



## Lend me your ears : all you need to know about making speeches and presentations /

Atkinson, J. Maxwell (John Maxwell)  
<https://id.oclc.org/worldcat/entity/E39PBJht8VYhRkBW9cpXxkXd>

Oxford University Press,  
 2005

Monografía

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 positively 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: How to win and hold the attention of audiences; Using visual aids and PowerPoint more effectively; Getting your message across and winning applause; Inspiring audiences; How to prepare quickly; Fact and fiction about body language and non-verbal communication

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**Título:** Lend me your ears all you need to know about making speeches and presentations Max Atkinson

**Editorial:** Oxford New York Oxford University Press 2005

**Descripción física:** 1 online resource (376 pages) illustrations

**Mención de serie:** Ebook Central Academic Complete Collection

**Nota general:** Originally published: London : Vermilion, 2004

**Bibliografía:** Includes bibliographical references and index

**Contenido:** Introduction: audiences are always right -- Part I: The language of public speaking. The battle for audience attention: keeping listeners awake and engaged ; Speaking in private and speaking in public: conversation and public speaking ; The sight and sound of words: differences between writing and speaking ; Part I exercises -- Part II: Visual aids and verbal crutches. Reading from slides and talking with chalk: visuals ancient and modern ;

Showing what you mean: visuals for viewers ; Part II exercises -- Part III: Winning with words. The persuasive power of words: the use of rhetorical techniques ; Painting pictures with words: the use of imagery and anecdotes ; Part III exercises -- Part IV: Putting principles into practice. Translating messages to increase impact: political speeches and business presentations ; Putting it all together: structure and preparation ; Unaccustomed as you may be: making social and duty speeches ; Part IV exercises -- Part V: Body language and speech ; Physical facts and fiction: body language, movement and tension ; The power of speech: restoring confidence in the spoken word

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**Lengua:** English

**Nota de acción:** digitized 2010 HathiTrust Digital Library committed to preserve pda MiAaHDL

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**ISBN:** 9780198041207 electronic bk.) 0198041209 electronic bk.) 9781621984740 electronic bk.) 1621984745 electronic bk.) 1280846216 9781280846212 9781429438094 1429438096 9786610846214 6610846219 0195300750 Paper) 9780195300741 hbk. ;) alk. paper) 0195300742 hbk. ;) alk. paper) 9780195300758 pbk. ;) alk. paper)

**Materia:** Public speaking Speech Misinformation Speech Communication Art de parler en public Parole Mésinformation speech (communication function) LANGUAGE ARTS & DISCIPLINES- Public Speaking. Public speaking.

**Enlace a formato físico adicional:** Print version Atkinson, J. Maxwell (John Maxwell). Lend me your ears. Oxford ; New York : Oxford University Press, 2005 0195300742 9780195300 (DLC) 2005012876 (OCoLC) 60311869

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