

Jfk Inaugural Address Rhetorical Analysis Graphic Organizer

"A collection of encyclopedia-styled essays on 58 leading political, social, and religious speakers, American Orators of the Twentieth Century fills an enormous void in the literature on American public address. . . . Each assesses the orator’s impact on American life and delineates such aspects of his or her speaking as argumentation, style, persuasive techniques, delivery, and methods of speech preparation. Appended to each essay is a chronology of the orator’s major speeches and a list of information sources that includes leading research collections, speech anthologies, critical studies, and biographies. Given the large number of contributors, the entries are remarkably even in coverage and clarity. . . . On the whole, the editors have achieved a sensible balance among mainstream political leaders, religious orators, and spokesmen and spokeswomen for a variety of historical and contemporary causes. If we judge the book on the quality of the essays it contains, rather than on the alternative speakers it might have included, it deserves high marks. Scrupulously edited, superbly produced, and splendidly bound, it will be the standard reference work on its subject for years to come." — Amazon.com.

Now With a New Preface and Final Chapter: “Post-Truth: On Donald Trump and the 2016 Election” What has happened to our country and how can we fix it? We are in the midst of a deepening crisis for our democracy. After the strangest election cycle in modern American history it is important that we address the grave threats to our way of life that were glaringly revealed in this campaign. In **The Assault on Reason**, Nobel Peace Prize winner and former Vice President Al Gore examines how faith in the power of reason—the idea that citizens can govern themselves through rational debate—is in peril. Our democracy depends on a well-informed citizenry and a two-way conversation about ideas, but our public sphere has been degraded by fake news and the politics of fear, partisanship, and blind faith. Now updated to investigate the rise of Trump and post-truth politics, **The Assault on Reason** is a call to rebuild the vitality of American democracy by restoring the nation’s information ecosystem so that we can start making good decisions again.

On two consecutive days in June 1963, in two lyrical speeches, John F. Kennedy pivots dramatically and boldly on the two greatest issues of his time: nuclear arms and civil rights. In language unheard in tily white, Cold War America, he appeals to Americans to see both the Russians and the “Negroes” as human beings. His speech on June 10 leads to the Limited Nuclear Test Ban Treaty of 1963; his speech on June 11 to the Civil Rights Act of 1964. Based on new material—hours of recently uncovered documentary film shot in the White House and the Justice Department, fresh interviews, and a rediscovered draft speech—**Two Days in June** captures Kennedy at the high noon of his presidency in startling, granular detail which biographer Sally Bedell Smith calls “a seamless and riveting narrative, beautifully written, weaving together the consequential and the quotidian, with verve and authority.” Moment by moment, JFK’s feverish forty-eight hours unfolds in cinematic clarity as he addresses “peace and freedom.” In the tick-tock of the American presidency, we see Kennedy facing down George Wallace over the integration of the University of Alabama, talking obsessively about sex and politics at a dinner party in Georgetown, recolling at a newspaper photograph of a burning monk in Saigon, planning a secret diplomatic mission to Indonesia, and reeling from the midnight murder of Medgar Evers. There were 1,036 days in the presidency of John F. Kennedy. This is the story of two of them.

In this biography, David Burner explores the controversies, successes and failures the life and presidency of John F. Kennedy, and his influence in shaping the modern American consciousness.Burner’s in-depth discussion of John F. Kennedy (1917-1963) as both an individual and a leader allows the reader to examine the changes that took place in the American political and social systems that were reflected in the hopeful days of Kennedy’s “Camelot.”Paperback, brief, and inexpensive, each of the titles in the Library of American Biography Series focus on a figure whose actions and ideas significantly influenced the course of American history and national life. In addition, each biography relates the life of its subject to the broader themes and developments of the times.

