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KEY=IDEAS - VALENCIA NEWTON

CONVEYING IDEAS A Text Book on Improving Public Speech

Archers & Elevators Publishing House

Leadership, Education, and Training A Student Workbook for Public Speaking Speak From the Heart

SAGE Publications A Student Workbook for Public Speaking: Speak from the Heart asks students to think critically about the speech-making process while building their mastery of the fundamental practical skills of public speaking through a series of exercises and activities. Nineteen brief chapters cover the essentials of public speaking including selecting a topic, researching your topic, organizing your topic, overcoming speech anxiety, and delivering informative, persuasive, and special occasion speeches. Each chapter includes a concise introduction to the most important skills and concepts related to each chapter topic, and offers opportunities for critical reflection on how to use each aspect of public speaking appropriately and effectively. Each chapter is paired with an activity, checklist, or worksheet that students may use to develop their speeches, assess their performance, and chart their progress in becoming competent public speakers.

The Art of Data Analysis: Non-Technical Skills for Data Analysts

Alberto Scappini Would you like to greatly improve your data analysis capabilities by learning the most critical non-technical skills? Do you want to be more astute and well-rounded when applying your skills as a data analyst and achieve better results? If you answered “yes” to any of these questions, keep reading There is an immense focus being placed on data analysis by businesses these days. It is indispensable and helps boil down decision-making to a science. This in turn lets organizations streamline their processes, increase their efficiency, and reduce their operating costs. For this reason, data analysts are in high demand. While technical skills are needed for the job, a salient focus is placed on what soft skills do the incumbent data analysts possess. A lot of data analysts do not adequately acquire these soft skills and therefore fail to realize their full potential. The most impactful work that a highly successful data analyst does comprises non-technical skills. Some crucial skills among these include being able to construct the problem, understand the business context, ask the right questions, find creative solutions, creating visualizations, and presenting the findings. This indispensable book will guide you through these absolutely necessary soft skills that you need in order to excel at your work as a valuable data analyst. Here’s a preview of this fantastic book, and what else you’ll learn: ● The critical contribution of non-technical skills in data analysis ● Using creativity to enable solving more complex problems quickly ● Understanding the business to address the specific needs of enterprises ● Thinking strategically to enhance the effectiveness and efficiency of your work ● Knowing how the human mind works to discover the abilities and limitations of various analytical models ● Using alternative techniques compared to statistical analysis such as qualitative data analysis, analytics, heuristics, etc., to gain a deeper perspective ● Acquiring negotiating skills to better deal with external and internal stakeholders ● Learning to better communicate your data analysis insights ● Being a better writer to be able to better express yourself And much more! As a key bonus, included in this book are chapters that extensively elaborate on designing your findings by means of visualizations and public speaking in order to convincingly present your finding to a group of influential people and executives. The author understands your peculiar concerns and has therefore written this book in a clear and concise manner. The work is also thorough, relevant, and up-to-date. You are not required to be an experienced analyst to read this book. However, you do need to have a zeal for the subject and the passion for improving the outcome of your work. So, if you want to dramatically improve as a data analyst and aspire to reach the zenith of your field, click the “Add to Cart” button, and let’s get started!

Thinking Through Communication

An Introduction to the Study of Human Communication

Routledge The ninth edition of this textbook for hybrid introductory communication courses provides a balanced introduction to the fundamental theories and principles of communication. The book explores communication in a variety of contexts—including interpersonal, group, organizational, and mass media—and provides students the theoretical knowledge and the research and critical thinking skills they'll need to succeed in advanced communication courses and professions. The first section explores the history of communication study and explains basic perspectives used by scholars in the field. The second looks at how communicators decode and encode messages, while the third examines channels and contexts, from interpersonal to mass media. This edition devotes attention to how new technologies are changing the ways we think about communication, with revised and updated examples, and gives special attention to relevant critical theory. Two appendices give users the flexibility to tailor their courses to the interests and needs of their students, offering guidelines for preparing and presenting public presentations and giving examples of major research methods. *Thinking Through Communication* is an ideal textbook for Introduction to Communication courses that aim to provide a comprehensive overview of the field. A companion website for instructors containing PowerPoint slides, test questions, and an instructor's manual is available at <https://routledgegettextbooks.com/textbooks/9780367857011>.

