose a clear and concise message Engage your audience through storytelling and humor Banish filler words and uptalk Strengthen and project your voice Use breathing techniques to overcome stage fright Use effective body language Build your executive presence Deliver presentations with confidence and authenticity When you know what to say and how to say it, people listen. Find your powerful voice... and step into leadership. *Speak with impact*.

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This book provides students, researchers, and practitioners of speechwriting with a unique insight in the theory, history, and practice of speechwriting. The combination of theory and practice with case studies from the United States and Europe makes this volume the first of its kind. The book offers an overview of the existing research and theory, analysing how speeches are written in political and public life, and paying attention to three central subjects of contemporary speechwriting: convincing characterization of the speaker, writing for the ear, and appealing with words to the eye. Chapters address the ethics and the functions of speechwriting in contemporary society and also deliver general instructions for the speechwriting process. This book is recommended reading for professional speechwriters wishing to expand their knowledge of the rhetorical and theoretical underpinnings of speechwriting, and enables students and aspiring speechwriters to gain an understanding of speechwriting as a profession.

This timely book provides an invaluable analysis of the impact the Brexit decision has and will offer a reflection on the reflexive relationship British higher education had to the Brexit vote itself.

In the tradition of Wills's "Lincoln at Gettysburg, Lincoln's Greatest Speech" combines impeccable scholarship and lively, engaging writing to reveal the full meaning of one of the greatest speeches in the nation's history.

A renowned political speechwriter rediscovers Judaism, finding timeless wisdom and spiritual connection in its age-old practices and traditions. "Sarah Hurwitz was Michelle Obama's head speechwriter, and with this book she becomes Judaism's speechwriter."—Adam Grant, New York Times bestselling author of *Give and Take*, *Originals*, and co-author of *Option B* After a decade as a political speechwriter—serving as head speechwriter for First Lady Michelle Obama, a senior speechwriter for President Barack Obama, and chief speechwriter for Hillary Clinton on her 2008 presidential campaign—Sarah Hurwitz decided to apply her skills as a communicator to writing a book . . . about Judaism. And no one is more surprised than she is. Hurwitz was the quintessential lapsed Jew—until, at age thirty-six, after a tough breakup, she happened upon an advertisement for an introductory class on Judaism. She attended on a whim, but was blown away by what she found: beautiful rituals, helpful guidance on living an ethical life, conceptions of God beyond the judgy bearded man in the sky—none of which she had learned in Hebrew school or during the two synagogue services she grudgingly attended each year. That class led to a years-long journey during which Hurwitz visited the offices of rabbis, attended Jewish meditation retreats, sat at the Shabbat tables of Orthodox families, and read hundreds of books about Judaism—all in dogged pursuit of answers to her biggest questions. What she found transformed her life, and she wondered: How could there be such a gap between the richness of what Judaism offers and the way so many Jews like her understand and experience it? Sarah Hurwitz is on a mission to close this gap by sharing the profound insights she discovered on everything from Jewish holidays, ethics, and prayer to Jewish conceptions of God, death, and social justice. In this entertaining and accessible book, she shows us why Judaism matters and how its message is more relevant than ever, and she inspires Jews to do the learning, questioning, and debating required to make this religion their own. "Searching for meaning in the ancient scripture and traditions of Judaism, Sarah Hurwitz takes us along on an enriching journey of discovery. In *Here All Along*, she explores her birthright as a Jew and finds timeless and valuable life lessons."—David Axelrod, director of the University of Chicago Institute of Politics and former senior advisor to President Barack Obama *Political Communication Ethics: Theory and Practice* introduces students to how political communication professionals ought to behave, and how they actually behave. The chapters by both scholars and practitioners will help students wrestle with the question of what ethical responsibilities, if any, political communications professionals have.

