

The Advanced Communication Series Manuals

The Entertaining Speaker (#226A)

Includes valuable information on how to give an entertaining or dramatic speech, where to find material, how to make an audience laugh, and what to do when you're asked to speak.

Speaking to Inform (#226B)

Contains information and ideas on the demonstration talk, the fact-finding report, the abstract concept and resources for informing.

Public Relations (#226C)

Covers building goodwill through a speech, persuading an audience, speaking to a hostile audience and speaking to the media.

Facilitating Discussion (#226D)

Provides instruction in the four different methods of leading a group discussion. An ideal manual for managers, trainers, teachers and administrators.

Specialty Speeches (#226E)

Covers impromptu speeches, sales presentations, introductions, inspirational speeches and oral interpretations.

Speeches by Management (#226F)

How to handle a variety of speaking situations managers encounter in the work environment. Topics covered include giving briefings, technical speeches, motivational speeches and status reports.

The Professional Speaker (#226G)

A guide to preparing and presenting the five kinds of speeches professionals give most often. Covers the keynote address, the entertaining speech, the sales training speech, the seminar and the motivational speech.

Technical Presentations (#226H)

A complete guide to preparing and presenting briefings, proposals, technical papers and team presentations.

Persuasive Speaking (#226I)

This manual helps you develop persuasive techniques and expand your presentation skills so that you can influence and persuade others to accept your ideas, products or services.

Communicating on Video (#226J)

With this manual you'll learn to present editorials, appear as a guest on an interview program, conduct a press conference and use the internet to train.

Storytelling (#226K)

Types of stories covered in this manual include the folk tale, the personal story, stories with morals, the touching story and the historical story.

Interpretive Reading (#226L)

Provides instruction in developing your interpretive reading skills. Projects include presenting stories, poetry, monodrama, plays and oratorical speeches.

Interpersonal Communications (#226M)

Topics covered include conversing with ease, negotiating, handling criticism, coaching someone to improve performance, and expressing satisfaction effectively.

Special Occasion Speeches (#226N)

Provides instruction in giving toasts, speaking in praise, "roasting" someone, and presenting or accepting awards.

Humorously Speaking (226O)

This manual shows you how to use humorous stories and jokes throughout your speech to grab and keep listeners' attention and illustrate your points. You also learn how to give an entirely humorous speech.