Writing the Speech

Alistair Press (IN)

Principles of Public Speaking

Routledge Balancing skills and theory, *Principles of Public Speaking* emphasizes orality, Internet technology, and critical thinking as it encourages the reader to see public speaking as a way to build community in today's diverse world. Within a framework that emphasizes speaker responsibility, critical thinking and listening, and cultural awareness, this classic book uses examples from college, workplace, political, and social communication to make the study of public speaking relevant, contemporary, and exciting. This brief but comprehensive book also offers the reader the latest in using technology in speechmaking, featuring a unique and exciting integrated text and technology learning system.

Communication

Embracing Difference

Routledge Communication: Embracing Difference, 4e, stresses the importance of understanding and celebrating difference as a means to becoming a more effective communicator. This text describes basic communication theory in everyday, non-technical terms and offers students an abundance of opportunities to analyze, understand, practice, and apply skills to real-life situations presented in the book and encountered in their own daily lives. Communication: Embracing Difference emphasizes the practical application of communication skills in interpersonal, small group, and public settings, which will help students become more confident and successful communicators. Targeting both mainstream students and non-traditional students who range widely in age, ethnicity, race, religion, sexual orientation, social roles, and socio-economic status, this text is designed with an overall approach that resonates with the diverse student populations making up so many campuses today.

Rhetorical Public Speaking

Civic Engagement in the Digital Age

Taylor & Francis Tawakkol Karman: "In the End, This New World Will Inevitably Emerge"--Wasteland -- Rachel Carson: "Everywhere Was a Shadow of Death"--Virtue -- Pope Francis: "You Carry Out Your Work Inspired by Fraternal Love" -- Vice -- Steven Spielberg: "It Is All Big One Hate" -- Saint -- Lonnie Ali: "He Wanted Us to Use His Life and His Death as a Teaching Moment" -- Sinner -- Camille Paglia: "I'm Sick and Tired of These New Historicists with Trust Funds" -- Idol -- Malala Yousafzai: "The Extremists Are Afraid of Books and Pens" -- Abomination -- Wael Ghonim: "My Online World Became a Battleground Filled with Trolls" -- Summary -- 10 Eloquence -- Form -- Thomas Jefferson: "We Hold These Truths to Be Self-Evident, That All Men Are Created Equal" -- Dramatistic Symbol -- Elizabeth Cady Stanton: "Even Jesus of Nazareth, in These Last Sad Days on Earth, Felt the Awful Solitude of Self" -- Poetic Categories -- The Heroic -- Dolores Ibárruri: "We Are Here. Your Cause, Spain's Cause, Is Ours" -- The Tragic -- Robert F. Kennedy: "To Tame the Savageness of Man and Make Gentle the Life of This World" -- The Comic -- Shazia Mirza: "These People Want to Live" -- Summary -- Glossary -- Index

Cengage Advantage Books: Building a Speech

Cengage Learning With 19 chapters organized into five units, BUILDING A SPEECH, 8th EDITION guides students through the step-by-step process of developing public

speaking skills through observation, peer criticism, personal experience and instructor guidance. Readings and exercises help students draft informative and persuasive speeches and improves their research and speechwriting skills. Topics such as apprehension and listening help students realize that they are not alone in their struggle to find the confidence to speak in public. BUILDING A SPEECH is grounded in the philosophy that students can master the steps of speech construction when provided with a caring environment, clear direction, and creative examples. Plus, this new Eighth Edition of BUILDING A SPEECH -- A Cengage Advantage Book -- continues the tradition of providing proven texts at lower prices. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Complete Idiot's Guide to Public Speaking

Penguin Stresses the value of being able to speak in public and offers advice on speech writing, handling specific types of speeches, preparing and rehearsing, overcoming stage fright, and delivering an effective speech

