

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДОНЕЦЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ВАСИЛЯ СТУСА
ФАКУЛЬТЕТ ФІЛОЛОГІЇ, ПСИХОЛОГІЇ ТА ІНОЗЕМНИХ МОВ
КАФЕДРА ІНОЗЕМНИХ МОВ ПРОФЕСІЙНОГО СПРЯМУВАННЯ

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МЕТОДИЧНИЙ ПОСІБНИК

для самостійної роботи з дисципліни

ІНОЗЕМНА МОВА (АНГЛІЙСЬКА)

для здобувачів 1-2 років навчання СО «Бакалавр»,
факультету філології, психології та іноземних мов
освітніх програм «Психологія», «Кризова психологія»
на текстовому матеріалі монографії *“The Power Presenter: Technique, Style, and
Strategy from America’s Top Speaking Coach”*, Chapters 1-14.

Калініченко В.І., Зубенко О.В., Міщенко І.Ю. Методичний посібник для самостійної роботи з дисципліни «Іноземна мова (англійська)» для здобувачів 1-2 років навчання СО «Бакалавр» факультету філології, психології та іноземних мов освітніх програм «Психологія», «Кризова психологія» на текстовому матеріалі монографії «The Power Presenter: Technique, Style, and Strategy from America's Top Speaking Coach», Chapters 1-14. Вінниця: ДонНУ імені Василя Стуса, 2024. 58 с.

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ПЕРЕДМОВА

Самостійна робота здобувачів є необхідною умовою підготовки висококваліфікованих фахівців, ключовим елементом у процесі самовдосконалення, розвитку автономності здобувача (a self-dependent learner) та невід’ємною частиною безперервного навчання (lifelong learning). Мета самостійної роботи полягає у формуванні вміння систематизувати, планувати, контролювати й регулювати свою діяльність без допомоги й контролю викладача.

Представлений методичний посібник призначений для самостійної роботи здобувачів 1-2 років навчання СО «Бакалавр» факультету філології, психології та іноземних мов Донецького національного університету імені Василя Стуса освітніх програм «Психологія», «Кризова психологія» в межах курсу «Іноземна мова (англійська)». Високий рівень володіння англійською мовою є на сучасному етапі значущою складовою ефективною навчальною та науковою діяльністю майбутніх фахівців у галузях психології та кризової психології. Рекомендовані проблемні тестові завдання множинного вибору розроблені на текстовому матеріалі монографії *J. Weissman “The Power Presenter: Technique, Style, and Strategy from America’s Top Speaking Coach”, Chapters 1-14*).

Посібник складається з чотирнадцяти розділів і охоплює такі актуальні теми, як: «*YOUR ACTIONS SPEAK LOUDER THAN YOUR WORDS*», «*THE CRUCIAL TASK: CREATING AUDIENCE EMPATHY*», «*THE BUTTERFLIES IN YOUR STOMACH*», «*HOW TO PREPARE YOUR CONTENT: THE SEVEN STEPS OF STORY DEVELOPMENT*», «*YOU CAN BE A POWER PRESENTER – CHARISMA NOT REQUIRED*», «*THE MENTAL METHOD OF PRESENTING : MAKE THE BUTTERFLIES FLY IN FORMATION*», «*LEARN TO SPEAK WITH YOUR BODY LANGUAGE*», «*CONTROL YOUR CADENCE*», «*MASTERS OF THE GAME*», «*WHAT EVERY SPEAKER CAN LEARN FROM BARACK OBAMA*», «*GRAPHICS SYNCHRONIZATION*», «*GRAPHICS AND NARRATIVE*», «*THE POWER PRESENTATIONS PYRAMID*», «*CODA – ENDING WITH THE BEGINNING*».

Кожен зазначений розділ містить 15 тестових завдань множинного вибору (разом у посібнику подано 210 тестових позицій), призначених для перевірки розуміння та засвоєння фактуальної і концептуальної інформації відповідного розділу монографії. Наприкінці посібника подано ключі із відповідями до запропонованих тестових завдань, що дають змогу викладачеві оцінити рівень засвоєння здобувачами матеріалу розділів 1-14. Методичний посібник додатково містить список друкованих та онлайн (відео) джерел для подальшого поглибленого опанування проблематики розділів студійованої монографії, дотичної до різноманітних психологічних аспектів підготовки та презентації усних промов перед конкретним типом цільової аудиторії.

CHAPTER 1

«YOUR ACTIONS SPEAK LOUDER THAN YOUR WORDS»

Do the multiple-choice test below:

- 1) Which three V-s does the Author sum up the set of human dynamics in?
 - a) Verbal, Vocal, Vector;
 - b) Verbal, Vocal, Visual;
 - c) Verbal, Vocational, Visual;
 - d) Verb, Voice, Vision;
 - e) Verbal, Vocal, Victim.

- 2) What is one of the most important concepts the Author teaches his private clients?
 - a) Audience Sensibility;
 - b) Audience Advocacy;
 - c) Presenter Advocacy;
 - d) Emotions Advocacy;
 - e) Power Point Advocacy.

- 3) Which is one of the main messages the Author communicates to the readers in the Chapter under consideration?
 - a) Story speaks louder than body language;
 - b) Heart speaks louder than mind;
 - c) Powerful words speak louder than actions;
 - d) Actions speak louder than words;
 - e) Intonation patterns speak louder than text component of the presentation.

- 4) The Author claims that Audience Advocacy applies equally to the physical delivery of your story via your body language and your voice.
 - a) False, as the provided statement is not related to the concept of Audience Advocacy;
 - b) True;
 - c) False, as the provided statement lacks *the text component* in its structure: Audience Advocacy applies equally to the physical delivery of your story via your body language, your text component and your voice;

- d) False, as the provided statement lacks *the emotions component* in its structure: Audience Advocacy applies equally to the physical delivery of your story via your body language, your emotions component and your voice;
- e) None of the above variants is correct.

5) Which politician angrily pounded his fists on the desk, disrupting the session of the United Nations General Assembly?

- a) Maurice Harold Macmillan;
- b) John F. Kennedy;
- c) Joseph Stalin;
- d) Nikita Khrushchev;
- e) None of the above variants is correct.

6) What does *vocal* in human dynamics three V-s set mean?

- a) The speaker's rhythmic skills;
- b) The speaker's singing skills;
- c) The speaker's voice, or how they tell their story;
- d) The speaker's body language;
- e) None of the above variants is correct.

7) What does *verbal* in human dynamics three V-s set mean?

- a) The intonation patterns the speaker uses when delivering a speech;
- b) The terminology the speaker uses in their speech;
- c) The quotes the speaker presents at the beginning of the speech to introduce the topic;
- d) The story the speaker tells;
- e) None of the above variants is correct.

8) What does *visual* in human dynamics three V-s set mean?

- a) Microsoft PowerPoint slides;
- b) The speaker's body language, and what they do when they tell their story;
- c) The thematic video clips that support the speech presentation;
- d) The hard copies of the handouts prepared by the speaker to be distributed between the audience members;
- e) None of the above variants is correct.

9) Which U.S. politician does the Author consider to be the "Great Communicator"?

- a) Donald Trump;
- b) Ronald Reagan;

- c) Michelle Obama;
- d) Bill Clinton;
- e) Barack Obama.

10) Which V-component dominated in Ronald Reagan's speech that he delivered on August 15, 1988, at the Republican National Convention in New Orleans?

- a) Only the Verbal was obvious with the Vocal and the Visual to be hardly identified;
- b) The Vocal dominated the Visual and the Verbal;
- c) The Verbal dominated the Visual and the Verbal;
- d) The Visual dominated the Vocal and the Verbal;
- e) None of the above variants is correct.

11) Who is the author of the following statement provided in the Chapter under consideration: *Because speech—natural speech—does not consist of words alone. . . . It consists of utterance—an uttering- forth of one's whole meaning with one's whole being <...>:*

- a) Ronald Reagan;
- b) Dr. Sacks;
- c) Martin Luther King;
- d) The Author of the book;
- e) Bill Clinton.

12) Whose political speech, delivered at the United Nations General Assembly, did *the New York Times* journalists call "A Speech That Khrushchev or Arafat or Che Would Admire"?

- a) Augusto Pinochet's speech;
- b) Martin Luther King's speech;
- c) Hugo Chavez's speech;
- d) Mao Zedong's speech;
- e) None of the above variants is correct.

13) Which candidates for U.S. presidency competed in the election debate that then vividly demonstrated how the Visual dynamics dominated both the Vocal and Verbal?