This volume traces the historical evolution of American academic thought concerning public

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address -- what it is, how it ought to be studied, and what can be learned by engaging rhetorical texts in an analytical fashion. To begin, one must distinguish among three separate but interrelated uses of the term "public address" -- as practice, theory, and criticism. The essays in this volume represent landmarks in the literal sense of that term -- they are marks on the intellectual landscape that indicate where scholars and ideas have passed, and in that passing left a mark for future generations. It is appropriate to revisit the landmarks that have set public address off as a field of study and it allows readers to remember the struggles that have led to the current situation. Most of the authors of the following chapters are deceased, but their ideas live on -- transformed, adapted, modified, rejected, and reborn. The scholarly dialectic continues. What constitutes a study in public address, how best to approach rhetorical texts, which analytical tools are required for the job, how best to balance text with context and what role ought theory to play in the conduct or outcome of critical inquiry -- these questions live on. To answer them at all is to engender debate and that is how it should be if the intellectual vitality of public address is to be maintained. The papers are a prolegomenon to such studies, for they mark where scholars have been and point the way to where they still must go.

Do you want to upgrade your public speaking skills?? Or maybe you have to give a talk next week - and you need to figure out, quickly, what to say and how to say it to make a lasting impression.? In either case, the answers are in this book. The importance of being able to compose and deliver your own speech? ?goes far beyond "better business presentations," essential as these may be to your career.? You can participate more effectively in your state or local government, your civic or religious group, your social club or organization.? You can create eloquent, professional-sounding remarks for your daughter's confirmation, your nephew's wedding, your grandchild's bar/bat mitzvah, your boss's retirement. You can do your own tributes, awards acceptances, welcoming speeches, or introductions of guest speakers or performers.?? You can help your kids with their talks and presentations.Here's some of what you'll find in *Writing Great Speeches: Tips on building credibility - quick ways to get up to speed on your topic* Seven patterns for organizing your speech Sixteen strategies for beginning your speech - and behaviors to avoid. How to make your speech easy to follow How to use rhythm and style to create more effective speeches Six ways to wrap up your speech, including tips on creating a powerful ending The Golden Rule of ceremonial speech writingEvery time you write and deliver your own speech? ?you'll stand out as a person with the relatively rare ability to think and speak clearly.? Even a few minutes of well-crafted and well-chosen remarks can make a strong impression. My professional techniques can open up a wide range of opportunities for you to share your thoughts with your fellow human beings, to arouse their feelings, to urge them to action.? You'll learn to use language to create change in your life and in the lives of others.

The fourth edition of *Inviting Transformation* continues to offer an innovative approach to presentational speaking at a very reasonable price. The authors introduce readers to invitational rhetoric, teaching speakers to clarify ideas and to work to achieve understanding for all participants in an interaction. A primary goal of presentational speaking is to create an environment in which growth and change can occur for both the audience and the speaker. The text highlights four external conditions affecting transformational environments: safety, openness, freedom, and value (honoring the intrinsic worth of all individuals). To reflect respect for the diversity of the world, Sonja Foss and Karen Foss include options from many speaking traditions and practices to foster creativity. Discussions of all the processes of presenting—selecting a speaking goal, organizing ideas, elaborating on ideas, and delivering the presentation—emphasize inclusive speaking practices. Sample presentations provide clear and contemporary examples of the best invitational speaking practices. The authors recognize readers as competent communicators and encourage them to think about and systematize

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their approaches to presentational speaking. The exceptionally accessible writing style is an aid to readers in thinking through strategies for meeting their interactional goals. Readers learn to design and deliver effective presentations for any speaking situation.