Invitation to Public Speaking - National Geographic Edition

Cengage Learning Griffin's INVITATION TO PUBLIC SPEAKING: NATIONAL GEOGRAPHIC EDITION, 6th Edition, brings a unique invitational approach to the public speaking course. As an antidote to the argument culture promoted by the media, INVITATION TO PUBLIC SPEAKING represents public speaking as a public dialogue, whether its purpose is to persuade, inform, or entertain. Audience-centered and practical, this approach emphasizes real-world contexts for public speaking with special features on Public Speaking in the Workplace, Ethical Moments, Civic Engagement, and relatable case studies from NATIONAL GEOGRAPHIC researchers, scientists, artists, educators, and activists who use public speaking to save endangered species, document human tragedies, or promote scientific and cultural discoveries. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Elements of Effective Communication

4th Edition

Plain & Precious Publishing La vida y el ministerio de Jesucristo. Este volumen es el primero de tres sobre el Nuevo Testamento. Abarca la vida de Cristo, desde la selección premortal como el Cordero de Dios a través de Su nacimiento e infancia. Luego seguimos al Maestro durante el primer año de Su ministerio, de como es tentado, bautizado, hace milagros, selecciona a los Doce Apóstoles, y luego enseña con parábolas y en el Sermón de la Montaña durante el segundo año de Su ministerio, Él enseña el sermón del Pan de Vida, se transfigura y otorga las llaves del sacerdocio a los Doce. Termina el segundo año de Su ministerio en Jerusalén, donde se declara a Si mismo la Luz del Mundo, el Hijo de Dios y el Mesías. La cubierta exhibe la imagen clásica de "El Sermón de la Montaña", pintado por Carl Heinrich Bloch en 1890.

Invitation to Public Speaking Handbook

Cengage Learning Grounded in rhetorical tradition while offering a fresh perspective, INVITATION TO PUBLIC SPEAKING HANDBOOK helps students understand the power and importance of public speaking--in their lives and in greater society. Intended for the introductory public speaking course, INVITATION TO PUBLIC SPEAKING HANDBOOK engages students in the public dialogue, encourages civic engagement, and illustrates how they will apply speaking skills in their course work and throughout their careers. Speech-building exercises, thoughtful real-life examples, and an engaging voice help students comprehend public speaking as an activity to be engaged in with others, and prepares them to enter the public dialogue. INVITATION TO PUBLIC SPEAKING HANDBOOK also features the most comprehensive integrated technology program available, giving students more interactive skill-building practice for public speaking. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Speech and Harm

Controversies Over Free Speech

Oxford University Press on Demand Most liberal societies are deeply committed to free speech, but there is evidence that some kinds of speech can be harmful in ways that are detrimental to important liberal values, such as social inequality. This volume draws on a range of approaches in order to explore the problem and determine what ought to be done about allegedly harmful speech.

The Lost Art of the Great Speech

How to Write It, how to Deliver it

Amacom Books Offers tips and techniques for writing and delivering a speech, in a text that includes memorable speeches from such notable speakers as Winston Churchill, Franklin D. Roosevelt, and Reverend Jesse Jackson.

Human Communication – a Black American Perspective

AuthorHouse The purpose of this book is an attempt to objectively provide views and opinions of the human communication process that are common/standard practices in the majority of diverse cultures/countries worldwide. The factors vary due to ethnic or tribal groups and economic status/factors. However, the similarities are evident and consistent worldwide. Human communication is a worldwide necessity pertaining to all cultures and countries on this earth. The various perspectives/insight on the aforementioned concept is a reflection of numerous factors pertaining to the author's racial, cultural, environmental, professional and educational background. In addition, experiences from residing/living and working in numerous domestic and international environments. The amazing similarities in countries regarding the human communication process and its impact to societal issues/concerns are common to all forms of governments and society in general. Hence, this concept is applicable to established forms of government such as democratic, communist, oligarchy, dictatorship, theocracy, aristocracy, constitutional monarchy, republicanism, socialism, fascism, conditional monarchy and totalitarianism.