- a) Richard M. Nixon and John F. Kennedy;
- b) Richard M. Nixon and George W. Bush;
- c) Richard M. Nixon and Bill Clinton;
- d) Martin Luther King and John F. Kennedy;
- e) None of the above variants is correct.

14) Which percentage distribution is relevant for the three V-s human dynamics set discussed in the Chapter under consideration?

a) Actions are the Visual, the 7 percent; speak is the Vocal, the 38 percent; and words are the Verbal, the 55 percent;

b) Actions are the Visual, the 55 percent; speak is the Vocal, the 38 percent; and words are the Verbal, the 7 percent;

c) Actions are the Visual, the 50 percent; speak is the Vocal, the 30 percent; and words are the Verbal, the 20 percent;

d) Actions are the Visual, the 55 percent; speak is the Vocal, the 7 percent; and words are the Verbal, the 38 percent;

e) None of the above variants is correct.

15) What do they call a form of communication in which only the Visual element exists?

a) Shadow play;

b) Puppetry;

c) Post-modern drama;

d) Pantomime;

e) None of the above variants is correct.

CHAPTER 2

«THE CRUCIAL TASK: CREATING AUDIENCE EMPATHY»

Do the multiple-choice test below:

1) Which dynamic is the audience impacted by in addition to the Visual, Vocal, and Verbal forces, according to the Author?

a) Psychopathy;

b) Philosophy;

c) Naturopathy;

d) Sympathy;

e) Empathy.

2) Which concept covers the notion of the shared feelings between the audience and the presenter in the presentation environment?

a) Empathy;

b) Sensibility;

c) Fellowship;

- d) Compassion;
- e) Communion.

3) Whose political speech are these words part of: *I am highly privileged to be my party's nominee and I am content that my faith and my story are for the American people to decide.* ?

- a) Donald Trump's;
- b) Bob Dole's;
- c) Joseph Biden's;
- d) Arnold Schwarzenegger's;
- e) None of the above variants is correct.

4) The words "*<...> America, tonight, if you feel the same energy that I do, if you feel the same urgency that I do, if you feel the same passion that I do <...>*" belong to one of the keynote speeches delivered by:

- a) Barack Obama;
- b) Bill Clinton;
- c) George Bush;
- d) Donald Trump;
- e) None of the above variants is correct.

5) Which politician being dry-as-dust was no match for the Bill Clinton's charm?

- a) Bob Dole;
- b) Donald Trump;
- c) Joseph Biden;
- d) Arnold Schwarzenegger;
- e) None of the above variants is correct.

6) Fill in the gap: The *delivery system lifted the payload into orbit and the convention delegates at the packed Fleet Center in Boston rose in unison to give Obama anovation.*

- a) ineligible;
- b) extraordinary;
- c) insulting;
- d) enthusiastic;
- e) None of the above variants is correct.

7) Complete the following sentence: *Positive or negative, either way, the audience responds to the presenter's behavior.....*

- a) voluntarily;
- b) confidently;
- c) involuntarily;
- d) unconfidently;
- e) None of the above variants is correct.

8) How can the phrase *monkey see, monkey do* be explained, according to the Author of the Book under consideration?

- a) What is seen is the same as what is felt;
- b) What is seen is the same as what is planned;
- c) What is planned is the same as what is felt;
- d) What is seen is the same as what is presented;
- e) None of the above variants is correct.

9) Who were *the mirror neurons*, a set of nerve cells in the brain, first studied by, and when did that happen?

- a) In 1993 by a team of Israeli researchers;
- b) In 1992 by a team of Italian researchers;
- c) In 1991 by a team of Italian researchers;
- d) In 1992 by a team of German researchers;
- e) None of the above variants is correct.

10) Which concept covers the notion of a direct correlation between what the presenter *does* (*Visual dynamics*) and *says* (*Vocal dynamics*) and how the audience feels about the presenter?

- a) Rapport;
- b) Sensibility;
- c) Empathy;
- d) Sympathy;
- e) Sensitivity.

11) Which kind of a relationship in the list below do the Author's examples regarding Bill Clinton, Arnold Schwarzenegger, Gray Davis, Bob Dole and other politicians discussed in the Chapter vividly illustrate?

- a) The presenter *voice management/audience perception* relationship;
- b) The *presenter behavior/audience body language* relationship;
- c) The *presenter behavior/audience perception* relationship;
- d) The *presenter behavior/grahics* used in the presentation relationship;
- e) None of the above variants is correct.

12) How old was Barack Obama when he delivered his keynote speech at the Democratic National Convention in 2004?

- a) 43 y.o.
- b) 38 y.o.
- c) 42 y.o.
- d) 40 y.o.
- e) 47 y.o.

13) Whose political success and, namely, becoming the 44-th president of the United States was launched by just one 16-minute, 25-second speech?

- a) Donald Trump's;
- b) Barack Obama's;
- c) George W. Bush's;
- d) Richard Nixon's;
- e) Bill Clinton's.

14) What does the *Effectiveness Matrix* display?

- a) The story and the messages it communicates;
- b) The story and the eye contact;
- c) The story and the body language;
- d) The story and the delivery;
- e) The story and the voice management.

15) How long has the Author of the book been presenting?

- a) 15 years;
- b) 8 years;
- c) Three decades;
- d) A decade;
- e) Two decades.

CHAPTER 3

«THE BUTTERFLIES IN YOUR STOMACH»

Do the multiple-choice test below:

1) The title of the Author's first book is:

- a) "Presenting to Defeat";

- b) “Presenting to Win”;
- c) “Presenting to Manipulate”;
- d) “Presenting to Succeed”;
- e) “Presenting to Triumph”.

2) What types of speakers does Mark Twain single out?

- a) Those who get nervous and those who are liars;
- b) Those who get confused and those who are liars;
- c) Those who get nervous and those who are traitors;
- d) Those who get stressed and those who are extremely strong;
- e) No correct variant above.

3) The Author has been out of the television business for:

- a) two years;
- b) five years;
- c) one decade;
- d) two decades;
- e) three decades.

4) The Author claims that he can easily calculate the units of:

- a) 65;
- b) 100;
- c) 60;
- d) 70;
- e) 80.

5) The Author claims that television people can be characterized as:

- a) Those living by the clock;
- b) Those being chaotic;
- c) Those being irresponsible;
- d) Those being unserious;
- e) Those being unpunctual.

6) An idiomatic expression the Author uses in the Chapter that means you are anxious and have a nervous feeling in your stomach sounds as:

- a) The butterflies in one’s stomach;
- b) Like a cat on hot bricks;
- c) Heart skipping a beat;
- d) Heebie-jeebies;

e) On pins and needles.

7) The defensiveness freezes the speech presenter into the following pose type:

- a) The tree pose;
- b) The deer in the headlights pose;
- c) The bridge pose;
- d) The hand-in-jacket pose;
- e) The chair pose.

8) The Author claims that such unwords as “um” or “ah” intruding repeatedly into the speaker’s presentation make the orator sound:

- a) Passionate;
- b) Persuasive;
- c) Powerful;
- d) Confident;
- e) Uncertain.

9) At the end of the Chapter when summarizing the ideas the Author uses the following abbreviated vocabulary unit:

- a) K-day;
- b) B-day;
- c) V-E day;
- d) V-day;
- e) D-day.

10) The following positions (*the upper arms press tightly against the side of the body, positioning the forearms and hands to be able to quickly dart down to protect the vulnerable underbelly; as a result, the elbows clasp the body*) are commonly called:

- a) Body wrap;
- b) Face-to-face position;
- c) Time lapse position;
- d) Fight-or-flight position;
- e) No correct variant above.

11) When relying upon the context related to animals’ reactions to imminent danger the Author discusses the following phenomenon:

- a) a Fight-or-Flight situation;
- b) a Fight-or-Fight situation;
- c) a Flight-or-Flight situation;
- d) a Fight-or-Surrender situation;

e) a Fight-or-Lie situation.

12) The author claims that when the date and time for your mission-critical presentation is set, you come close to the:

- a) Moment of Peace;
- b) Moment of Truth;
- c) Moment of Glory;
- d) Moment of Inertia;
- e) Moment of Force.

13) A time misperception phenomenon that the Author discusses in the Chapter under consideration when one deals with a hypothetical form of time dilation or contraction, is called:

- a) Time hole;
- b) Time wrap;
- c) Time willow;
- d) Time warp;
- e) Time wheel.

