

**MASTERY OF SPEECH: A COURSE IN
EIGHT PARTS ON GENERAL SPEECH,
BUSINESS TALKING AND PUBLIC
SPEAKING, WHAT TO SAY AND HOW
TO SAY IT UNDER ALL CONDITIONS**

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Mastery of Speech: A Course in Eight Parts on General Speech, Business Talking and Public Speaking, What to Say and How to Say It Under All Conditions by Frederick Houk Law

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MASTERY OF SPEECH

A Course in Eight Parts on General Speech, Business
Talking and Public Speaking, What to Say and
How to Say It under All Conditions

BY

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THE COURSE OF STUDY

BOOK ONE

HOW TO SPEAK CORRECTLY AND PLEASINGLY

BOOK TWO

HOW TO USE WORDS CORRECTLY

BOOK THREE

HOW TO SPEAK WELL UNDER ALL ORDINARY CONDITIONS

BOOK FOUR

HOW TO SPEAK IN DAILY BUSINESS LIFE

BOOK FIVE

HOW TO SPEAK UNDER TRYING CONDITIONS

BOOK SIX

HOW TO SPEAK IN PRIVATE LIFE AND IN PUBLIC PLACES

BOOK SEVEN

HOW TO SPEAK ON PUBLIC OCCASIONS

BOOK EIGHT

HOW TO FIND MATERIAL FOR TALKING AND SPEAKING

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DIVISION OF BUSINESS EDUCATION

119 West Fortieth Street
New York

MASTERY OF SPEECH

BOOK III

How to Speak Well Under All Ordinary Conditions

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Introduction to Book III

Since, in Book I, you mastered the art of uttering English sounds correctly and pleasingly, and in Book II the correct and effective use of words, it might seem that you had learned all the foundations of speech.

There is, however, one further step to take.

In Book III you are to learn *the psychological foundations of speech*—the art of making personal appeal to your hearers.

This Book will complete the foundations of your study of speech. Master the first three Books, and you will be an accomplished speaker.

MASTERY OF SPEECH

LESSON 42.

How to Use the Eyes While Speaking

KEY WORDS: LOOK INTO THE EYES OF THOSE TO WHOM YOU SPEAK.

Answer this question: Why does an animal trainer keep his eyes upon the eyes of the animals he is training?

Some years ago I gave a lecture in a Coney Island hall. On the evening of the lecture I found the hall crowded. To my surprise the person in charge came to me and said: "We're going to have trouble. We'd better send for the police. In the first two rows there's a gang come to break up the lecture. Don't try to start the lecture now."

I laughed, because I really liked the situation. Here was an audience that wouldn't go to sleep, whatever else it did.

I took a common chair, went to the very front of the room, sat down, and looked into the eyes of the men, one after another, in the first two rows. I did not glare—just looked with a friendly smile, as a good-natured wrestler might look at a big opponent.

Then I arose and began to speak. I spoke directly to the men in the first two rows. I looked into their eyes. I addressed rhetorical questions to them, and I always spoke loudly enough for the entire audience to hear.

Two rows of people stood around the walls of the room, every seat was filled, and *the quietest, most attentive people in the great audience were the people in the first two rows.* I had my eyes on them in a friendly way, and *they knew it!*

And after the lecture "the gang" came to me with questions and handshaking, and said they'd had a "bully" time, better than they had expected.

A steady, direct look makes speech doubly effective, for it invariably carries the impression of manliness and of power.

It is pleasing to a person who speaks to you, because it shows him that you are attentive. The fact that you fix your eyes upon his shows him that you are interested in him and in his subject. Your direct look compliments him, and will make him remember you.

The direct look reacts upon yourself. It concentrates your attention and makes you a good listener.

The habit of concentration thus established, adds immensely to your personal power. Your memory improves and your judgments become more accurate.

The direct look places you in a commanding position and you find yourself easily master of any conversation into which you enter.

You feel a distinct gain in manliness.

The man who looks into the eyes of those with whom he speaks is always a master of men.

The clear, direct look searches out and exposes fraud and deception; it looks into character, and shows you the real self of the person with whom you speak.

If you speak in public, whether to a large or to a small audience, look your audience in the face. If you allow your attention to fix itself upon notes or manuscript, or if you look at some vague point before you, you lose touch with your hearers.

Look into the eyes of all—not simply of those in the center, but into the eyes of all—at the right, at the left, on the platform with you, and you will establish a magnetic bond that will not easily be broken.

Whether with one person or with a thousand, look into the eyes of your hearers. Let your personality meet theirs. Let there be a meeting of souls.

Speak eye to eye, and heart to heart, not occasionally, but always; not alone with your intimate friends, but with all with whom you speak. It will help in making you a master of speech and a leader of men.

PROBLEMS.

1. During the course of a single day observe the eyes of people who talk with you.
2. Notice which persons appeal to you as good talkers.
3. Notice public speakers whom you hear, and observe the use of the eyes.