Our Enduring Spirit

American Orators of the Twentieth Century

Two Days in June

The Public Address of John F. Kennedy

New Left Revisited

Why England Slept

The Making of the President 1960

On August 28, 1963, over a quarter-million people—about two-thirds black and one-third white—held the greatest civil rights demonstration ever. Martin Luther King, Jr. delivered his iconic “I Have a Dream” oration. And just blocks away, President Kennedy and Congress skirmished over landmark civil rights legislation. As Charles Euchner reveals, the importance of the march is more profound and complex than standard treatments of the 1963 March on Washington allow. In this major reinterpretation of the Great Day—the peak of the movement—Euchner brings back the tension and promise of that day. Building on countless interviews, archives, FBI files, and private recordings, Euchner shows freedom fighters as complex, often conflicted, characters. He explores the lives of Philip Randolph and Bayard Rustin, the march organizers who worked tirelessly to make mass demonstrations and nonviolence the cornerstone of the movement. He also reveals the many behind-the-scenes battles—the effort to get women speakers onto the platform, John Lewis’s damning speech about the federal government, Malcolm X’s biting criticisms and secret vows to help the movement, and the devastating undercurrents involving political powerhouses Kennedy and FBI director J. Edgar Hoover. For the first time, Euchner tells the story behind King’s “Dream” images. Euchner’s hour-by-hour account offers intimate glimpses of the masses on the National Mall—ordinary people who bore the scars of physical violence and jailings for fighting for basic civil rights. The event took on the call-and-response drama of a Southern church service, as King, Lewis, Mahalia Jackson, Roy Wilkins, and others challenged the throng to destroy Jim Crow once and for all. Nobody Turn Me Around will challenge your understanding of the March on Washington, both in terms of what happened but also regarding what it ultimately set in motion. The result was a day that remains the apex of the civil rights movement—and the beginning of its decline.

Collected in one illuminating volume, the writings and speeches of John F. Kennedy reveal the man and president who inspired a generation. Here are the words that propelled a nation and moved the world, offering an important portrayal of the 35th president’s entire career. Photographs throughout.

A Harper Perennial Political Classic, *The Making of the President 1960* is the groundbreaking national bestseller and Pulitzer Prize-winning account of the 1960 presidential campaign and the election of John F. Kennedy. With this narrative history of American politics in action, Theodore White revolutionized the way presidential campaigns are reported. Now back in print, freshly repackaged, and with a new foreword written by Robert Dallek, *The Making of the President 1960* remains the most influential publication about the election of John F. Kennedy.

A dramatic historical narrative of the events surrounding the death of the 35th president is set against the backdrop of an escalating Cold War and describes the many political challenges Kennedy was facing before his assassination, in an account that also describes Lee Harvey Oswald’s story and the events surrounding his death.

State of the Union Addresses

The Development of Standards for Rhetorical Appraisal

Presidential Speechwriting

A Profile in Communication

Our Information Ecosystem, from the Age of Print to the Age of Trump, 2017 Edition

The Speeches, Statements, and Writings of John F. Kennedy

To Move the World

On April 4, 1968, Senator Robert F. Kennedy, Jr., arrived in Indiana to campaign for the Indiana Democratic presidential primary. As Kennedy prepared to fly from an appearance in Muncie to Indianapolis, he learned that civil rights leader Dr. Martin Luther King, Jr., had been shot outside his hotel in Memphis, Tennessee. Before his plane landed in Indianapolis, Kennedy heard the news that King had died. Despite warnings from Indianapolis police that they could not guarantee his safety, and brushing off concerns from his own staff, Kennedy decided to proceed with plans to address an outdoor rally to be held in the heart of the city’s African American community. On that cold and windy evening, Kennedy broke the news of King’s death in an impassioned, extemporaneous speech on the need for compassion in the face of violence. It has proven to be one of the great speeches in American political history. Marking the 40th anniversary of Kennedy’s Indianapolis speech, this book explains what brought the politician to Indiana that day, and explores the characters and events of the 1968 Indiana Democratic presidential primary in which Kennedy, who was an underdog, had a decisive victory.