Microdevelopment

Transition Processes in Development and Learning

Cambridge University Press Microdevelopment is the process of change in abilities, knowledge and understanding during short time-spans. This book presents a new process-orientated view of development and learning based on recent innovations in psychology research. Instead of characterising abilities at different ages, researchers investigate processes of development and learning that evolve through time and explain what enables progress in them. Four themes are highlighted: variability, mechanisms that create transitions to higher levels of knowledge, interrelations between changes in the short-term scale of microdevelopment and the crucial effect

of context. Learning and development are analysed in and out of school, in the individual's activities and through social interaction, in relation to simple and complex problems and in everyday behaviour and novel tasks. With contributions from the foremost researchers in the field Microdevelopment will be essential reading for all interested in cognitive and developmental science.

Psychology of Learning and Motivation

Advances in Research and Theory

Academic Press The Psychology of Learning and Motivation publishes empirical and theoretical contributions in cognitive and experimental psychology, ranging from classical and instrumental conditioning to complex learning and problem solving. Each chapter provides a thoughtful integration of a body of work. Volume 33 includes in its coverage early symbol understanding and its use, word identification reflex, and prospective memory. Early symbol understanding and its use Word identification reflex Prospective memory

Advances in Information and Communication

Proceedings of the 2021 Future of Information and Communication Conference (FICC), Volume 2

Springer Nature This book aims to provide an international forum for scholarly researchers, practitioners and academic communities to explore the role of information and communication technologies and its applications in technical and scholarly development. The conference attracted a total of 464 submissions, of which 152 submissions (including 4 poster papers) have been selected after a double-blind review process. Academic pioneering researchers, scientists, industrial engineers and students will find this series useful to gain insight into the current research and next-generation information science and communication technologies. This book discusses the aspects of communication, data science, ambient intelligence, networking, computing, security and Internet of things, from classical to intelligent scope. The authors hope that readers find the volume interesting and valuable; it gathers chapters addressing state-of-the-art intelligent methods and techniques for solving real-world problems along with a vision of the future research.

The Common Core Companion: The Standards Decoded, Grades 3-5

Corwin Press This book explains what the standards say, what they mean, and how to teach them. The book is organized by the Anchor Standards in the following categories: Reading Literature Informational Text Foundational Reading Skills (This is a departure from the 6-12 standards that we will have to consider in design/format) Writing Speaking and Listening Language

Public Speaking Topic Secrets For College, Community, Toastmasters and TED Talks

Do you want to Rock at your college, community, toastmasters or TED talks? "Public Speaking Topic Secrets for College, Community, Toastmasters and TED talks" will help you discover your perfect topic. You'll be able generate topics based on your purpose, whether you want to inform, entertain, persuade or inspire.

Communication Works!

Communication Applications in the Workplace

The Gray Rhino

How to Recognize and Act on the Obvious Dangers We Ignore

Macmillan "A "gray rhino" is a highly probable, imminent threat; we can see the dust cloud on the horizon long before the charging animal comes into view. Gray rhinos are not random, but occur after a series of warnings and visible events. The Lehman Brothers crash of 2008, the devastating aftermath of Hurricane Sandy and other natural disasters, the file-sharing that presaged the collapse of the traditional music business model, the rising chaos in the Middle East...all were evident well in advance of the consequences. Gray rhinos are much easier to spot and guard against than "black swans"-- the rare, truly unforeseen catastrophes. Why then, when faced with

*solvable problems, do we continually fail to address them before they spiral out of control? Drawing on her extensive background in policy formation and crisis management, as well as in-depth interviews with leaders from around the world, Michele Wucker explains in *The Gray Rhino* how significant crises can be recognized and countered strategically. Filled with persuasive stories, real-world examples, and practical advice, *The Gray Rhino* is essential reading for managers, investors, planners, policy makers, and anyone who wants to understand how change really occurs"--*

Power Practice: Traits of Good Writing, Gr. 6-8, eBook

Creative Teaching Press Offers exercises for brainstorming, main ideas and details, using descriptive words, sequencing, recognizing cause and effect and using correct punctuation.