14) One of the photographs the Author relies upon when presenting the Chapter is:

- a) *Sixteen-Year-Old Bill Clinton Meets President John F. Kennedy*, by Jessy Glenn, 1963;
- b) *President George W. Bush, First Inaugural Address* by Jenn Williams, 1986;
- c) *Libby Dole at the Republican National Convention*, by Oliver Gram, 1985;
- d) *September Morn* by Paul Chabas, 1912;
- e) *Mother and Child in Eye-to-Eye Contact*, by Harold Klaus, 1978.

15) The Author introduces the Chapter under consideration quoting:

- a) Cicero;
- b) Mark Twain;
- c) Daniel Goleman;
- d) William Shakespeare;
- e) John Kennedy.

CHAPTER 4

«HOW TO PREPARE YOUR CONTENT: THE SEVEN STEPS OF STORY DEVELOPMENT»

Do the multiple-choice test below:

1) What is extremely important for a speaker to do when getting ready to present, according to the Author?

- a) To find relevant printed and online sources that can be used for the presentation material content;
- b) To have a cup of strong coffee before starting the preparation;
- c) To do the data dump during the speaker's preparation and not during their presentation;
- d) To find a person who will be able to effectively guide the speaker during the preparation process;
- e) To relax for at least three hours and only then start preparing for the presentation.

2) Which previous book written by the Author discusses in detail the Power Presentations story development process?

- a) "Presenting to Succeed" ;
- b) "Presenting to Win" ;
- c) "Presenting to Impress" ;
- d) "Presenting Never to Fail" ;
- e) "Presenting to Achieve".

3) Whose method is the *Roman column concept* based on?

- a) Cicero's method;
- b) Hegel's Method;
- c) Aristotle's Method;
- d) William Shakespeare's Method;
- e) René Descartes' Method.

4) How is the abbreviation of *PME* deciphered in the context of Chapter 4?

- a) Precision Measuring Equipment;
- b) Positive Mental Attitude;
- c) Planned Maintenance Engineering;
- d) Personnel Management for Executives;
- e) no correct variant above.

5) How is the abbreviation of *NME* deciphered in the context of Chapter 4?

- a) New Musical Express;
- b) Negative Mental Attitude;
- c) New Memory Approach;
- d) Neutral Mind Assessment;

e) No correct variant above.

6) Which book does the Author refer to when discussing *numerical* Flow Structures model in the Chapter under consideration?

a) “How to Deliver a TED Talk” by Jeremy Donovan;

b) “The Presentation Secrets” by Steve Jobs;

c) “Seven Habits of Highly Effective People” by Stephen Covey;

d) “Presentation Advantage: How to Inform and Persuade Any Audience” by Kory Kogon and Breck England;

e) “Slide:ology: The Art and Science of Creating Great Presentations” by Nancy Duarte.

7) What does the Author call one of the simplest *Flow Structures models* described in his book “Presenting to Win” that implies combining all the speaker’s Roman columns and assigning them a number, then counting down for their audience as they discuss each column?

a) Roman;

b) Philosophical;

c) Chronological;

d) Conceptual;

e) Numerical.

8) What does the Author call one of the simplest *Flow Structures* models described in his book “Presenting to Win” that implies tracking one’s story along a timeline: past, present, and future; yesterday, today, and tomorrow; year over year?

a) Chronic;

b) Scientific;

c) Digital;

d) Chronological;

e) Numerical.

9) What has become *the lingua franca* of twenty-first-century communications, ranging from grade-school rooms up to boardrooms, according to the Author?

a) Google;

b) PowerPoint;

c) Skype;

d) Zoom;

e) Microsoft Teams.

10) What does the Author call a practice methodology used in a speaker's rehearsals when they speak the actual words of their presentation or speech aloud, just the way they will do it when they are in front of their intended audience?

- a) Practicing;
- b) Repetition;
- c) Verbalization;
- d) Narration;
- e) Memorization.

11) What seems to be counterproductive and unnecessary for presentations and speeches, according to the Author?

- a) Digitalization;
- b) Narration;
- c) Conceptualization;
- d) Verbalization;
- e) Memorization.

12) How often does the Author verbalize his presentation material when introducing particularly new material or creating new content for special events?

- a) 2 times;
- b) 24 times;
- c) 20 times;
- d) 12 times;
- e) 10 times.

13) What is a very important lesson the Author learnt when delivering a keynote speech at an investment banking conference?

- a) A speaker must never present in any new situation without first singing silently their favourite song to get more motivated and enthusiastic;
- b) A speaker must never present in any new situation without first looking through all their cribsheets;
- c) A speaker must never present in any new situation without first verbalizing;
- d) A speaker must never present in any new situation without first providing a thematic quote of a famous personality;
- e) None of the above variants is correct.

14) What does the abbreviation of the IDG company that Patrick McGovern is the founder and chairman of mean?

- a) International Data Governance;

- b) Interpersonal Data Group;
- c) International Data Group;
- d) International Design Group;
- e) International Development Group.

15) Which of the steps below cannot be referred to the Author's *The Seven Steps of Story Development* conception?

- a) Roman Columns: Find a Mnemonic Device for Your Main Themes;
- b) Establish the Framework of Your Presentation;
- c) Flow Structure: Provide a Road Map for Your Audience and for You;
- d) Brainstorming: Consider All the Possibilities;
- e) Body Language: use the most striking and unusual hand gestures for your presentation to be catchy for the audience.

CHAPTER 5

«YOU CAN BE A POWER PRESENTER – CHARISMA NOT REQUIRED»

Do the multiple-choice test below:

1) What does the Author think about a presenter's charisma?

- a) He thinks that Nature nullifies Nurture and no change is ever possible for a presenter born without natural charisma;
- b) He thinks that good speakers are born, not made;
- c) He thinks that change is possible for anyone, and it is real for a presenter to obtain and boost their charisma in the course of life;
- d) He thinks that charisma is the least important part of a presenter's personality;
- e) None of the above variants is correct.

2) Which U.S. President had chronic difficulty with the English language that made him the frequent butt of jokes in the media?

- a) George W. Bush;
- b) Bill Clinton;
- c) John F. Kennedy;
- d) Barack Obama;
- e) Richard Nixon.

3) Which full word was supposed to be displayed on the screen instead of the allegedly displayed word RATS in a television commercial run by the Republican National Committee?

- a) Technocrats;
- b) Democrats;
- c) Bureaucrats;
- d) Autocrats;
- e) Meritocrats.

4) What did one of the reporters suggest when discussing the cause of the then-Governor George W. Bush's chronic mispronunciations and malapropisms?

- a) Mental disorder;
- b) Toothache;
- c) Dyslexia;
- d) Bad memory;
- e) Speech apparatus physical trauma which might have occurred in the past.

5) Which U.S. President delivered his first inaugural address on January 20, 2001?

- a) George W. Bush;
- b) Bill Clinton;
- c) Albert Gore;
- d) Barack Obama;
- e) Donald Trump.

6) Which U.S. President, according to the Author, managed to change and improve as a speech presenter further throughout his presidency being a failure as a speaker at the beginning of his political career?

- a) Donald Trump;
- b) Richard Nixon;
- c) Albert Gore;
- d) Barack Obama;
- e) George W. Bush.

7) Which U.S. President, according to the Author, is considered to be a gifted and natural superstar speech presenter but indeed was not born with this capability?

- a) Donald Trump;
- b) Bill Clinton;
- c) Albert Gore;
- d) Barack Obama;
- e) George W. Bush.

8) Which U.S. President when delivering a nominating speech in 1988 failed as a presenter reading almost every word of his 18-page speech?

- a) Albert Gore;
- b) Barack Obama;
- c) Richard Nixon;
- d) George W. Bush;
- e) Bill Clinton.

9) Which U.S. President had the longest in history, 81-minute laundry list of a speech?

- a) Barack Obama;
- b) Donald Trump;
- c) Bill Clinton;
- d) Joe Biden;
- e) John F. Kennedy.

10) Which U.S. President wrote in his autobiography about one of his political speeches having been “32 minutes of total disaster”?

- a) Bill Clinton;
- b) Barack Obama;
- c) Richard Nixon;
- d) George W. Bush;
- e) Donald Trump.

11) How old was future U.S. President Bill Clinton when he got to shake the hand of President John F. Kennedy and then got a historic photograph with him?

- a) 18 y.o.
- b) 20 y.o.
- c) 19 y.o.
- d) 16 y.o.
- e) 23 y.o.

12) Whose political speech did U.S. President Bill Clinton call “the greatest speech of his lifetime?”

- a) The Gettysburg Address by Abraham Lincoln;
- b) Address to Congress (April 2, 1917) by Woodrow Wilson;
- c) “I Have a Dream” by Martin Luther King, Jr;
- d) “Their Finest Hour” by Winston Churchill;
- e) First Inaugural Speech by Franklin D. Roosevelt.

