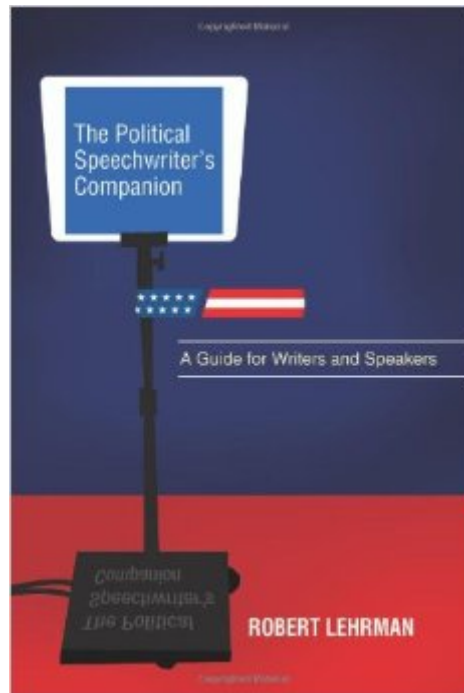


The book was found

The Political Speechwriter's Companion: A Guide For Writers And Speakers



Synopsis

Other guides on public speaking focus on how to convey knowledge or understanding. While it is useful to master such informative speech, other goals and strategies are essential for a politician: publicity, for one. To communicate optimism, to rely on material written by others, to speak repeatedly, day in and day out. Above all, politicians need to persuade their audiences. They can use facts or appeal to values, but in the end, they must urge action. Politicians are advocates. Robert Lehrman, former speechwriter for Vice President Al Gore, offers both speakers and writers the LAWS of political speech. He 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. With how-to guidance in each chapter including annotated speeches Lehrman shows how to apply the LAWS at every step, even providing an entire chapter on delivery. Lehrman also opens up his Rolodex to readers, interviewing speechwriting luminaries who offer up their best advice in a Behind the Scenes feature. As Delivered boxes point to Web links for watching notable speeches, while a handy Speechwriters Checklist concludes every chapter.

Book Information

Paperback: 293 pages

Publisher: CQ Press; 1st edition (October 28, 2009)

Language: English

ISBN-10: 1604265493

ISBN-13: 978-1604265491

Product Dimensions: 6 x 0.8 x 8.9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars Â Â See all reviews Â (15 customer reviews)

Best Sellers Rank: #98,822 in Books (See Top 100 in Books) #52 in Â Books > Politics & Social Sciences > Politics & Government > Political Science > Reference #54 in Â Books > Politics & Social Sciences > Politics & Government > Ideologies & Doctrines > Nationalism #92 in Â Books > Textbooks > Social Sciences > Political Science > Political Ideologies

Customer Reviews

Bob Lehrman has more than three decades experience writing speeches. He has written for politicians, celebrities, nonprofits and corporate CEOs. He worked as Chief Speechwriter in the White House to Vice President Al Gore. He's currently an adjunct professor at the American

University in Washington, DC where he teaches, together with political humorist Eric Schnure, a well-regarded graduate-level speechwriting course. This is the textbook for their course. It's an invaluable resource for writers and speakers in the political and corporate worlds. Lehrman's writing career began as a novelist who studied with Kurt Vonnegut at the Iowa Writers Workshop. He still enjoys the balance between writing under his own name and putting words into the mouths of the powerful. Lehrman is the author of four novels and numerous op-ed's. But it's the experience gained as a speechwriter in both houses of Congress, as well as the White House, that is the source of the lessons he shares in the classroom and his book. Bob and Eric teach two semesters a year. Many of their students have wanted to be speechwriters since middle school, when they became hooked on episodes of *The West Wing*. A common question he's asked is "How do I get a job as a political speechwriter?" He points out that with 200,000 candidates running for 60,000 elected positions in America every two years there's no shortage of work for anyone who can stand the long hours and low pay. He reminds students that political speechwriting is hard work. Ten hour days, six days a week, are common. Corporate speechwriters make three times the salary and can go home to their family. But corporate speeches are often information dumps built around PowerPoint.

[Download to continue reading...](#)

The Political Speechwriter's Companion: A Guide for Writers and Speakers Domine lo Basico: Ingles: Master the Basics of English for Spanish Speakers (Spanish Edition) Larousse Gramatica de la Lengua Espanola: Reglas y Ejercicios/Grammar for Spanish Speakers Gramatica De La Lengua Inglesa : A Complete English Grammar Workbook for Spanish Speakers Science Research Writing for Non-Native Speakers of English Companion Planting: Companion Gardening - A Practical Guide For Beginners To Learn Everything About Companion Planting (Organic Gardening, Container Gardening, Vegetable Gardening) Romance, Emotion, and Erotica Writers' Phrase Book: Essential Reference and Thesaurus for Authors of All Romantic Fiction, including Contemporary, Historical, ... and Suspense (Writers' Phrase Books Book 7) Readers and Writers with a Difference: A Holistic Approach to Teaching Struggling Readers and Writers Fiction Writers' Phrase Book: Essential Reference and Thesaurus for Authors of Action, Fantasy, Horror, and Science Fiction (Writers' Phrase Books Book 5) Fantasy Writers' Phrase Book: Essential Reference for All Authors of Fantasy Adventure and Medieval Historical Fiction (Writers' Phrase Books Book 4) Science Fiction Writers' Phrase Book: Essential Reference for All Authors of Sci-Fi, Cyberpunk, Dystopian, Space Marine, and Space Fantasy Adventure (Writers' Phrase Books Book 6) 400 STRONG VERBS FOR ROMANCE AND EROTICA WRITERS (Strong Verbs for Writers Book 1) Science Fiction Writers' Phrase Book: Essential Reference for All Authors of Sci-Fi, Cyberpunk, Dystopian, Space Marine,

and Space Fantasy Adventure (Writers' Phrase Books) (Volume 6) Blogging For Writers: How Authors & Writers Build Successful Blogs Keys for Writers with Assignment Guides, Spiral bound Version (Keys for Writers Series) Classic Horror Writers (Pbk)(Oop) (Writers of English) Magazine Editors Talk to Writers (Wiley Books for Writers) Writers of the Future 32 Science Fiction & Fantasy Anthology (L. Ron Hubbard Presents Writers of the Future) Leveled Books for Readers, Grades 3-6: A Companion Volume to Guiding Readers and Writers Rousseau: 'The Discourses' and Other Early Political Writings (Cambridge Texts in the History of Political Thought) (v. 1)

[Dmca](#)