Sarah Palin has many faces: hockey mom, fundamentalist Christian, sex symbol, Republican ideologue, fashion icon, "maverick" populist. But, above all, Palin has become one thing: an American obsession that just won't go away. Edited by two senior editors at 'The Nation' magazine, this sharp, smart, up-to-the-minute book examines Palin's quirky origins in Wasilla, Alaska, her spectacular rise to the effective leadership of the Republican Party, and the nightmarish prospect of her continuing to dominate the nation's political scene. With contributions by: Amy Alexander, Max Blumenthal, Juan Cole, Joe Conason, Jeanne Devon, Eve Ensler, Michelle Goldberg, Jane Hamsher, Christopher Hayes, Mark Hertsgaard, Jim Hightower, Linda Hirshman, Naomi Klein, Dahlia Lithwick, Amanda Marcotte, Shannyn Moore, John Nichols, Rick Perlstein, Tom Perrotta, Katha Pollitt, Robert Reich, Frank Rich, Hanna Rosin, Jeff Sharlet, Matt Taibbi, Michael Tomasky, Rebecca Traister, Katrina vanden Heuvel, Jessica Valenti, Patricia Williams, JoAnn Wypijewski and Gary Younge among others.

The adventures of Christopher Robin and his friends, in which Pooh Bear uses a balloon to get honey, Piglet meets a Heffalump, and Eeyore has a birthday.

A major history of American liberalism and the key personalities behind the movement Why is it that nearly every liberal initiative since the end of the New Deal—whether busing, urban development, affirmative action, welfare, gun control, or Roe v. Wade—has fallen victim to its grand aspirations, often exacerbating the very problem it seeks to solve? In this groundbreaking work, the first full treatment of modern liberalism in the United States, bestselling journalist and historian Eric Alterman together with Kevin Mattson present a comprehensive history of this proud, yet frequently maligned tradition. In *The Cause*, we meet the politicians, preachers, intellectuals, artists, and activists—from Eleanor Roosevelt to Barack Obama, Adlai Stevenson to Hubert Humphrey, and Billie Holiday to Bruce Springsteen—who have battled for the heart and soul of the nation.

The definitive, fascinating, all-reaching biography of Dr. Seuss. Dr. Seuss is a classic American icon. Whimsical and wonderful, his work has defined our childhoods and the childhoods of our own children. The silly, simple rhymes are a bottomless well of magic, his illustrations timeless favorites because, quite simply, he makes us laugh. The Grinch, the Cat in the Hat, Horton, and so many more, are his troupe of beloved, and uniquely Seussian, creations. Theodor Geisel, however, had a second, more radical side. It is there that the allure and fasciation of his Dr. Seuss alter ego begins. He had a successful career as an advertising man and then as a political cartoonist, his personal convictions appearing, not always subtly, throughout his books—remember the environmentalist of *The Lorax*? Geisel was a complicated man on an important mission. He introduced generations to the wonders of reading while teaching young people about empathy and how to treat others well. Agonizing over word choices and rhymes, touching up drawings sometimes for years, he upheld a rigorous standard of perfection for his work. Geisel took his responsibility as a writer for children seriously, talking down to no reader, no matter how small. And

with classics like *Green Eggs and Ham*, and *One Fish, Two Fish, Red Fish, Blue Fish*, Geisel delighted them while they learned. Suddenly, reading became fun. Coming right off the heels of George Lucas and bestselling Jim Henson, Brian Jay Jones is quickly developing a reputation as a master biographer of the creative geniuses of our time.

On the hundredth anniversary of Ronald Reagan's birth comes the twentieth-anniversary edition of Peggy Noonan's critically acclaimed bestseller *What I Saw at the Revolution*, for which she provides a new Preface that demonstrates this book's timeless relevance. As a special assistant to the president, Noonan worked with Ronald Reagan—and with Vice President George H. W. Bush—on some of their most memorable speeches. Noonan shows us the world behind the words, and her sharp, vivid portraits of President Reagan and a host of Washington's movers and shakers are rendered in inimitable, witty prose. Her priceless account of what it was like to be a speechwriter among bureaucrats, and a woman in the last bastion of male power, makes this a Washington memoir that breaks the mold—as spirited, sensitive, and thoughtful as Peggy Noonan herself.

A crisis manager explains how to overcome a personal crisis, whether a relationship crisis or business disaster, by recognizing one's worst qualities and dealing with them appropriately.