13) What do they often call metaphorically, according to the Author, that vigorous gesture which was to become President John F. Kennedy’s trademark?

- a) A credit card gesture;
- b) A gun holding gesture;
- c) A money gesture;
- d) A glass of wine gesture;
- e) A bishop gesture.

14) Whose hand gesture did Bill Clinton use with his own version (having his thumb upraised and the other four fingers of his hand curled into his palm) when delivering his Farewell Speech in 2000?

- a) The Nixon gesture;
- b) The Lincoln gesture;
- c) The Obama gesture;
- d) The Kennedy gesture;
- e) The Trump gesture.

15) Which famous U.S. politician is not discussed by the Author in the Chapter under consideration?

- a) Martin Luther King;
- b) John F. Kennedy;
- c) Bill Clinton;
- d) George W. Bush;
- e) Donald Trump.

CHAPTER 6

«THE MENTAL METHOD OF PRESENTING : MAKE THE BUTTERFLIES FLY IN FORMATION»

Do the multiple-choice test below:

1) The Author claims that the following cognitive and mental ability is essential in every activity in the human experience:

- a) Relaxation;
- b) Physical activity;
- c) Concentration;
- d) Ability to be neutral in terms of emotional reactions;
- e) Ability to display emotions expressively.

2) What plays a particularly important role in physical performances, such as sports, music, dance, and theater, according to the Author?

- a) The mind;
- b) The emotion;
- c) The human's character and nature;
- d) The voice;
- e) The body language.

3) What do they call a form of acting which revolutionized the theatrical profession in the middle of the twentieth century by breaking ranks with the traditional emphasis on vocal projection and body movement and focusing instead on emotions?

- a) The Action;
- b) The Method;
- c) The Step;
- d) The Mind;
- e) The Soul.

4) Which is one of the main messages delivered in this Chapter by the Author?

- a) A form of acting known as "The Method" will definitely be irrelevant for speech preparation training sessions in the 21 century;
- b) The speaker should mostly focus on their body language when preparing a speech presentation;
- c) A presentation coach is supposed to provide service, not disservice;
- d) Voice management is the most important part of the speech presentation;
- e) None of the above variants is correct.

5) Whose ideas was *The Method* based on?

- a) Peter Brook;
- b) Charlie Chaplin;
- c) Les' Kurbas;
- d) Constantine Stanislavski;
- e) Oleksandr Dovzhenko.

6) Why do *The Method* actors use concentration in their theatrical performance activities?

- a) To be able to memorize appropriately large text pieces they are supposed to voice during the performance;
- b) To recall sense memories of events in their own lives to evoke feelings that help them create realistic depictions of the characters they portray;
- c) To be as attentive as possible to various details of the drama piece text they are going to perform;
- d) To be able to display their characters' emotions as expressively as possible;

e) None of the above variants is correct.

7) The Author claims that in any sport of the reader's choice, be it skiing, tennis, golf, swimming, basketball, or soccer concentration is fundamental when mind is used to control the body.

a) False, because the Author mentions dancing rather than sports as an activity in this regard;

b) False, because the Author claims that in some kinds of sport it is the body which controls the mind, not vice versa;

c) True;

d) False, because the Author does mention volleyball as an activity in this regard as well which is not provided as part of the statement in test item 7;

e) False, because the Author does not mention soccer as an activity in this regard.

8) Which method of presenting does the Author recommend us to use?

a) The Body Language Method of Presenting;

b) The Emotional Method of Presenting;

c) The Audiovisual Method of Presenting;

d) The Mental Method of Presenting;

e) None of the above variants is correct.

9) What do we need to use in order to control our physical delivery of the message, according to the Author?

a) Our body language skills;

b) Our voice management;

c) Our mind;

d) Our sense of humour;

e) Our memory.

10) What do the Author's conclusions and findings indicate regarding his students' answers and feedbacks about their feelings when training to present during the public speaking courses?

a) The students' fear of using body language when delivering a speech;

b) The students' ability to deliver speeches without any obvious psychological problems but still with the cribsheets being used;

c) The students' ability to deliver speeches without any Author's remarks in his capacity as their coach;

d) The students' fear of public speaking;

e) None of the above variants is correct.

11) Which of the following cognitive and physical aspects (*muscle mass, concentration, conditioning, nutrition, hydration, stamina*) ranks highest in importance in sports, according to the Author?

- a) Conditioning;
- b) Concentration;
- c) Stamina;
- d) Nutrition;
- e) Muscle mass.

12) What do they call a heightened state of mental and physical efficiency that produces peak performance?

- a) Quiet mind;
- b) Soft mind;
- c) Firm mind;
- d) Quick mind;
- e) Relaxed mind.

13) What do they call a technique/action when the speaker distracts away from themselves by thinking “you” and saying “you” which stimulates empathy in the one “you” that the speaker is addressing?

- a) The *Focus in* technique;
- b) The *Focus out* technique;
- c) The *Head nods* technique;
- d) The *Adrenaline flow* technique;
- e) The *Dynamic circle* technique.

14) What do they call a method which is a simpler and far more effective way to reduce the fear of public speaking (rather than *meditation, visualization, shouting, jingling coins, small-diameter bats*, etc.), according to the Author?

- a) The Memory Method;
- b) The Adjust Your Content Method;
- c) The Dynamic Circle Method;
- d) The Mental Method;
- e) The Raise-the-Bar Method.

15) What does the Author consider to be the turning point and the endgame of the Mental Method of Presenting?

- a) Long-lasting meaningful silence;
- b) Smiles;

- c) Numerous post presentation delivery questions;
- d) Head nods;
- e) Emotionally expressive verbal feedbacks.

CHAPTER 7

«LEARN TO SPEAK WITH YOUR BODY LANGUAGE»

Do the multiple-choice test below:

1) How many stages of learning do they consider in the process of performing a physical activity?

- a) 2;
- b) 4;
- c) 5;
- d) 6;
- e) 3.

2) The key for one to be able to make changes in oneself is to accept.....

- a) The frustration;
- b) The dissatisfaction;
- c) The destiny;
- d) The comfort;
- e) The discomfort.

3) The Comfort Zone Paradox Matrix comprises the following elements:

- a) Presenter, audience;
- b) Perception, audience;
- c) Behavior, presenter;
- d) Behavior, presenter, audience;
- e) Behavior, presenter, audience, perception.

4) According to the Author, the key point that one needs in order to develop new habits is

- a) Repetition over time;
- b) Frustration;
- c) Motivation;
- d) Struggle;
- e) Intelligence.

5) During the Author's training sessions, Joe Moglia, the chief executive officer of TD Ameritrade, related to him as

- a) a fellow coach;
- b) a senior coach;
- c) a course developer;
- d) a participant of the training course;
- e) a coach assistant.

6) According to the Author, people and organizations are resistant to change because of the...

- a) both discomfort and comfort;
- b) discomfort;
- c) comfort;
- d) repetition over time;
- e) being able to relax when needed.

7) What is meant by an inability to make a decision due to over-thinking a problem?

- a) Analysis by paralysis;
- b) Paralysis by analysis (analysis paralysis);
- c) Comfort Zone Paradox;
- d) Mental Method issue;
- e) Reduced Instructions Model.

8) The Reduced Instructions Model consists of the following constituents:

- a) Vocal, Visual;
- b) Think you, Vocal, Intention;
- c) Think you, Vocal;
- d) Think you, Vocal, Visual;
- e) Vocal, Visual, Intention.

9) According to the Author, the most important part of human communication are.....

- a) ears (an audial component);
- b) eyes (a visual component);
- c) mouth (a speech production component);
- d) nose (a smell sense component);
- e) touch (a tactile component).

10) According to the Author, the most appropriate term for the state in which two people are aware of looking directly into one another's eyes is.....

- a) Eye contact;
- b) Eye connect;
- c) Eye-to-eye contact;
- d) Visual contact;
- e) Visual connect.

11) The common statement “I like that person; he looks me straight in the eye!” is typical of

- a) the Western culture;
- b) the Arabic culture;
- c) the African culture;
- d) the Latin America culture;
- e) the Oriental (China, Japan) culture.

12) How many benefits does *the touch-and-go* approach yield?

- a) 3;
- b) 4;
- c) 6;
- d) 5;
- e) 8.

13) Whose debate during the U.S. presidential election of 1960 is discussed in detail in the Chapter under consideration?