The rise of the media presidency through radio and television broadcasts has heightened the visibility and importance of presidential speeches in determining the effectiveness and popularity of the President of the United States. Not surprisingly, this development has also witnessed the rise of professional speechwriters to craft the words the chief executive would address to the nation. Yet, as this volume of expert analyses graphically demonstrates, the reliance of individual presidents on their speechwriters has varied with the rhetorical skill of the officeholder himself, his managerial style, and his personal attitude toward public speaking. The individual chapters here (two by former White House speechwriters) give fascinating insight into the process and development of presidential speechwriting from Franklin D. Roosevelt’s administration to Ronald Reagan’s. Some contributors, such as Charles Griffin writing on Eisenhower and Moya Ball on Johnson, offer case studies of specific speeches to gain insight into those presidents. Other chapters focus on institutional arrangements and personal relationships, rhetorical themes characterizing an administration, or the relationship between words and policies to shed light on presidential speechwriting. The range of presidents covered affords opportunities to examine various factors that make rhetoric successful or not, to study alternative organizational arrangements for speechwriters, and even to consider the evolution of the rhetorical presidency itself. Yet, the volume’s single focus on speechwriting and the analytic overviews provided by Martin J. Medhurst not only bring coherence to the work, but also make this book an exemplar of how unity can be achieved from a diversity of approaches. Medhurst’s introduction of ten “myths” in the scholarship on presidential speeches and his summary of the enduring issues in the practice of speechwriting pull together the work of individual contributors. At the same time, his introduction and conclusion transcend particular presidents by providing generalizations on the role of speechwriting in the modern White House.

The first serious study of his discourse in nearly a quarter century, John F. Kennedy and the Liberal Persuasion examines the major speeches of Kennedy’s presidency, from his famed but controversial inaugural address to his belated but powerful demand for civil rights. It argues that his eloquence flowed from his capacity to imagine anew the American liberal tradition—Kennedy insisted on the intrinsic moral worth of each person, and his language sought to make that ideal real in public life. This book focuses on that language and argues that presidential words matter. Kennedy’s legacy rests in no small part on his rhetoric, and here Murphy maintains that Kennedy’s words made him a most consequential president. By grounding the study of these speeches both in the texts themselves and in their broader linguistic and historical context, the book draws a new portrait of President Kennedy, one that not only recognizes his rhetorical artistry but also places him in the midst of public debates with antagonists and allies, including Dwight Eisenhower, Barry Goldwater, Richard Russell, James Baldwin, Martin Luther King Jr., and Robert Kennedy. Ultimately this book demonstrates how Kennedy’s liberal persuasion defined the era in which he lived and offers a powerful model for Americans today.

Methods of Rhetorical Criticism

The Gettysburg Address

Democratic Orators from JFK to Barack Obama

Speech Criticism

An Inaugural Poem for the Country

Kennedy’s Last Days

In a Perilous Hour

An inspiring look at the historic foreign policy triumph of John F. Kennedy’s presidency—the crusade for world peace that consumed his final year in office—by the New York Times bestselling author of *The Price of Civilization*, *Common Wealth*, and *The End of Poverty* The last great campaign of John F. Kennedy’s life was not the battle for reelection he did not live to wage, but the struggle for a sustainable peace with the Soviet Union. To *Move the World* recalls the extraordinary days from October 1962 to September 1963, when JFK marshaled the power of oratory and his remarkable political skills to establish more peaceful relations with the Soviet Union and a dramatic slowdown in the proliferation of nuclear arms. Kennedy and his Soviet counterpart, Nikita Khrushchev, led their nations during the Cuban Missile Crisis, when the two superpowers came eyeball to eyeball at the nuclear abyss. This near-death experience shook both leaders deeply. Jeffrey D. Sachs shows how Kennedy emerged from the Missile crisis with the determination and prodigious skills to forge a new and less threatening direction for the world. Together, he and Khrushchev would pull the world away from the nuclear precipice, charting a path for future peacemakers to follow. During his final year in office, Kennedy gave a series of speeches in which he pushed back against the momentum of the Cold War to persuade the world that peace with the Soviets was possible. The oratorical high point came on June 10, 1963, when Kennedy delivered the most important foreign policy speech of the modern presidency. He argued against the prevailing pessimism that viewed humanity as doomed by forces beyond its control. Mankind, argued Kennedy, could bring a new peace into reality through a bold vision combined with concrete and practical measures. Achieving the first of those measures in the summer of 1963, the Partial Nuclear Test Ban Treaty, required more than just speechmaking, however. Kennedy had to use his great gifts of persuasion on multiple fronts—with fractious allies, hawkish Republican congressmen, dubious members of his own administration, and the American and world public—to persuade a skeptical world that cooperation between the superpowers was realistic and necessary. Sachs shows how Kennedy campaigned for his vision and opened the eyes of the American people and the world to the possibilities of peace. Featuring the full text of JFK’s speeches from this period, as well as striking photographs, *To Move the World* gives us a startlingly fresh perspective on Kennedy’s presidency and a model for strong leadership and problem solving in our time. Praise for *To Move the World* “Rife with lessons for the current administration. . . . We cannot know how many more steps might have been taken under Kennedy’s leadership, but *To Move the World* urges us to continue on the journey.” —Chicago Tribune “The messages in these four speeches seem all too pertinent today.” —Publishers Weekly Unlike some other reproductions of classic texts (1) We have not used OCR(Optical Character Recognition), as this leads to bad quality books with introduced typos. (2) In books where there are images such as portraits, maps, sketches etc We have endeavoured to keep the quality of these images, so they represent accurately the original artefact. Although occasionally there may be certain imperfections with these older texts, we feel they deserve to be made available for future generations to enjoy.

