



## The Gift of the Gab: How Eloquence Works

By David Crystal



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We all know eloquence when we hear it. But what exactly is it? And how might we gain more of it for ourselves? This entertaining and, yes, eloquent book illuminates the power of language from a linguistic point of view and provides fascinating insights into the way we use words. David Crystal, a world-renowned expert on the history and usage of the English language, probes the intricate workings of eloquence. His lively analysis encompasses everyday situations (wedding speeches, business presentations, storytelling) as well as the oratory of great public gatherings.

Crystal focuses on the here and now of eloquent speaking—from pitch, pace, and prosody to jokes, appropriateness, and how to wield a microphone. He explains what is going on moment by moment and examines each facet of eloquence. He also investigates topics such as the way current technologies help or hinder our verbal powers, the psychological effects of verbal excellence, and why certain places or peoples are thought to be more eloquent than others. In the core analysis of the book, Crystal offers an extended and close dissection of Barack Obama’s electrifying “Yes we can” speech of 2008, in which the president demonstrated full mastery of virtually every element of eloquence—from the simple use of parallelism and an awareness of what *not* to say, to his brilliant conclusion constructed around two powerful words: *dreams* and *answers*.

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### Editorial Review

#### Review

“What do we mean by eloquence? In his new book the smart and prolific pop-linguist David Crystal sets out to give an answer—and some practical suggestions as to how any of us might work to acquire it.”—Sam Leith, *Financial Times*  
(Sam Leith *Financial Times* 2016-05-10)

“Rhetoric has its own algebra, and Crystal deciphers it superbly.”—Philip Collins, *The Times*  
(Philip Collins *The Times* 2016-05-14)

"While the title might evoke blarney, wedding toasts, and garrulous relatives, this book offers far more than that. . . . Crystal takes the reader through a complete course in preparing and giving public presentations. This is a charming, intelligent book—this reviewer cannot resist calling it eloquent. . . . This reviewer learned something from every chapter. This thought-provoking book will be invaluable to those who engage in public speaking."—*Choice*  
(*Choice*)

#### From the Author

Praise for David Crystal's *A Little Book of Language*:

“*A Little Book of Language* may be for children (of all ages, as the saying goes), yet it's by no means childish or juvenile. In other words, buy it for your son or daughter, but read it yourself.”—Michael Dirda, *Washington Post*

“*A Little Book of Language* is a paean to language in all its guises. Crystal has clearly thought long and hard about his subject. . . . [H]e is always revealing and thought-provoking.”—David B. Williams, *Seattle Times*

“An enlightening and entertaining celebration of language and linguistics.”—P. D. Smith, *Guardian*

“In his light and amusing *A Little Book of Language*, David Crystal treats the world's 6,000 tongues—which are disappearing at an alarming rate—as a natural resource no less precious than our oceans and forests.”—*Daily Beast*

“[An] exhilarating romp through the mysteries and vagaries of language. . . . This is the perfect primer for anyone interested in the subject.”—*Publishers Weekly* (starred review)

#### About the Author

**David Crystal** is an independent scholar with lifelong experience as a lecturer, public speaker, and broadcaster. He lives in Holyhead, UK.

## **Users Review**

### **From reader reviews:**

#### **Amy Dixon:**

The actual book The Gift of the Gab: How Eloquence Works has a lot associated with on it. So when you make sure to read this book you can get a lot of advantage. The book was published by the very famous author. The author makes some research prior to write this book. That book very easy to read you can get the point easily after scanning this book.

#### **Linda Gaitan:**

Your reading sixth sense will not betray you, why because this The Gift of the Gab: How Eloquence Works e-book written by well-known writer we are excited for well how to make book that could be understand by anyone who also read the book. Written in good manner for you, still dripping wet every ideas and creating skill only for eliminate your hunger then you still hesitation The Gift of the Gab: How Eloquence Works as good book not just by the cover but also from the content. This is one reserve that can break don't judge book by its include, so do you still needing yet another sixth sense to pick this!? Oh come on your looking at sixth sense already told you so why you have to listening to a different sixth sense.

#### **Jodie Kahl:**

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#### **David Mandujano:**

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