- a) The Kennedy- Dole Debate;
- b) The Kennedy- Clinton Debate;
- c) The Kennedy- Douglas Debate;
- d) The Kennedy- Bush Debate;
- e) The Kennedy- Nixon Debate.

14) Who was labeled as “*Tricky Dicky*” during the 1950 election campaign for U.S. senator from California?

- a) Richard Nixon;
- b) John Kennedy;
- c) Helen Gahagan Douglas;
- d) George Bush;
- e) Don Hewitt.

15) How can the abbreviation of ERA be deciphered?

- a) Eye Connect, Reach out, and Activate;
- b) Eye Connect, Rock out, and Animate;

- c) Eye Connect, Run out, and Animate;
- d) Eye Connect, Reach out, and Anticipate;
- e) Eye Connect, Reach out, and Animate.

CHAPTER 8

«CONTROL YOUR CADENCE»

Do the multiple-choice test below:

- 1) According to the Author, cadence in speech is the equivalent of
 - a) rhythm in poetry;
 - b) rhythm in dance;
 - c) rhythm in swimming;
 - d) rhythm in football;
 - e) rhythm in music.

- 2) According to the Author, the phrase gives your cadence
 - a) logic;
 - b) pause;
 - c) sense;
 - d) rhythm;
 - e) reason.

- 3) According to the Author, in terms of one's spoken cadence the Vocal equivalent of a written punctuation mark is.....
 - a) volume;
 - b) rhythm;
 - c) pause;
 - d) speed;
 - e) effect.

- 4) According to the Author, during a presentation process a most powerful tool in terms of the cadence control issue is
 - a) Phrase and Logic skill;
 - b) Phrase and Rhythm skill;
 - c) Phrase and Pause skill;
 - d) Word and Pause skill;
 - e) Sentence and Pause skill.

5) The pause provides the presenter with the following benefits:

a) Presenter thinks; Read the Reaction/Adjust the Content; Earn a positive perception; Control your tempo; Audience absorbs; Presenter breathes;

b) Presenter thinks; Audience absorbs; Presenter breathes; Unwords vanish; Voice animates; Read the Reaction/Adjust the Content; Earn a positive perception; Control your tempo; Reduce sensory overload; Punctuate;

c) Presenter breathes; Unwords vanish; Voice animates; Control your tempo; Reduce sensory overload;

d) Audience absorbs; Presenter breathes; Unwords vanish;

e) Unwords vanish; Voice animates; Control your tempo; Reduce sensory overload.

6) According to the Author, one of the *primary* benefits that the pause provides is.....

a) It reduces sensory overload;

b) It ensures efficient breathing;

c) It improves the speaker's body language;

d) It improves the speaker's intonation patterns;

e) It improves the audience's comprehension.

7) The Chapter under consideration discusses the following overall number of the benefits that the pause provides the speaker with:

a) 4;

b) 2;

c) 5;

d) 7;

e) 10.

8) The triangle that represents *the three reduced instructions* can also be viewed as a circle of interlocking arrows in terms of the *Three Linked Instructions Model* which consists of the following elements:

a) P&P, ERA, Think-You;

b) P&P, ERA, Think-I;

c) P&P, Arc Completion, Think-You;

d) Phrase and Pause, ERA, Think-I;

e) Arc Completion, Think-You, Eye Connect.

9) The Three Reduced Instructions Model, in its turn, consists of the following elements:

- a) P&P, Arc Completion, Think-You;
- b) Arc Completion, Think-You, Eye Connect;
- c) P&P, ERA, Think-You;
- d) Phrase and Pause, ERA, Think-I, the Three Linked Instructions Model;
- e) Phrase and Pause, ERA, Think-I.

10) *Big Tent presentations* are those delivered to audiences of more than

- a) 20 people;
- b) 100 people;
- c) 150 people;
- d) 300 people;
- e) 50 people.

11) How many very first phrases should the speaker consider in order to establish the rhythm for their entire presentation?

- a) the first 20 phrases;
- b) the first 5 phrases;
- c) the first 15 phrases;
- d) the first 10 phrases;
- e) the first 8 phrases.

12) How many plays of every contest should be scripted for a strong start according to the formula originated by the San Francisco 49ers professional football team?

- a) the first 10 plays;
- b) the first 3 plays;
- c) the first 5 plays;
- d) the first 15 plays;
- e) the first 12 plays.

13) How many practice techniques are discussed in the Chapter under consideration?

- a) 3;
- b) 2;
- c) 4;
- d) 5;
- e) 7.

14) The Author of the book under consideration was born in ...

- a) Chicago;
- b) San Francisco;
- c) Los Angeles;

- d) New York;
- e) London.

15) The Author illustrates the importance of *Completing the Arc* in speech providing the corresponding example of

- a) President Joseph Biden;
- b) President Donald Trump;
- c) President George W. Bush;
- d) President Bill Clinton;
- e) President Barack Obama.

CHAPTER 9

«MASTERS OF THE GAME»

Do the multiple-choice test below:

1) Who does the Author consider to be the brightest example of the Visual and Vocal dynamics power?

- a) Ronald Reagan;
- b) Barack Obama;
- c) Bill Clinton;
- d) George W. Bush;
- e) John Kennedy.

2) When did the British Prime Minister Winston Churchill come to the United States to deliver his speech to a joint session of Congress?

- a) On December 26, 1942;
- b) On December 26, 1941;
- c) On December 24, 1941;
- d) On December 26, 1943;
- e) On December 21, 1941.

3) How long did the British Prime Minister Winston Churchill's speech to the United States to express his nation's support for its ally last?

- a) 30 minutes;
- b) 40 minutes;
- c) 15 minutes;
- d) 20 minutes;

e) 10 minutes.

4) What did Winston Churchill's trademark sign "V" mean at the end of his speech to the United States Congress?

- a) an attention sign;
- b) a peace sign;
- c) a farewell sign;
- d) a victory sign;
- e) an insult sign.

5) When did President John F. Kennedy deliver his inaugural address?

- a) on January 20, 1962;
- b) on January 20, 1960;
- c) on January 21, 1961;
- d) on January 22, 1961;
- e) on January 20, 1961.

6) What accent did President John F. Kennedy speak in when delivering his inaugural address?

- a) San Francisco accent;
- b) London accent;
- c) Boston accent;
- d) Texas accent;
- e) Chicago accent.

7) What was the number of people that Martin Luther King Jr. spoke before on August 28, 1963?

- a) 200,000;
- b) 100,000;
- c) 300,000;
- d) 150,000;
- e) 120,000.

8) What was the title of Martin Luther King's speech that he delivered on August 28, 1963?

- a) "The Quest for Peace and Justice";
- b) "I Have a Dream";
- c) "Paul's Letter to American Christians";
- d) "Beyond Vietnam: A Time to Break the Silence";
- e) "The Other America".

9) Who did Richard Nixon consider to be one of the greatest political speakers?

- a) Reverend Billy Graham;
- b) Martin Luther King;
- c) Barack Obama;
- d) Winston Churchill;
- e) Queen Elizabeth II.

10) President Ronald Reagan's outstanding communication skills are often mistakenly attributed to his career as.....

- a) a university lecturer;
- b) an actor;
- c) a film director;
- d) a writer;
- e) a journalist.

11) Which political speakers mentioned below were viewed as religious leaders?

- a) Martin Luther King and Billy Graham;
- b) Martin Luther King and Winston Churchill;
- c) Martin Luther King and John F. Kennedy;
- d) John F. Kennedy and Billy Graham;
- e) Winston Churchill and Billy Graham.

12) Which political speakers mentioned below were national leaders who spoke from on high, down to their audiences asking them to come up to their lofty level?

- a) Martin Luther King and Billy Graham;
- b) John F. Kennedy and Billy Graham;
- c) Martin Luther King and Winston Churchill;
- d) Winston Churchill and Billy Graham;
- e) Winston Churchill and John F. Kennedy.

13) According to the Author, who spoke to his audiences equally at their level, as one of them as if, "He's speaking to me!"?

- a) Martin Luther King;
- b) Bill Clinton;
- c) Richard Nixon;
- d) John Kennedy;
- e) Ronald Reagan.

14) Which political speaker emulated Ronald Reagan?

- a) John Kennedy;
- b) Barack Obama;
- c) Bill Clinton;
- d) Martin Luther King;
- e) Richard Nixon.

15) Who did Barack Obama reference frequently in his bestselling autobiography “The Audacity of Hope”?

- a) Richard Nixon;
- b) Bill Clinton;
- c) Ronald Reagan;
- d) John Kennedy;
- e) Martin Luther King.