Here, from James Tobin, winner of the National Book Critics Circle Award in biography, is the story of the greatest comeback in American political history, a saga long buried in half-truth, distortion, and myth—Franklin Roosevelt’s ten-year climb from paralysis to the White House. In 1921, at the age of thirty-nine, Roosevelt was the brightest young star in the Democratic Party. One day he was racing his children around their summer home. Two days later he could not stand up. Hopes of a quick recovery faded fast. “He’s through,” said allies and enemies alike. Even his family and close friends misjudged their man, as they and the nation would learn in time. With a painstaking reexamination of original documents, James Tobin uncovers the twisted chain of accidents that left FDR paralyzed, he reveals how polio recast Roosevelt’s fateful partnership with his wife, Eleanor, and he shows that FDR’s true victory was not over paralysis but over the ancient stigma attached to the disabled. Tobin also explodes the conventional wisdom of recent years—that FDR deceived the public about his condition. In fact, Roosevelt and his chief aide, Louis Howe, understood that only by displaying himself as a man who had come back from a knockout punch could FDR erase the perception that had followed him from childhood—that he was a pampered, too smooth pretty boy without the strength to lead the nation. As Tobin persuasively argues, FDR became president less in spite of polio than because of polio. The Man He Became affirms that true character emerges only in crisis and that in the shaping of this great American leader character was all.

Rhetoric is often seen as a synonym for shallow, deceptive language, and therefore as something negative. But if we view rhetoric in more neutral terms, as the ‘art of persuasion’, it is clear that we are all forced to engage with it at some level, if only because we are constantly exposed to the rhetoric of others. In this Very Short Introduction, Richard Toye explores the purpose of rhetoric. Rather than presenting a defence of it, he considers it as the foundation-stone of civil society, and an essential part of any democratic process. Using wide-ranging examples from Ancient Greece, medieval Islamic preaching, and modern cinema, Toye considers why we should all have an appreciation of the art of rhetoric. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

The Assassination That Defined a Generation

From the New Deal to the Reagan Revolution and Beyond

Cold War Chronology

Thank You for Arguing

Inaugural Presidential Address

What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion

Rhetorical Comprehension, Critique, and Response

The instant #1 New York Times bestseller and #1 USA Today bestseller Amanda Gorman ’ s electrifying and historic poem “ The Hill We Climb, ” read at President Joe Biden ’ s inauguration, is now available as a collectible gift edition. “ Stunning. ” —CNN “ Dynamic. ” —NPR “ Deeply rousing and uplifting. ” —Vogue On January 20, 2021, Amanda Gorman became the sixth and youngest poet to deliver a poetry reading at a presidential inauguration. Taking the stage after the 46th president of the United States, Joe Biden, Gorman captivated the nation and brought hope to viewers around the globe with her call for unity and healing. Her poem “ The Hill We Climb: An Inaugural Poem for the Country ” can now be cherished in this special gift edition, perfect for any reader looking for some inspiration. Including an enduring foreword by Oprah Winfrey, this remarkable keepsake celebrates the promise of America and affirms the power of poetry.

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 models of persuasion ethos, pathos and logos it draws out commonalities 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.

Provides a detailed analysis of the first presidential speech given by America’s thirty-fifth chief executive, revealing little-known facts and anecdotes regarding quotation sources, literary influences, and subject matter decisions.