Principles of Public Speaking

*Taylor & Francis Balancing skills and theory, *Principles of Public Speaking*, 19th Edition, emphasizes orality, internet technology, and critical thinking as it encourages the reader to see public speaking as a way to build community in today's diverse world. Within a framework that emphasizes speaker responsibility, listening, and cultural awareness, this classic book uses examples from college, workplace, political, and social communication to make the study of public speaking relevant, contemporary, and exciting. This edition opens with a new chapter on speaking apprehension, and offers enhanced online resources for instructors and students.*

The Challenge of Effective Speaking in a Digital Age

*Cengage Learning Grounded in the latest research and best practices, *THE CHALLENGE OF EFFECTIVE SPEAKING IN A DIGITAL AGE*, 17th Edition, emphasizes the role of technology and digital media in all aspects of preparing, presenting, and interpreting public speeches in face-to-face and online environments. This bestseller's proven six Speech Plan Action Steps skillfully guide readers through topic selection, audience analysis and adaptation, research, organization, presentational aids, and language and delivery. In addition, hands-on activities, techniques to address anxiety, ethical dilemma exercises, and critical-thinking prompts help readers sharpen their skills and become confident speakers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

Official Guide to Mastering the DSST--Principles of Public Speaking

Chapter 6 of 8

Peterson's A part of Peterson's Official Guide to Mastering the DSST Exams-Principles of Public Speaking helps nontraditional students earn college credits for life and learning experiences, with a diagnostic test, subject review, and post-test (with detailed answer explanations) for this popular DSST exam. Topics include ethical considerations in public speaking, audience analysis and adaptation, speech topics and purposes, research and organization; criticizing and evaluating speeches, and more. Peterson's Official Guide to Mastering the DSST Exams is the only prep guide endorsed by Prometric, the DSST program provider, which found this study guide to be an excellent reflection of the content of the respective DSST tests.

Communication Works!, Student Edition

McGraw-Hill Education Communication Works! is an exciting new textbook program that provides real-life scenarios for discussions, case studies, and student worker profiles to help build the skills that the world of work demands.

The Essential Vygotsky

Springer Science & Business Media Seventy years after his death, the visionary work of Lev Semenovich Vygotsky (1896-1934) continues to have a profound impact on psychology, sociology, education, and other varied disciplines. The Essential Vygotsky selects the most significant writings from all phases of his work, and material from all six volumes of his Collected Works, so that readers can introduce themselves to the pioneering concepts developed by this influential Russian therapist, scholar, and cultural theorist, including:

- The cultural-historical approach
- The role of language in creating the mind
- The development of memory and perception
- Defectology (abnormal psychology/learning disabilities/special education)
- The Zone of Proximal Development

Each section features an insightful introduction exploring relevant aspects of Vygotsky's life and illuminating the revolutionary historical context in which these writings were conceived. Together, they reflect the studies he was conducting at the time of his death and the pathbreaking clinical observations that made his reputation. For years, these papers were available mainly in hastily translated underground editions; now The Essential Vygotsky distills them into their most accessible form. Readers will be impressed and inspired by his insights, his optimism, his prescience, and his humanity. These papers are particularly relevant for students of developmental psychology, language,

special education, and the history of these fields.

Translational Speech-Language Pathology and Audiology

Essays in Honor of Dr. Sadanand Singh

Plural Publishing

The Natural Speaker

Routledge The Natural Speaker is a concise, practical, inexpensive, student-friendly guide to public speaking that explores the basic skills necessary to present a natural, effective, and rewarding speech to any audience. By providing a basic knowledge of speech construction, practice, and delivery, this book is designed to enhance and improve students' natural speaking strengths. Featuring a warm, simple, and humorous writing style, The Natural Speaker presents the fundamental concepts and skills required for effective speaking.