CHAPTER 10

«WHAT EVERY SPEAKER CAN LEARN FROM BARACK OBAMA»

Do the multiple-choice test below:

1) The Chapter under consideration is basically dedicated to....

- a) Martin Luther King;
- b) Ronald Reagan;
- c) Bill Clinton;
- d) Barack Obama;
- e) John Kennedy.

2) How large was Barack Obama’s audience in 2008 when he delivered his acceptance speech?

- a) 85,000 spectators and 30 million television viewers;
- b) 80,000 spectators and 30 million television viewers;
- c) 85,000 spectators and 35 million television viewers;
- d) 90,000 spectators and 30 million television viewers;
- e) 85,000 spectators and 40 million television viewers.

3) Which political speaker had the media painted for months *as the silvertongued orator* in terms of their individual delivery style?

- a) Barack Obama;
- b) Bill Clinton;
- c) John McCain;

- d) Hillary Clinton;
- e) Albert Gore.

4) Which political speaker had the media painted for months as *the the stiff, error-prone, volatile curmudgeon* in terms of their individual delivery style?

- a) Barack Obama;
- b) Bill Clinton;
- c) Hillary Clinton;
- d) John McCain;
- e) Albert Gore.

5) Which political speaker does “Straight Talk Express” slogan belong to?

- a) Albert Gore;
- b) Hillary Clinton;
- c) Barack Obama;
- d) Bill Clinton;
- e) John McCain.

6) Which political speaker are the prolongation fillers “ums”, “ahs”, and “y’knows” typical of?

- a) John McCain;
- b) Hillary Clinton;
- c) Albert Gore;
- d) Barack Obama;
- e) Bill Clinton.

7) When did John McCain and Barack Obama meet for their first encounter of the presidential election?

- a) on August 16, 2009;
- b) on August 16, 2008;
- c) on August 12, 2008;
- d) on July 16, 2008;
- e) on August 16, 2006.

8) What is Barack Obama’s attitude towards *animation* within a political speech delivery?

- a) He is always animated expressing himself with passionate emphasis;
- b) He never uses animation in speeches;
- c) He uses animation occasionally;

d) He considers animation a useful tool but uses it rarely himself;
e) He considers using animation a good skill he himself needs to develop in the nearest future.

9) When did Barack Obama's final presidential debate that he concluded with Topspin, take place?

- a) On October 10, 2007;
- b) On October 16, 2008;
- c) On October 15, 2008;
- d) On October 16, 2010;
- e) On May 16, 2008.

10) How does the Author interpret the *Anecdote* technique in the Chapter under consideration?

- a) As a joke;
- b) As a funny story;
- c) As a brief human interest story;
- d) As a real story about a historical figure;
- e) As a historic figure's quotation.

11) What is the stylistic device that John Kennedy used to extend an invitation to the world by saying "Let them come to Berlin" four times in his speech delivered on on June 26, 1963?

- a) Repetition;
- b) Anaphora;
- c) Metaphor;
- d) Metonymy;
- e) Zeugma.

12) How many times did Sir Winston Churchill, the British prime minister, repeat the words "we shall" in his World War II speech?

- a) 10;
- b) 12;
- c) 20;
- d) 9;
- e) 11.

13) What do they call a stylistic device which is a form of repetition that occurs when the first word or set of words in one sentence, clause, or phrase is/are repeated at or

very near the beginning of successive sentences, clauses, or phrases; repetition of the initial word(s) over successive phrases or clauses?

- a) Anaphora;
- b) Repetition;
- c) Alliteration;
- d) Assonance;
- e) Metaphor.

14) What is the stylistic device that Barack Obama used in one of his famous political speeches when delivering the following statement: “There is not a liberal America and a conservative America—there is the United States of America”?

- a) Alliteration;
- b) Antithesis;
- c) Repetition;
- d) Topspin;
- e) Parallel construction.

15) What do they call a form of emphasis that occurs through the repetition of initial consonant letters (or sounds) in two or more different words across successive sentences, clauses, or phrases.

- a) Repetition;
- b) Anaphora;
- c) Metaphor;
- d) Epithet;
- e) Alliteration.

CHAPTER 11

«*GRAPHICS SYNCHRONIZATION*»

Do the multiple-choice test below:

1) What does the Author view as the integration of the speaker’s slides with their Visual and Vocal components?

- a) Title Plus;
- b) The Power Presenter;
- c) Graphics Synchronization;
- d) B-School Versus C-School;
- e) The Back Link.

2) In the Chapter under consideration “The Complete Content Chain” vision by the Dolby Laboratories is focused upon

a) a series of six steps that take content (for television or film) from its creation by professionals to its playback by small businesses and their owners, and Dolby’s role at each of the steps;

b) a series of six steps that take content (for television or film) from its creation by professionals to its playback by consumers, and Dolby’s role at each of the steps;

c) Dolby’s role at each of the 4 steps is depicted as a series of six orange boxes, arranged in a parallel arc;

d) a series of five steps that take content (for television or film) from its creation by professionals to its playback by consumers, and Dolby’s role at each of the steps.

e) using animation to illustrate the 5 stages, the rectangles and boxes moved; morphed, and changed text to express the potential, implementation, and progression of the vision.

3) When the Author discusses another way to look at Graphics Synchronization due to the principle of *it is less about what you do and more about what you don’t do* he emphasizes upon..

a) The power of the voice;

b) The power of the word;

c) The power of the pause;

d) The power of the speech tempo;

e) The power of the body language.

4) B-school thinking model basically originates from....

a) the business school issue;

b) the baby-shop issue;

c) the biography issue;

d) the bachelor issue;

e) the bureaucracy issue.

5) C-school thinking model basically originates from....

a) the cinema issue;

b) the caricature issue;

c) the candidacy issue;

d) the capitulation issue;

e) the cacophony issue.

6) What do presenters traditionally use in order to hold the notes, hold the microphone, hold the computer and for other reasons?

- a) the desk;
- b) the table;
- c) the lectern;
- d) the chair;
- e) the overhead projector.

7) Who does the Author consider to be very good at presenting at the eye level of the audience?

- a) Ronald Reagan;
- b) Bill Clinton;
- c) Hillary Clinton;
- d) Bob Dole;
- e) George W. Bush.

8) What is meant by the Author's recommendation *to check sightlines* before the start of the presentation procedure?

- a) to look down at your audience showing dominance;
- b) to be good at time-management during the presentation;
- c) to make sure each person in your audience can see you and the screen;
- d) to create the impression that the speaker is at the same level as his audience;
- e) to use the graphics on the screen as your notes.

9) What audiences are culturally accustomed to reading from left to right?

- a) Western audiences;
- b) Oriental audiences (Chinese and Japanese);
- c) Arabic audiences;
- d) African audiences;
- e) Latin American audiences.

10) What presentation technique do the French call *jamais vu*?

- a) one should look at the new slide as if they have never seen it and see it as if it is for the first time;
- b) one should display the attitude of having seen the slides numerous times;
- c) one should present at the edge of the screen;
- d) one should look each person in their audience straight in the eye when he/she speaks;

e) one should gesture toward the screen and describe where they want their audience to look with their words.

11) How many valuable aspects does the pause take in Graphics Synchronization?

- a) 3;
- b) 2;
- c) 6;
- d) 4;
- e) 5.

12) How many damaging pitfalls does the presenter avoid when speaking only to Eyes?

- a) 2;
- b) 4;
- c) 3;
- d) 8;
- e) 5.

13) According to the Chapter under consideration, to whom should you be delivering *the Back Link*?

- a) one person
- b) any three people you have focused upon in the room;
- c) any four people you have focused upon in the room;
- d) any two people you have focused upon in the room;
- e) any five people you have focused upon in the room.

14) How many benefits does *the Back Link* technique have?

- a) 3;
- b) 2;
- c) 4;
- d) 6;
- e) 5.

15) What do they call an overview when a speaker should look at the new slide looking at the same time at it in its entirety?

- a) Title Plus;
- b) Title Minus;
- c) the Back Link;
- d) Less is More Principle;

e) Graphics Synchronization.

CHAPTER 12

«GRAPHICS AND NARRATIVE»

Do the multiple-choice test below:

1) When Leslie Culbertson assumed the vice president role of finance at Intel Corporation, the Author had the opportunity to coach her for her first major presentation at.....

- a) a Business English methodology conference for language instructors;
- b) the finance forum annual event;
- c) an investment conference;
- d) a legal business forum;
- e) an insurance business development seminar.

2) One of Leslie's presentation slides introduces the continuing growth of Intel's product revenues over.....