The room darkens and grows hushed, all eyes to the front as the screen comes to life. Eagerly the audience starts to thumb the pages of their handouts, following along breathlessly as the slides go by one after the other. . . .We’re not sure what the expected outcome was when PowerPoint first emerged as the industry standard model of presentation, but reality has shown few positive results. Research reveals that there is much about this format that audiences actively dislike, and that the old school rules of classical rhetoric are still as effective as they ever were for maximizing impact. Renowned communications researcher, consultant, and speech coach Max Atkinson presents these findings and more in a groundbreaking and refreshing approach that highlights the secrets of successful communication, and shows how anyone can put these into practice and become an effective speaker or presenter. Topics Include: DT How to win and hold the attention of audiences; DT Using visual aids and PowerPoint more effectively; DT Getting your message across and winning applause; DT Inspiring audiences; DT How to prepare quickly; DT Fact and fiction about body language and non-verbal communication

Abraham Lincoln’s Speeches

President Barack Obama’s First Words to America

The Inauguration of John F. Kennedy and the Speech That Changed America

Nobody Turn Me Around

Rhetoric: A Very Short Introduction

The Assault on Reason

The Censors

Twenty stories by the Argentine writer are depict life in South America and the impact of authoritarian power, repression, and disappearances

An appraisal of the tragic event of the thirties that led to World War II, giving an account of England’s unpreparedness for war and a study of the short-comings of democracy when confronted by the menace of totalitarianism.

An illustrated edition of President Barack Obama’s inaugural address includes the address in its entirety, the text of the Oath of Office, information about past inaugural addresses, and a short biography of President Obama.

Disclaimer: This is an independent and unofficial addition to *Between the World and Me*, meant to enhance your experience of the original book. If you have not yet bought the original copy, make sure to purchase it before buying this unofficial summary. SPECIAL OFFER \$2.99 (Regularly priced: \$3.99) *Between the World and Me* was published in 2014 after the highly public and racist acts of law enforcement agents against blacks. The events that followed was a racist fueled terrorist act in Charleston, South Carolina. Ta-Nehisi’s book talks about racial issues surrounding America and his personal experiences growing up around these issues. There is a residual skeletal outline that surrounds the travesties and effects of the kingdom serial and racial issues surrounding contemporary America. This book is written as a long personal narrative and letter written to his fourteen year old son who is going to grow up within the confines of a racist and prejudiced system. This review offers a detailed summary of the main themes of the book, followed by an analysis. Ta-Nehisi Coates is known as the forefront author in regards to racial issues. He is known for his previous books and is known for writing in several famous publication. He graduated from Howard University. Read more... Download your copy today! for a limited time discount of only \$2.99! Available on PC, Mac, smart phone, tablet or Kindle device. (c) 2015 All Rights Reserved

The Hill We Climb

Soviet-American Relations, 1945-1991

JFK’s Quest for Peace

“Let the World Go Forth”

Critical Studies and Sources

Washington’s Farewell Address to the People of the United States, 1796

Robert F. Kennedy and the 1968 Indiana Primary

This first book-length analysis of Kennedy’s public address defines how he aroused Americans to action. This rigorously researched study offers both an in-depth analysis about the development of President Kennedy as a public speaker with a balanced view of his civil rights, foreign policy, presidential, and other types of speeches. Eight speech text accompany the analysis, along with a selected chronology of major speeches and a bibliography of important primary and secondary sources. This is a reference/teaching tool for students, teachers, and professionals in the fields of rhetoric, political communication, presidential studies, and American history.

Seminar paper from the year 2005 in the subject Rhetoric / Eloution / Oratory, grade: 1,0, Catholic University Eichstätt-Ingolstadt (Lehrstuhl für Amerikanistik), course: Proseminar “American West - Myths of the Frontier”, 12 entries in the bibliography, language: English, abstract: This work examines the use of the pioneer myth in Kennedy’s rhetoric and the transfer of the frontier image of the American West to the situation at the beginning of the 1960s. Two of his speeches, the “Nomination Acceptance Speech” and the “Remarks at the Dedication of the Aerospace Medical Health Center” are interpreted and analyzed. In this part of the paper, the literary aspects of the speeches are examined, most importantly the theme of the “New Frontier”. Furthermore, his political performance is evaluated and compared to the contents of his speeches; the idea is to examine whether or not Kennedy delivered what he promised and to evaluate his presidency in accordance with the means of political science.

