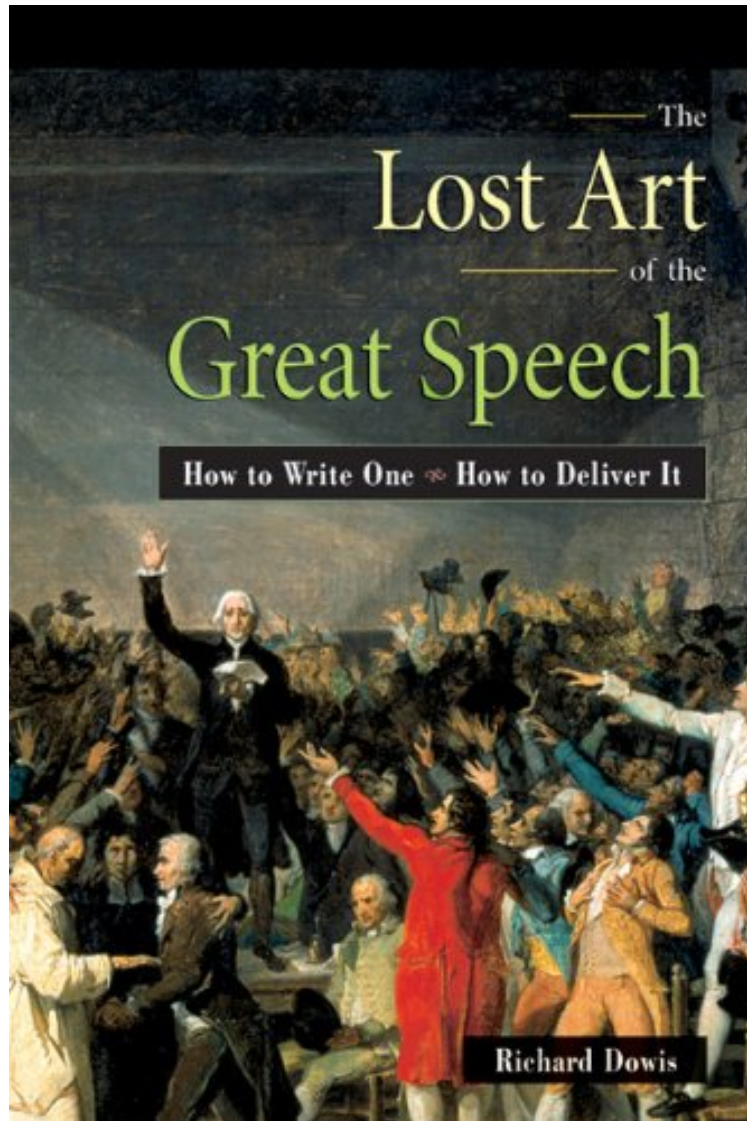


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## The Lost Art of the Great Speech: How to Write One--How to Deliver It

*Richard Dowis*

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**Richard Dowis : The Lost Art of the Great Speech: How to Write One--How to Deliver It** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Lost Art of the Great Speech: How to Write One--How to Deliver It:

4 of 4 people found the following review helpful. I learned a lot from this book...By L. F. SmithI've been involved in public speaking for a long time: I spent four years on my college debate team, I coached high school debate for fifteen years, I've presented dozens of staff development workshops over the years, and I'm a Distinguished Toastmaster.

However, the most interesting thing I've learned about public speaking is that there's always more to learn. This book taught me a lot. The book's subtitle says that its purpose is to help speakers create great speeches: "How to Write One. How to Deliver It." I think the book accomplishes that goal. Each of the seventeen chapters discusses some element of speaking-- outlining, using statistics, practicing the speech, etc.-- and then offers an one or two examples of famous speeches that illustrate the subject. The result is a series of practical lessons about speaking, which combine into a sort of survey course. It works very well. The author is a very experienced speech writer, so he's authoritative. However, he's always careful to point out that anything he says has to be considered in light of the particular circumstances of the speech. One size does not fit all. I really liked this book. It was an excellent blend of information and entertainment. I recommend it most highly. 0 of 0 people found the following review helpful. An excellent introduction By David Y.B. Kaufmann This is an excellent introduction to writing and delivering a speech. I would have preferred more examples of great speeches, perhaps as an appendix, or at least an in-depth analysis how a few worked. I was looking for something a bit more advanced, but I would highly recommend to any one just starting to write speeches, or with little experience. It is also good for speakers. 0 of 0 people found the following review helpful. Practical and Inspiring By Danny B This was a book that I was genuinely disappointed to come to the end of. Dowis guides readers through the process of writing and delivering a great speech, with the ease and informality of a friend. His writing is engaging and elegant. His tips and advice are easy to understand and easy to apply in a variety of public speaking formats. I especially appreciated his descriptions of the various kinds of literary devices that make a speech sizzle such as anaphora, triads, antithesis, and metaphor/simile, to name a few. After each chapter Dowis includes transcriptions of notable historic speeches and points out the characteristics that made the speeches great. I'm sure I will reread this book and refer to it many times in the years to come.

Splashy slides, confident body language, and a lot of eye contact are fine and well. But if a speech is rambling, illogical, or just plain boring, the impact will be lost. Now everyone can learn to give powerful, on-target speeches that capture an audience's attention and drive home a message. The key is not just in the delivery techniques, but in tapping into the power of language. Prepared by an award-winning writer, this authoritative speech-writing guide covers every essential element of a great speech, including outlining and organizing, beginning with a bang, making use of action verbs and vivid nouns, and handling questions from the audience. Plus, the book includes excerpts from some of history's most memorable speeches--eloquent words to contemplate and emulate.

"[Dowis]...provides refreshing...insights, peppered with dry humor, about how [to] create and present a speech from start to finish." -- Industry Week, February 2000 About the Author Richard Dowis (Waleska, GA) recently retired from his position as senior vice president at the PR firm of Manning, Selvage Lee. He now leads several popular business-writing seminars and is the president of the Society for the Preservation of English Language and Literature. He has also won PRSA Phoenix Awards for speech and annual report writing. His books include How to Make Your Writing Reader-Friendly and (as coauthor) The Write Way.