- a) three years;
- b) five years;
- c) seven years;
- d) ten years;
- e) twelve years.

3) Which technique was Leslie using to introduce each slide of the presentation?

- a) the Title Double Plus;
- b) the Title Plus;
- c) the Title Minus;
- d) the Title Up;
- e) none of those mentioned above.

4) Both simple and complex presentation slides can be designed using the Title Plus technique:

- a) false, this technique can be used for simple slides only;
- b) false, this technique can be used for complex slides only;
- c) the statement is true;

- d) this technique can be used for both simple and complex slides only when other techniques have failed for the particular presentation design;
- e) none of the answers mentioned above is correct.

5) A device that has become inexplicably standard equipment in the presentation trade and is actively used for verbal navigation, is called....

- a) a presentation pencil;
- b) a ruler;
- c) an electronic finger;
- d) a pointer;
- e) a remote control stick.

6) When dealing with the Title Plus technique for designing very complex presentation slides, the Author emphasizes on using

- a) three choices (build/change/display);
- b) two choices (build/display);
- c) four choices (think/build/change/display);
- d) five choices (think/build/reconsider/change/display);
- e) none of the answers mentioned above is correct.

7) The Author claims that the Title Plus technique andcombined tie your story and your slides together in a seamless narrative that makes it easy for your audience to follow.

- a) the Back Link technique;
- b) the Forth Link technique;
- c) the Mix Link technique;
- d) the Left Link technique;
- e) the Right Link technique.

8) Dr. Katherine Crothall's presentation generated enormous investor interest thanks totechnique having been used.

- a) the Title Plus;
- b) the Title Double Plus;
- c) the Title Minus;
- d) thw Title Up;
- e) none of those mentioned above.

9) The Author claims that most presenters when displaying bullets on their presentation slides?

- a) read them verbatim;

- b) voice them by heart without looking at the slides;
- c) do not either read them verbatim or voice them by heart or in any other way, just skipping them hoping for the audience to look through these bullets themselves during the presentation;
- d) voice some of the bullet points (not all of those presented on the slide);
- e) none of those mentioned above.

10) The Author claims that when using the bullet points on your presentation slides *the positive behavior* for the presenter in this regard is:

- a) read out loud verbatim with expression and intonation every single bullet on each slide of the presentation;
- b) read out loud verbatim with expression and intonation only the initial and the final bullet on each slide of the presentation;
- c) voice only the most important bullets, the rest of them may be skipped;
- d) skip No Bullets;
- e) none of those mentioned above.

11) The Author claims that using the following approach during the presentation design procedure a presenter should make sure that all the bullets are clearly related.

- a) the abridgment approach;
- b) the abbreviation approach;
- c) the shortening approach;
- d) the reduction approach;
- e) none of those mentioned above.

12) The Author claims that when presenters display quotations they most often.....

- a) skip all of them not either reading them verbatim or voicing them by heart but letting the audience just see them on the slides and analyze these quotations on their own;
- b) voice them by heart expressively without providing the original authors of the quotations;
- c) read them verbatim;
- d) voice by heart only the most important quotations, but not all those displayed on the slides;
- e) none of those mentioned above.

13) When using numeric and relational graphics in the presentation the Author recommends that we should apply the following techniques:

- a) the Title Plus and the Audiovisual Navigation techniques;
- b) the Title Minus and the Verbal Navigation techniques;
- c) the Title Double Plus and the Verbal Navigation techniques;

- d) the Title Plus and the Verbal Navigation techniques;
- e) none of those mentioned above.

14) The Author claims that a presenter can develop a persuasive story and have it ruined by what is known as.....

- a) Death by Presenter;
- b) Death by Voice;
- c) Death by PowerPoint;
- d) Death by Text;
- e) Death by IT tools.

15) The Author claims that a presenter can develop a persuasive story and have it ruined by the following syndrome type:

- a) Flight-or-Fight Syndrome;
- b) Back-and-Forth Syndrome;
- c) Sleep-or-Wake Syndrome;
- d) Fight-or-Flight Syndrome;
- e) Start-or-Stop Syndrome.

CHAPTER 13

«THE POWER PRESENTATIONS PYRAMID»

Do the multiple-choice test below:

1) The scenarios that contain five essential elements existing in every presentation or speech can be viewed in the shape of a.....

- a) triangle;
- b) square;
- c) rectangle;
- d) pyramid;
- e) cube.

2) The Author provides the following five essential elements existing in every presentation or speech:

- a) story, graphics, voice management, tools, Q&A;
- b) story, graphics, delivery, PowerPoint application, Q&A;
- c) story, graphics, delivery, tools, questions;
- d) story, body language, delivery, tools, Q&A;

e) story, graphics, delivery, tools, Q&A.

3) The Author considers the following example to be a strikingly *negative* presenter's behavior pattern:

a) Ross Perot's communicative behavior on the *Larry King Live* television program (November 9, 1993 episode, then-Vice President Al Gore debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

b) Al Gore's communicative behavior on the *Larry King Live television program* (November 9, 1993 episode, when he debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

c) Larry King's communicative behavior in his capacity as TV-host on his *Larry King Live television program* (November 9, 1993 episode, then-Vice President Al Gore debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

d) Bill Clinton's communicative behavior on the *Larry King Live television program* who asked numerous questions after the debate with inappropriate rude and impolite intonation (November 9, 1993 episode, then-Vice President Al Gore debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

e) none of those mentioned above.

4) The Author considers the following example to be a *positive* presenter's behavior pattern:

a) Larry King's communicative behavior in his capacity as TV-host on his *Larry King Live television program* (November 9, 1993 episode, then-Vice President Al Gore debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

b) Al Gore's communicative behavior on the *Larry King Live television program* (November 9, 1993 episode, when he debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

c) Hillary Clinton's communicative behavior on the *Larry King Live television program* who provided numerous commentaries after the debate with polite and respectful intonation (November 9, 1993 episode, then-Vice President Al Gore debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

d) Ross Perot's communicative behavior on the *Larry King Live television program* (November 9, 1993 episode, then-Vice President Al Gore debated Ross Perot about the proposed North American Free Trade Agreement (NAFTA));

e) none of those mentioned above.

5) On the *Larry King Live television program* Al Gore repeatedly used an inclusive pronoun which helped him involve the electorate and the audience. Which inclusive pronoun (s) did he use?

- a) “We,” “you,” “they”;
- b) “We,” “we,” “we”;
- c) “Me,” “they,” “we”;
- d) “I,” “you,” “we”;
- e) none of those mentioned above.

6) The presentation theory and practice concept which means using various verbal and nonverbal devices in order to involve emotionally the electorate and the audience into the speech presentation is known as:

- a) Audience Engagement;
- b) Audience Connection;
- c) Audience Involvement;
- d) Audience Support;
- e) Audience Advocacy.

7) The Author claims that in order for a presenter to immediately evoke audience’s empathy during the speech presentation, it is desirable that the speaker should put their message in:

- a) factual information related to the topic (historical, economic, sociological facts, etc.);
- b) human-interest terms;
- c) famous people quotation terms;
- d) figures, numbers, statistic data accompanied by graphs and charts;
- e) none of those mentioned above.

8) In the Chapter under consideration the Author claims that the following politician creates *Audience Advocacy* successfully:

- a) Al Gore;
- b) Bill Clinton;
- c) Hillary Clinton;
- d) Barack Obama;
- e) Ross Perot.

9) In the Chapter under consideration NAFTA abbreviation means:

- a) North Atlantic Free Trade Agreement;
- b) North African Free Trade Agreement;
- c) North American Foreign Trade Agreement;
- d) North American Free Trade Agreement;
- e) National American Free Trade Agreement.

10) On the *Larry King Live television program* Ross Perot repeatedly used exclusive pronouns which caused the electorate and the audience to have got disengaged from his speech. Which exclusive pronoun (s) did he use?

- a) “My”, “I”;
- b) “I”;
- c) “My”;
- d) “My”, “I”, “Your”;
- e) “My”, “I”, “His”.

11) In the Chapter under consideration the Author claims that the following politician created *no Audience Advocacy* during his speech:

- a) Al Gore;
- b) Bill Clinton;
- c) John F. Kennedy;
- d) Barack Obama;
- e) Ross Perot.

12) On the *Larry King Live television program* the following politician used graphics effectively having created Audience Advocacy:

- a) Al Gore;
- b) Bill Clinton;
- c) John F. Kennedy;
- d) Barack Obama;
- e) Ross Perot.