Since its development shaped by the turmoil of the World Wars and suspicion of new technologies such as film and radio, political communication has become a hybrid field largely devoted to connecting the dots among political rhetoric, politicians and leaders, voters' opinions, and media exposure to better understand how any one aspect can affect the others. In *The Oxford Handbook of Political Communication* Kate Kenski and Kathleen Hall Jamieson bring together leading scholars, including founders of the field of political communication Elihu Katz, Jay Blumler, Doris Graber, Max McCombs, and Thomas Paterson, to review the major findings about subjects ranging from the effects of political advertising and debates and understandings and misunderstandings of agenda setting, framing, and cultivation to the changing contours of social media use in politics and the functions of the press in a democratic system. The essays in this volume reveal that political communication is a hybrid field with complex ancestry, permeable boundaries, and interests that overlap with those of related fields such as political sociology, public opinion, rhetoric, neuroscience, and the new hybrid on the quad, media psychology. This comprehensive review of the political communication literature is an indispensable reference for scholars and students interested in the study of how, why, when, and with what effect humans make sense of symbolic exchanges about sharing and shared power. The sixty-two chapters in *The Oxford Handbook of Political Communication* contain an overview of past scholarship while providing critical reflection of its relevance in a changing media landscape and offering agendas for future research and innovation.

"Who is an American?" asked the Ku Klux Klan. It is a question that echoes as loudly today as it did in the early twentieth century. But who really joined the Klan? Were they "hillbillies, the Great Unteachables" as one journalist put it? It would be comforting to think so, but how then did they become one of the most powerful political forces in our nation's history? In *The Ku Klux Klan in the Heartland*, renowned historian James H. Madison details the creation and reign of the infamous organization. Through the prism of their operations in Indiana and the Midwest, Madison explores the Klan's roots in respectable white protestant society. Convinced that America was heading in the wrong direction because of undesirable "un-American" elements, Klan members did not see themselves as bigoted racist extremists but as good Christian patriots joining proudly together in a righteous moral crusade. *The Ku Klux Klan in the Heartland* offers a detailed history of this powerful organization and examines how, through its use of intimidation, religious belief, and the ballot box, the ideals of Klan in the 1920s have on-going implications for America today.

Technology and increasing levels of education have exposed people to more information than ever before. These societal gains, however, have also helped fuel a surge in narcissistic and misguided intellectual egalitarianism that has crippled informed debates on any number of issues. Today, everyone knows everything: with only a quick trip through WebMD or Wikipedia, average citizens believe themselves to be on an equal intellectual footing with doctors and diplomats. All voices, even the most ridiculous, demand to be taken with equal seriousness, and any claim to the contrary is dismissed as undemocratic elitism. Tom Nichols' *The Death of Expertise* shows how this rejection of experts has occurred: the openness of the internet, the emergence of a customer satisfaction model in higher education, and the transformation of the news industry into a 24-hour entertainment machine, among other reasons. Paradoxically, the increasingly democratic dissemination of information, rather than producing an educated public, has instead created an army of ill-informed and angry citizens who denounce intellectual achievement. When ordinary citizens believe that no one knows more than anyone else, democratic institutions themselves are in danger of falling either to populism or to technocracy or, in the worst case, a combination of both. An update to the 2017 breakout hit, the paperback edition of *The Death of Expertise* provides a new foreword to cover the alarming exacerbation of these trends in the aftermath of Donald Trump's election. Judging from events on the ground since it first published, *The Death of Expertise* issues a warning about the stability and survival of modern democracy in the Information Age that is even more important today.

