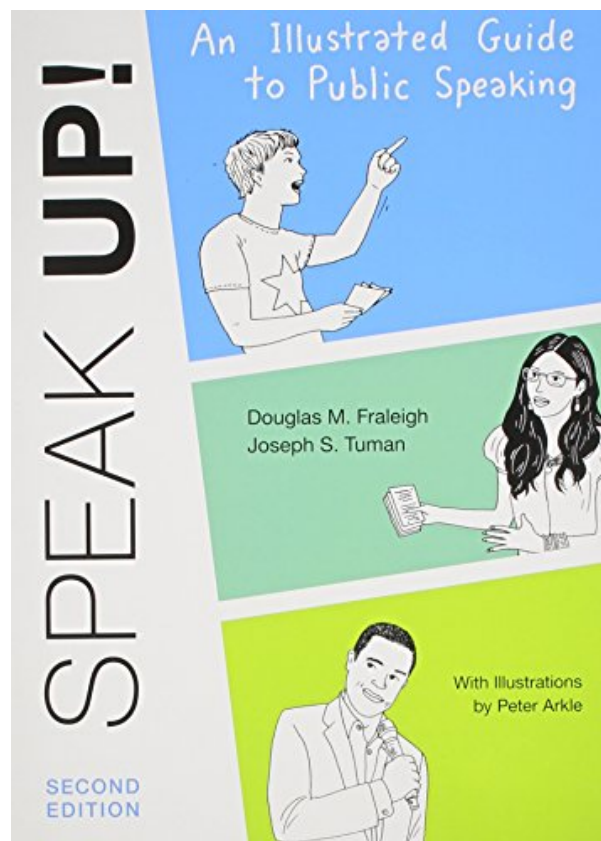
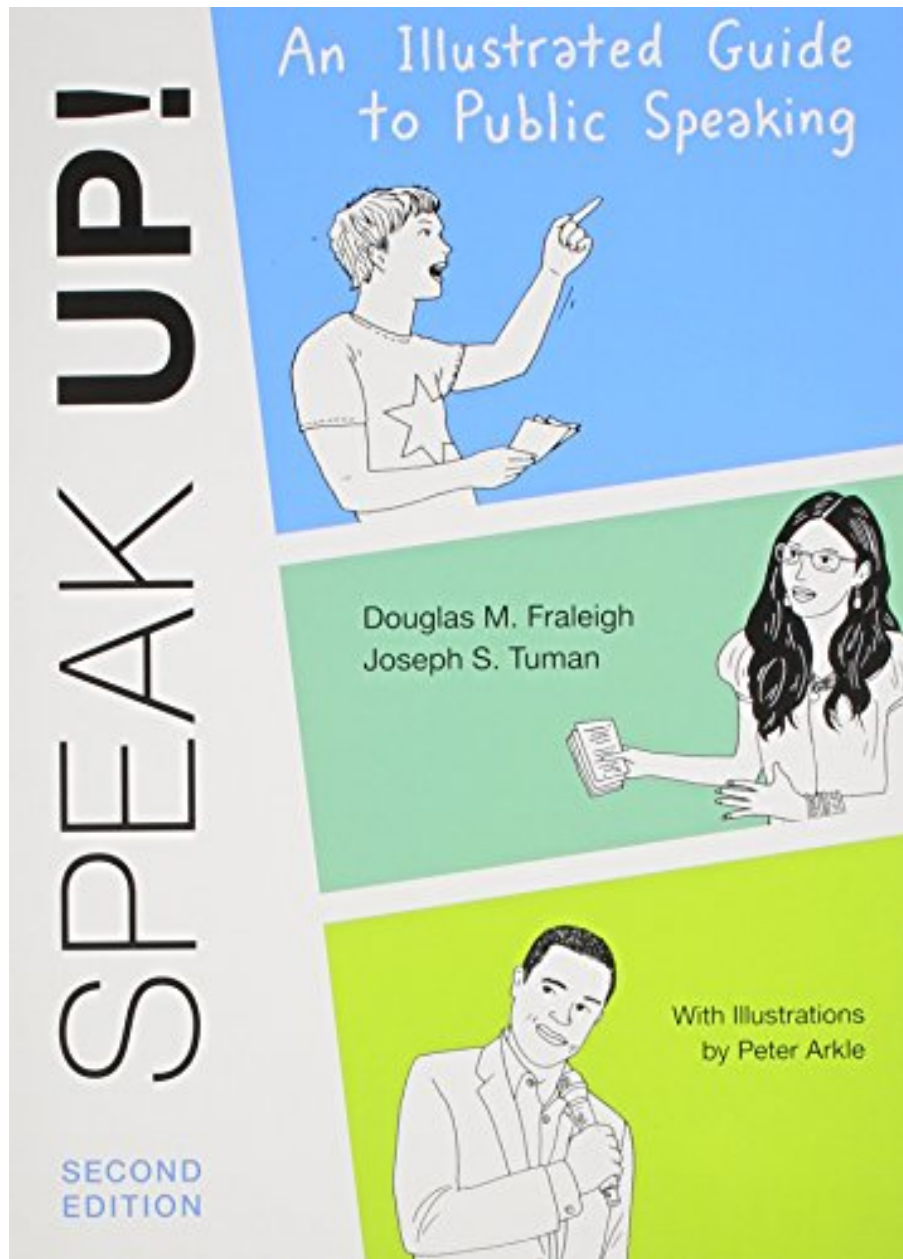