13) The Author claims that the following principle of using graphic means in the presentation is better and easier for the Audience to comprehend the speaker’s ideas:

- a) Less is Better;
- b) Less is More;
- c) More is More;
- d) Less is Less;
- e) Less is Much.

14) Which American politician was awarded a Nobel Prize in 2007?

- a) Ross Perot;
- b) Bill Clinton;
- c) John F. Kennedy;
- d) Barack Obama;
- e) Albert Gore.

15) The Author claims that the following principle of using graphic means (the one that Ross Perot used in his speech) in the presentation is *much less effective* and makes the graphic difficult for the audience to absorb:

- a) Less is Better;
- b) Less is More;
- c) More is More;
- d) More is Less;
- e) Less is Much.

CHAPTER 14

«CODA – ENDING WITH THE BEGINNING»

Do the multiple-choice test below:

1) What was the question most frequently asked by the students at the beginning of the Author's career as a public speaking coach?

- a) "What do I do with my hands?" ;
- b) "What do I do with my eyes?" ;
- c) "What do I do with my hair?" ;
- d) "What do I do with my body?" ;
- e) "What do I do with my voice?" .

2) When thinking about the speaker using their hands during the speech presentation, the Author invented the following wisdom:

- a) "An orator is a film-director" ;
- b) "An orator is a teacher" ;
- c) "An orator is a scholar" ;
- d) "An orator is a poet" ;
- e) "An orator is an artist" .

3) Which tool should the speaker use during the presentation, according to the Author, in order to manage their hands successfully?

- a) a cup of coffee/tea;
- b) a pen;
- c) a pack of crib sheets;
- d) a bottle of mineral water;
- e) a notebook.

4) What is the concept that behavioral psychologists use to discuss the role-modelled situation when a teacher/mentor does not only tell the people what to do but does it themselves as well?

- a) double boosting;
- b) double repetition;
- c) double reinforcement;
- d) double strengthening;
- e) double negation.

5) Which important presentation technique does the Author urge the speakers to develop?

- a) to Reach off;
- b) to Reach along;
- c) to Reach up;
- d) to Reach over;
- e) to Reach out.

6) Which politician frequently discussed in the Book does the Author consider to be a lasting role model for all those speakers who aspire to stand in front of any audience and win them over?

- a) Bill Clinton;
- b) Barack Obama;
- c) Ronald Reagan;
- d) Albert (Al) Gore;
- e) John F. Kennedy.

7) In order to succeed when presenting a speech, the Author urges the speakers to:

- a) treat their communication with the audience as *theatre drama performances*;
- b) treat their communication with the audience as *individual conversations*;
- c) treat their communication with the audience as their *movie actor performances*;
- d) treat their communication with the audience as if being *film directors*;
- e) treat their communication with the audience as *classical academic university lectures*.

8) What does the Author compare one's fear of public speaking gliding easily into a comfort zone when the presenter perceives audience's positive responses?

- a) a light feather lifted by the wind;
- b) a sheet of paper lifted by the wind;

- c) a tree leaf lifted by the wind;
- d) a piece of cotton wool lifted by the wind;
- e) a billowing parachute lifted by the wind.

9) The Author claims that the price any presenter will pay to achieve their new results is certain to produce discomfort in two following areas which are namely:

- a) the pause and *More is Less principle*;
- b) the pause and *Reach out technique*;
- c) the pause and *Death by PowerPoint principle*;
- d) the pause and *Less is More principle*;
- e) the pause and *the Back Link technique*.

10) The Author states that *if a speaker wants a positive audience perception, they must present with positive behavior*. Is the statement provided relevant to the Chapter under consideration?

- a) yes, the statement is relevant;
- b) no, the statement is irrelevant as it is the speaker's appropriate or inappropriate body language which is considered the most crucial thing in order to get a positive audience perception;
- c) the statement is partly relevant as it is not presented fully in test item 10;
- d) no, the statement is irrelevant as the speaker's negative behavior may also produce a positive audience perception;
- e) none of those mentioned above.

11) The Author claims that every communication exchange one makes – whether in a meeting, an interview, a conference, a discussion, or a one-on-one engagement; whether business or social or political – involves the same key elements and dynamics that are in a presentation or speech.

- a) false as social communication area has not been mentioned by the Author in this regard;
- b) neither true nor false as the Chapter under consideration does not say anything about that;
- c) true;
- d) false as political communication area has not been mentioned by the Author in this regard;
- e) false as interviews and conferences in particular have not been mentioned by the Author in this regard.

12) After the last of four intensive days of the Power Presentations program Cindy Burgdorf, the former SanDisk Corporation CFO, provided the following feedback to the Author in his capacity as a presentations coach:

- a) “This is for politicians only and, unfortunately, cannot be applied for entrepreneurs and economists.”;
- b) “This is about communicating in any situation. It all applies everywhere.”;
- c) “This is all good but can be applied in a presentation or speech only.”;
- d) “The Author’s methods and techniques definitely need to be reconsidered and improved.”;
- e) none of those mentioned above.

13) The Author claims that he certainly experienced discomfort in each of *The pause* and *Reach out* areas in terms of:

- a) truth and untruth philosophy categories;
- b) nurture and nature;
- c) success and failure;
- d) body and soul;
- e) optimism and pessimism.

14) Which city is the Author native of?

- a) Los Angeles;
- b) Seattle;
- c) San Francisco;
- d) New York;
- e) Washington.

15) Which factors/aspects (or Who) motivated the Author to change his communication principles and psychological attitudes?

- a) the power of interpersonal communication;
- b) the power of money;
- c) the power of being jobless for a long period of time;
- d) the Author’s family members;
- e) the Author’s childhood.

THE KEY

CHAPTER 1	CHAPTER 2	CHAPTER 3	CHAPTER 4	CHAPTER 5
1.b	1.e	1.b	1.c	1.c
2.b	2.a	2.a	2.b	2.a
3.d	3.b	3.d	3.a	3.c
4.b	4.a	4.c	4.b	4.c
5.d	5.a	5.a	5.b	5.a
6.c	6.d	6.a	6.c	6.e
7.d	7.c	7.b	7.e	7.b
8.b	8.a	8.e	8.d	8.e
9.b	9.b	9.e	9.b	9.c
10.d	10.c	10.a	10.c	10.a
11.b	11.c	11.a	11.e	11.d
12.c	12.c	12.b	12.d	12.c
13.a	13.b	13.d	13.c	13.a
14.b	14.d	14.d	14.c	14.d
15.d	15.e	15.b	15.e	15.e
CHAPTER 6	CHAPTER 7	CHAPTER 8	CHAPTER 9	CHAPTER 10
1.c	1.b	1.e	1.a	1.d
2.a	2.e	2.a	2.b	2.a
3.b	3.e	3.c	3.a	3.a
4.c	4.a	4.c	4.d	4.d
5.d	5.a	5.b	5.e	5.e
6.b	6.b	6.a	6.c	6.d
7.c	7.b	7.e	7.a	7.b
8.d	8.d	8.a	8.b	8.a
9.c	9.b	9.c	9.a	9.c
10.d	10.b	10.b	10.b	10.c
11.b	11.a	11.d	11.a	11.b
12.a	12.d	12.a	12.e	12.e
13.b	13.e	13.b	13.e	13.a
14.d	14.a	14.d	14.b	14.b
15.d	15.e	15.c	15.c	15.e
CHAPTER 11	CHAPTER 12	CHAPTER 13	CHAPTER 14	
1.c	1.c	1.d	1.a	
2.b	2.b	2.e	2.c	
3.c	3.b	3.a	3.b	
4.a	4.c	4.b	4.c	
5.a	5.d	5.b	5.e	
6.c	6.b	6.e	6.c	
7.a	7.a	7.b	7.b	
8.c	8.a	8.a	8.e	

9.a	9.a	9.d	9.b	
10.a	10.d	10.a	10.a	
11.b	11.a	11.e	11.c	
12.c	12.c	12.a	12.b	
13.a	13.d	13.b	13.b	
14.b	14.c	14.e	14.d	
15.a	15.d	15.d	15.a	

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- 3) How to improve your presentation skills
<https://youtu.be/Xvp0AONBOxs?si=07Cv383A3pCJmm1H>
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- 5) How to Start a Speech: The Best (and Worst) Speech Openers
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<https://youtu.be/K0pxo-dS9Hc?si=ShoH4xdg0gyEIjqb>
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- 11) Public Speaking: How To Make An Audience Love You In 90 Seconds
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<https://youtu.be/eIho2S0ZahI?si=E-aTuEML1y2X2RPp>
- 14) TED's secret to great public speaking | Chris Anderson | TED
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