



# Simply Speaking: How to Communicate Your Ideas with Style, Substance, and Clarity

*Peggy Noonan*

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Advice from Peggy Noonan: "The most moving thing in a speech is its logic. It's not the flowery words or flourishes, it's not the sentimental exhortations, it's never the faux poetry we're all subjected to these days. It's the logic behind your case. A good case well argued and well said is inherently moving. It shows respect for the brains of the listeners. There is an implicit compliment in it. It shows you're a serious person and understand that you are talking to other serious people.

No speech should last more than 20 minutes. Why? Because Ronald Reagan said so. Reagan used to say that no one wants to sit in an audience in respectful silence for longer than that, if that. He knew 20 minutes was more than enough time to say the biggest, most important thing in the world. The Gettysburg Address went five minutes, the Sermon on the Mount probably the same.

Some communications professionals will tell you there are specific gestures to use when you make a speech, particular ways to move your hands or use your voice. I do not think this counsel helpful. Be yourself in your presentation, because although there have already been Vince Lombardis and Dan Rathers and Jesse Jacksons, there has never been a you before. So you might as well be you and have a good time. Authenticity isn't just half the battle, it's a real achievement."

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In this time globalization it is important to someone to obtain information. The information will make a professional understand the condition of the world. The fitness of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, paper, book, and soon. You will observe that now, a lot of publisher this print many kinds of book. Typically the book that recommended to you is Simply Speaking: How to Communicate Your Ideas with Style, Substance, and Clarity this guide consist a lot of the information on the condition of this world now. This specific book was represented how can the world has grown up. The dialect styles that writer make usage of to explain it is easy to understand. The writer made some research when he makes this book. That's why this book suited all of you.

#### **Clara Radtke:**

What is your hobby? Have you heard that will question when you got college students? We believe that that

concern was given by teacher to their students. Many kinds of hobby, Everybody has different hobby. And also you know that little person similar to reading or as reading through become their hobby. You should know that reading is very important along with book as to be the point. Book is important thing to incorporate you knowledge, except your teacher or lecturer. You discover good news or update regarding something by book. Many kinds of books that can you take to be your object. One of them is Simply Speaking: How to Communicate Your Ideas with Style, Substance, and Clarity.

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