With more than 65,000 copies sold in two editions and recommended by *Forbes* and *U.S. News & World Report*, this newly updated how to guide offers sound advice on every aspect of researching, writing, and delivering an effective speech. Filled with anecdotes, tips, examples, and practical advice, this accessible guide makes one of the most daunting tasks manageable-and even

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fun. Speaking coach Joan Detz covers everything from the basics to the finer points of writing and delivering a speech with persuasion, style, and humor. Topics include: - Assessing your audience - Researching your subject-and deciding what to leave out - Keeping it simple - Using imagery, quotations, repetition, and humor - Special-occasion speeches - Speaking to international audiences - Using Power Point and other visual aids - And many more Updated to include new examples and the latest technology, as well as a section on social media, this is a must-have for anyone who writes and delivers speeches, whether novices or experienced veterans at the podium.

Looks at presidential speeches over the course of six administrations. An outstanding team of scholars and professional writers--including nine former speechwriters who worked for every president from Nixon to Clinton--examines how the politics and crafting of presidential rhetoric serve the various roles of the presidency.

From routine operations to the workings of a White House in crisis, this comprehensive, best-selling text examines all aspects of the presidency in rich detail. With a special emphasis on policy, the new edition surveys the most up-to-date scholarship on the topic, and includes an examination of the groundbreaking 2008 presidential election. Taking a theoretical approach, the authors use engaging analysis and timely, fascinating examples to view the presidency from two theoretical standpoints—the president as facilitator, and the president as director of change.

How do leading Democratic Party figures strive to communicate with and influence their audience? Why have some proven more successful than others in advancing their ideological arguments? How do orators seek to connect with different audiences in different settings such as the Senate, conventions and through the media? This thoroughly researched and highly readable collection comprehensively evaluates these questions as well as providing an extensive interrogation of the political and intellectual significance of oratory and rhetoric in the Democratic Party. Using the Aristotelian modes of persuasion ethos, pathos and logos it draws out commonalties and differences in how the rhetoric of Democratic Party politics has shifted since the 1960s. More broadly it evaluates the impact of leading orators upon American politics and argues that effective oratory remains a vital party of American political discourse.

Speechwriting is the definitive guide to writing a speech, revealing all the tools and techniques of the trade, such as how to win an argument, construct a sound bite and perform on stage. The first part of the book covers the arts of persuasion, argument, story telling and metaphor, providing a solid grounding in the theory of speechwriting, which should appeal to anyone with an interest in politics, communication or language. The second part covers the crafts of editing, sound bites, media manipulation, performance and strategy, giving invaluable practical guidance to professional or aspiring speechwriters. This book combines academic rigour with practical nous, drawing on lessons from Aristotle to Obama.

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It is the essential guide for anyone who writes speeches, for themselves or others, in politics, PR or business.

Barton Swaim was struggling to find an academic job—he'd recently received a PhD in English—when he sent his resume to Mark Sanford, the conservative and controversial governor of South Carolina. He thought he could improve the governor's writing and speeches. On the surface, this is the story of Sanford's rise and fall. But it's really an account of what happens when a band of believers attach themselves to an ambitious narcissist. Everyone knows this kind of politician—a charismatic maverick who goes up against the system and its ways, but thinks he doesn't have to live by the rules. Swaim describes what makes people invest in their leaders, how those leaders do provide moments of inspiration, and then how they let them down. The Speechwriter is a funny and candid introduction to the world of politics, where press statements are purposefully nonsensical, grammatical errors are intentional, and better copy means more words. Through his three years in the governor's office, Swaim paints a portrait of a man so principled he'd rather sweat than use state money to pay for air conditioning, so oblivious he'd wear the same stained shirt for two weeks, so egotistical he'd belittle his staffers to make himself feel better, and so self-absorbed he never once apologized for making his administration the laughing stock of the country. In the end, it's also an account of the very human staffers who risk a life in politics out of conviction and learn to survive a broken heart.

Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their greens. You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In this updated edition of his classic guide, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Donald Trump - and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Richard Nixon, and pays tribute to the rhetorical brilliance of AC/DC's "Back In Black". Before you know it, you'll be confident in chiasmus and proud of your panegyrics - because rhetoric is useful, relevant and absolutely nothing to be afraid of.

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