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Effective Speech Courses Brochure, 1951

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building effective speech

for a better tomorrow

... for a brighter

business and social future



EFFECTIVE SPEECH COURSES FOR MEN AND WOMEN IN THE
EXECUTIVE, PROFESSIONAL, BUSINESS AND SOCIAL WORLDS

Day and Evening Classes

COLUMBIA COLLEGE

410 S. MICHIGAN BLVD. • CHICAGO 5, ILL. • PHONE WAbash 2-6761

A LEADER IN PROFESSIONAL EDUCATION SINCE 1890

the ability to speak impressively

will gain new prestige
and recognition
for you . . . wherever you
go . . . whatever you do!



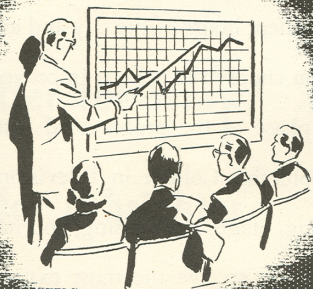
Since people judge your personality largely by what you say and the way you say it, effective speech can become the decisive factor in your life! You can talk yourself out of "big-pay" business positions with a "low-pay" speaking voice. You can talk yourself out of success in social situations with a speaking voice that is indifferent or indecisive. Successful men and women sound successful! They speak with assurance and force . . . they attract and hold attention, win others to their leadership . . . they inspire loyalty, enthusiasm and action! You know these facts to be true from your own experience. Ask yourself if you are using *your* speech to the best advantage.

Take a self-inventory! Does your speaking voice stamp you as important or unimportant? Do others listen with respect when you voice an opinion? Do you rise to the occasion when

you have the opportunity to assert yourself . . . or do you fumble and stammer self-consciously? Do you sell yourself and your ideas confidently and persuasively . . . or do you sound weak and apologetic? Do you take command of a situation . . . or do you sit back and let others do the talking?

Anyone can become a BETTER speaker! Effective speakers are not born . . . their skill is acquired through proper study of effective speaking techniques that are consistent with the requirements of their own personality. Anyone with normal speaking faculties has within himself the ability to develop greater self-confidence and persuasiveness, better grammar, and a more powerful vocabulary. YOU can acquire the calm, confident, relaxed manner of speaking that wins admiration and respect . . . that adds to your personal stature and prestige—wherever you go—whatever you do!

**COLUMBIA
COLLEGE**
OFFERS TESTED
SPEECH
IMPROVEMENT
COURSES



To give men and women in the executive, professional, business and social worlds a speedy, direct and practical approach to "BETTER SPEECH", Columbia College offers a series of specially designed, tested speech improvement courses. These highly successful courses have been developed by experts to enable the individual to develop better speech for more successful everyday living. The Columbia College staff consists of outstanding authorities from both the professional and academic fields. These instructors use the most practical, thorough, and scientific methods of instruction. They provide each student with experience in speaking to all types of audiences and in a variety of situations.

Close attention is given to proper breathing, volume, pitch, and voice quality. Emphasis is placed on developing an easy, natural manner of speaking, a more effective vocabulary, and improved articulation, enunciation and pronunciation. The student learns how to understand people and to hold their attention. The student is taught to think logically and through proper speech organization, to present his ideas quickly, simply and directly.

He learns to speak dramatically and to make what he is saying meaningful and stimulating. By actually speaking before an audience he acquires poise, assurance and self-confidence. He is taught to speak persuasively and to convince others of the worth of his ideas or the merit of his products or services.

Students at Columbia College have the added advantage of having available to them not only the basic speech courses, but also a large variety of specialized courses, that will aid them in achieving more polished, professional levels of speech. The students may select supplementary courses in Radio and Television Acting and Announcing, Stage Acting, Characterization, Interpretive Speech and Dialects.

Columbia College maintains an experienced staff of Speech Counselors to help evaluate each student's interests, aptitudes and abilities. Without any obligation, a scientific analysis is made of the prospective student's speech. A program is then planned to develop his speaking ability to the highest possible level in the shortest possible time.

**Conveniently located in downtown Chicago,
Columbia College offers you Day or
Evening Classes in Effective Speech**

For sixty-one years Columbia College, conveniently located in the heart of Chicago's downtown district, has been nationally recognized for its leadership in professional education, and for the practicality, thoroughness, and originality of its instructional methods.

The College has pioneered in the development of methods of training which are sound, realistic and which brings result. The content of the courses is based on the proved speech requirements of the present day business and social worlds. These requirements have been determined through extensive consultations with the leaders

of outstanding organizations in industry, commerce, and the professions. As a consequence, the courses rapidly develop the student's competence in those speech skills and techniques essential to social and occupational success.

Columbia College offers its speech program at convenient hours of the day and evening. Whether you choose the Speech Improvement Course or any phase of the professional instruction offered at Columbia College in Television, Radio Broadcasting, Stage, Advertising, Journalism, or Education, you receive the most expert guidance and instruction available.

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Learn to "TALK your way to success" at

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