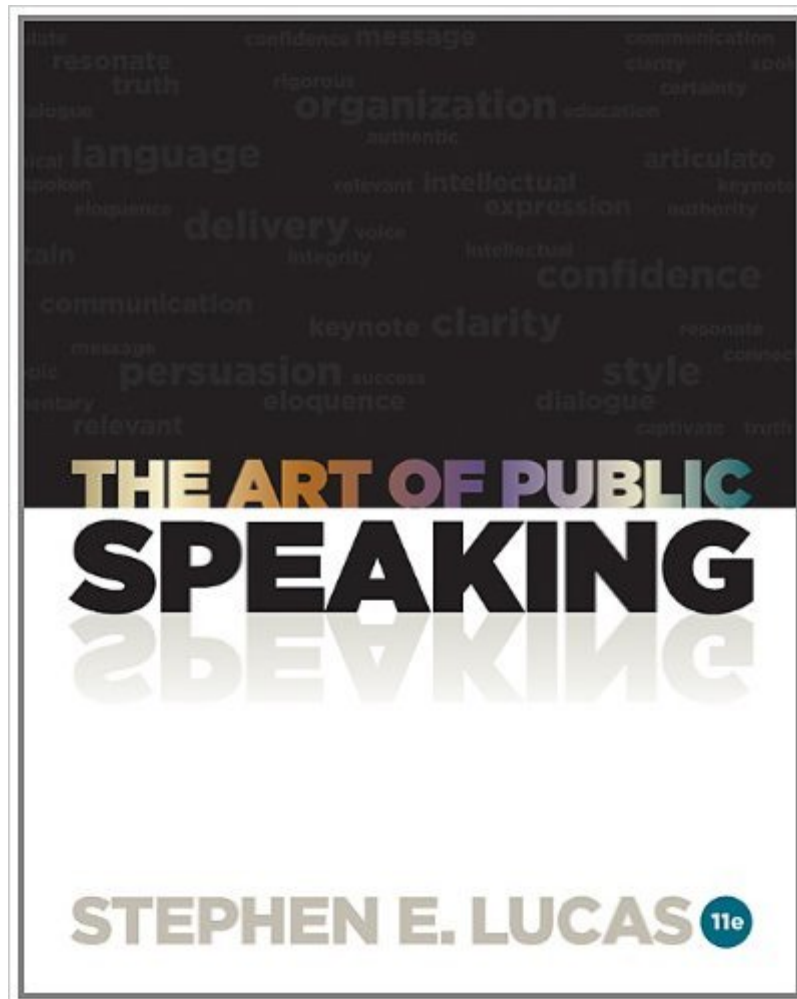


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The Art Of Public Speaking, 11th Edition



Synopsis

The Art of Public Speaking 11e continues to define the art of being the best by helping today's students become capable, responsible speakers and thinkers. With a strong focus on the practical skills of public speaking and grounded in classical and contemporary theories of rhetoric, The Art of Public Speaking offers full coverage of all major aspects of speech preparation and presentation. Utilizing the full suite of resources, students learn to internalize the principles of public speaking, build confidence through speech practice, and prepare for success in the classroom and beyond. With the new Enhanced Speech Capture in Connect Lucas, instructors now have the ability to evaluate live speeches using a customizable rubric in the classroom. Instructors may also upload speech videos on students' behalf to create and manage true peer review assignments. With its ground-breaking adaptive learning system, Connect Lucas, also helps students know what they know, while guiding them to experience and learn important concepts that they need to know to succeed. With McGraw-Hill Create, instructors can now customize their Lucas 11e textbook to the section level, selecting and arranging only the sections covered in the course. The new Create system will automatically repaginate and re-number chapters, sections, graphs, and illustrations, based on how the instructor chooses to arrange them. This deep level of customization guarantees that students pay only for the content covered in the course.

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Students who use Lucas' book are presented not simply with an excellent text for preparation and

delivery of speeches, but also with a website full of information, examples and tips. While this is intended for a classroom setting (the teacher's edition comes with a lot of supplements to help enhance the learning experience for the students), those who want to learn about the mechanics and processes of public speaking on their own would not be ill served by using this text. There are some signature features that make this a very good text for students, both independent and classroom based. The internet connection is but one, not only the website associated with the book, but also tips on using the vast resources of the internet wisely and efficiently. There is a strong coverage of ethics, to help students avoid the problems of plagiarism (intentional and inadvertent), as well as how to listen properly (without attaching personal agenda or false meaning to interpretation). The book is very visually interesting, with colourful pages, pictures, charts, and examples of things that might be used to make speeches more interesting. The text is written with the student in mind - it is not a book by experts for experts, and thus keeps the language at a basic level without sacrificing clarity. The book itself is organised into broad sections: Speaking and Listening; Getting Started; Organising and Outlining; Speech Presentation; and finally Varieties of Public Speaking. There are few things that inspire more fear in many people than the prospect of having to deliver a public speech - the first chapter deals with some of this anxiety issue, as well as helping the students to understand the role of the listener (a role that most of us assume far more often than we realise).

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