The 1934 State of the Union Address was given by the 32nd president of the United States, Franklin D. Roosevelt. It was the first State of the Union address to be given in January. Excerpt: “Now that we are definitely in the process of recovery, lines have been rightly drawn between those to whom this recovery means a return to old methods—and the number of these people is small—and those for whom recovery means a reform of many old methods, a permanent readjustment of many of our ways of thinking and therefore of many of our social and economic arrangements. . . .”

No matter where students’ lives lead after graduation, one of the most essential tools we can teach them is how to comprehend, analyze, and respond to arguments. Students need to know how writers’ and speakers’ choices are shaped by elements of the rhetorical situation, including audience, occasion, and purpose. In *Teaching Arguments*, Jennifer Fletcher provides teachers with engaging classroom activities, writing prompts, graphic organizers, and student samples to help students at all levels read, write, listen, speak, and think rhetorically. Jennifer believes that, with appropriate scaffolding and encouragement, all students can learn a rhetorical approach to argument and gain access to rigorous academic content. *Teaching Arguments* opens the door and helps them pay closer attention to the acts of meaning around them, to notice persuasive strategies that might not be apparent at first glance. When we analyze and develop arguments, we have to consider more than just the printed words on the page. We have to evaluate multiple perspectives; the tension between belief and doubt; the interplay of reason, character, and emotion; the dynamics of occasion, audience, and purpose; and how our own identities shape what we read and write. Rhetoric teaches us how to do these things. Teaching Arguments will help students learn to move beyond a superficial response to texts so they can analyze and craft sophisticated, persuasive arguments—a major cornerstone for being not just college- and career-ready but ready for the challenges of the world.

A Twentieth-century Perspective

The Man He Became

John F. Kennedy and the New Frontier - The Rhetoric and the Political Results

Lend Me Your Ears

The Making of John F. Kennedy’s Inaugural Address

Sounding the Trumpet

John F. Kennedy and a New Generation

An analysis of the week leading up to JFK’s inauguration and his famous “ask not what your country can do for you, but what you can do for your country” speech offers insight into how America was divided by war fears, the president’s personality, and his strategic efforts to rally American spirit. Reprint.

Publisher description

Silverstrl provides a chronicle of the political and social contexts for John F. Kennedy’s 18-year career as a public communicator and political leader. He offers communication analysis of his years in politics, his campaigns, debates, and use of television on issues that became landmark communication efforts, elevating his charismatic presidency.

Presents the text of John F. Kennedy’s inaugural address, a historical overview of the speech, and an introduction by the late president’s daughter, as well as two other speeches by Kennedy.

John F. Kennedy and the 48 Hours that Made History

A People’s History of the 1963 March on Washington

John F. Kennedy and the Liberal Persuasion

Between the World and Me

How FDR Defied Polio to Win the Presidency

Teaching Arguments

Summary and Analysis

The Address was delivered at the dedication of the Soldiers’ National Cemetery in Gettysburg, Pennsylvania, on the afternoon of Thursday, November 19, 1863, during the American Civil War, four and a half months after the Union armies defeated those of the Confederacy at the decisive Battle of Gettysburg. In just over two minutes, Lincoln invoked the principles of human equality espoused by the Declaration of Independence and redefined the Civil War as a struggle not merely for the Union, but as “a new birth of freedom” that would bring true equality to all of its citizens, and that would also create a unified nation in which states’ rights were no longer dominant. Throughout history, some books have changed the world. They have transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are.

Offers students an advanced approach to public speaking through a comprehensive discussion of rhetorical theory This text begins by addressing Aristotle’s “Five Canons of the Art”-a means of covering the basics through the lens of rhetorical theory- and progresses into a sophisticated outline of understanding, constructing and delivering artful rhetoric. The book incorporates scholarship on mediated communication, pragmatic speaking genres, the rhetorical situation, and aesthetic form. Rhetorical Public Speaking aims to encourage students to be engaged citizens of society. Upon completing this book, readers will be able to: Understand Aristotle’s Five Canons of Rhetoric Construct and execute speeches Explore how they can use rhetorical speech in their daily lives

An introduction to the art of rhetoric explains how persuasion can profoundly influence personal and professional successes and reveals an array of techniques employed by such personalities as Aristotle and Winston Churchill.

Rhetorical Public Speaking

The Inaugural Address

John F. Kennedy

Faith and the Presidency From George Washington to George W. Bush

All You Need to Know about Making Speeches and Presentations

Becoming JFK

Ask Not