SPEAK UP: AN ILLUSTRATED GUIDE TO PUBLIC SPEAKING BY DOUGLAS M. FRALEIGH, JOSEPH S. TUMAN



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About the Author

DOUGLAS M. FRALEIGH is a Professor of Communication at California State University at Fresno. During his twenty-plus year teaching career, he has taught more than one thousand students in public speaking and related courses. He has also coached intercollegiate speech and debate at University of California at Berkeley, California State University at Sacramento, Cornell University, and California State University at Fresno, working with hundreds of student competitors and serving in regional and national collegiate forensics organizations. Along with his research focus on freedom of speech and the limits of legal expression, Dr. Fraleigh has served as associate editor for the *Freedom of Expression Annual*, *Argumentation and Advocacy*, and *Contemporary Argumentation and Debate*. JOSEPH S. TUMAN is Professor of Speech and Communication Studies at San Francisco State University, where he has been honored with the Jacobus tenBroek Society Award for Excellence in Teaching. Dr. Tuman regularly appears on television as a political commentator and is the author of *Communicating Terror: The Rhetorical Dimensions of Terrorism*. In addition, Professor Tuman has taught at the University of California at Berkeley, The New School, and the Sorbonne. He has published widely in the field of communication studies and has operated a private consulting practice for individuals, businesses, and government entities seeking assistance with speech writing, communication strategies, and presentation skills. PETER ARKLE is a professional illustrator who grew up in Scotland and received a B.A. in Illustration from St. Martin's School of Art (1991) and an M.A. from the Royal College of Art (1993). Along with his work for corporate clients, Peter is a regular contributor to the *New York Times*, *New York Magazine*, *Print*, and *Business Week* and has created work for many other publications including *GQ*, *The New Yorker*, and *The Guardian* (UK). He lectures several times a year at high schools and universities across the U.S. and notes that he's learned a great deal from *Speak Up* about preparing and delivering his own presentations. To see more of Peter's work, please visit <http://www.peterarkle.com/>.

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Smart, compelling, fun, and affordable, *Speak Up* connects with students through great writing, useful guidance, and hundreds of custom-drawn illustrations that bring speech to life. Instructors appreciate the book's serious coverage of concepts and theories, fascinating real-life examples, and visual explanations that clarify complex ideas. And all this comes at less than half the price of competing texts.

Read the preface.

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8 of 8 people found the following review helpful.

Formative Look at the Art of Public Speaking

By Terry MacDonald

The more that I looked at this book, the more it dawned on me how powerful cartoons really are. The textbook for a course of public speaking should be engaging! I find that "Speak Up" effectively teaches the basics in a way that is intelligent, humorous, and memorable. My students warmed up to this book immediately, which is helpful for class that can stir up a lot of negative feelings. As it says, "get the butterflies flying in formation."

Although there are pictures, this is not a picture-book but a full-on textbook! The 600 pages are broken down into 19 chapters that cover all points of public speaking, from persuasive speaking to audience analysis. It's a lot of material to cover, but isn't that always the case? I feel good requiring the purchase of this book because it encourages future reads. In class, I also often include stories from *Success Secrets of the Motivational Superstars: America's Greatest Speakers Reveal Their Secrets*, because of its authentic, real-world examples.

The material is helpful for all people who are looking to enhance their communication skills and prepare for life's public speaking moments, such as a wedding speech or an impromptu presentation.

3 of 3 people found the following review helpful.

Solid, practical primer- with illustrations

By Eric H. Roth

As a university instructor who teaches international teaching assistants and international graduate students, I have often been disappointed in the quality of standard speech textbooks - especially for non-native English speakers giving academic presentations. This second edition of *Speak Up: An Illustrated Guide to Public Speaking* has been a pleasant surprise. The accessible, even friendly, format provides practical guidelines for impromptu speaking, presentation aids, updated infographics, and many full-text samples that consistently emphasize the importance of analyzing your audience and creating a coherent speech. Chapter 12 - titled *Language and Style* - highlights some crucial, yet often overlooked concepts including differences between oral and written language, an illuminating discussion concrete vs abstract words, and a helpful section on appropriate language and deploying unbiased language. The often comic black-and-white illustrations illuminate many points.

This fine primer, however, remains problematic for my oral skills courses. The authors have crammed a considerable amount of information into their handbook, but it runs over 660 pages. If I taught a year long high school speech class, I might consider it but even a full semester community college speech course would probably only use a small fraction of this textbook. Few classes will read a fifth of the material. So I'm still sticking with the slightly dated, but still outstanding *Giving Academic Presentations* (Michigan Series in English for Academic & Professional Purposes) because it more precisely meets the needs of many international teaching assistants and graduate students. Less is sometimes more.

Perhaps the authors will choose to publish smaller, more focused chapters as individual books in the future. Meanwhile, instructors and students can enjoy dipping into this friendly reference work.

1 of 1 people found the following review helpful.

I like dis book bruh

By Teagro

This is a pretty good book. It gives practical, understandable advice and the illustrations and charts make it enjoyable to read.

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