#### **PROLOGUE**

Yago de la Cierva

#### **01. Com**

Communication.
Some basic
concepts

Arturo Gómez Quijano

#### 02.

The message.
The power of communication

Claudio Hernández Olalla

03.

Logos.
The rational discourse

Rafa Martin Aguado

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04.

#### Problem-solution. The hybrid structure

Pilar Bringas

08.

#### The voice. Paraverbal communication

Ana Fernández Jiménez

05.

#### Ethos. The discourse of credibility

José Manuel Velasco

09.

### Non-verbal. Public speaking tips

Beatriz Toribio

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## Pathos. The emotional speech

Carlos Salas

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## Crisis. The crisis discourse

Paulina Guzik

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#### Storytelling. The art of telling stories

Robin Moroney

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# Feedback. The art of giving and receiving feedback

Isahella Valassidis