The Common Core Companion: The Standards Decoded, Grades 6-8

Corwin Press That version of the 6-8 standards you wish you had Don't spend another minute poring over the standards. Jim Burke has already done the hard work for you with this roadmap of what each standard says, what each standard means, and how precisely to put that standard into practice across English Language Arts, Social Studies, Science, and Technical Subjects. Jim clearly lays out: Grades 6-8 standards side by side with key distinctions Different content-area versions of each standard Explanations of each standard, with student prompts Content to cover, lesson ideas, and instructional techniques Glossary and adaptations for ELL students

CSET English Subtests I-IV Book + Online

Research & Education Assoc. REA's CSET: English Subtests I-IV with Online Tests Gets You Certified and in the Classroom! California requires all prospective English teachers to take the CSET: English Test. Recently, the CSET: English subtests were revised to align more closely with the California Common Core State Standards. The subtests also include new material in the areas of writing across the curriculum,

reading and analyzing a variety of informational texts, and analyzing the details of dramatic works and performance. This third edition of our CSET (California Subject Examinations for Teachers) English Subtests I-IV test prep has been expanded to address these changes. It includes: * A complete overview of the four CSET: English subtests * A comprehensive review of every domain, with updated material * Two full-length practice tests for each subtest (in the book and online), with online diagnostic tools to help you personalize your study Our book is perfect for teacher education students and career-changing professionals who are looking to teach English in California. The skills required for all four subtests fulfill the objectives set by the California Common Core State Standards for English Language Arts and Literacy and the California Commission on Teacher Credentialing. This all-new test prep contains an in-depth review of all the competencies tested on the CSET English Subtests I-IV: Literature and Reading Informational Texts; Composition and Rhetoric; Language, Linguistics, and Literacy; Communication, Speech, Media and Creative Performance. The book includes 2 full-length practice exams based on actual CSET questions. Both practice tests are also available online with instant scoring, diagnostic feedback, and detailed answer explanations. Automatic scoring and instant reports help you zero in on the topics and types of questions that give you trouble now, so you will succeed when it counts. REA's CSET: English Subtests I-IV test prep is a must-have for anyone who wants to teach English in California!

Public Speaking

Strategies for Success

Allyn & Bacon

The Political Speechwriter's Companion

A Guide for Writers and Speakers

CQ Press The Political Speechwriter's Companion guides students through a systematic "LAWS" approach (language, anecdote, wit, and support) that politicians can use to persuade their audiences into taking action. In the highly anticipated Second Edition, esteemed speechwriter and author Robert A. Lehrman has teamed up with one of the "go-to-guys" for political humor, Eric Schnure, to offer students an entertaining yet practical introduction to political speechwriting. This how-to guide explains how speakers can deliver: language the audience will understand and remember, anecdotes that make listeners laugh and cry, wit that pokes fun at opponents but also shows their own lighter side, and support in the way of statistics, examples, and testimony. Packed with annotated speeches from the most recent elections, technology tips, and interviews from speechwriting luminaries, this edition

offers the most practical advice and strategies for a career in political communication.

Communication

Principles for a Lifetime

Allyn & Bacon Praise for Beebe, Beebe, and Ivy's "Communication: Principles for a Lifetime 2nd Edition" "This book has it all-mention of culture, of technology, skills orientation, good learning tools, and appropriate reading level." -Leonard Assante, "Volunteer State Community College" " The most unique design incorporated into this textbook is the pentagon model or five fundamental principles. The model introduces and then reinforces the precepts upon which effective/competent communication is built. Finally, some ethical or moral standards for students to contemplate in the current world order." -Debra Sue Wyatt, "South Texas Community College" " The writing is clear and concise an yet still involves the student's imagination by using interesting current examples and posing ethical issues for consideration." -Annette Folwell, "University of Idaho" Excitement for the 1st Edition " I like the approach of the five principles of communication to organize some of the fundamentals of communication. They organize fundamentals such as nonverbal, language, perception and the self in a manner I've not seen in other introductory communication texts...The combination of areas under each principle helps to accomplish the authors' goal of a more manageable amount of material for survey of communication." -Elizabeth Lindsey, "New Mexico State University" " It was a pleasure reading this text. Its conversational tone and use of contemporary examples make it approachable to students." -Timothy P. Mottet, "Southwest Texas State University" " This is an impressive text. The authors have done a good job of condensing the vast amount of information related to communication studies into a manageable and cohesive text." -Phil Hoke, "The University of Texas at San Antonio" " The five basic principles give the book cohesiveness. Each chapter is clearly related to the overriding principles of effective communication stressed in the text. The more I read, the more I appreciated the effectiveness of this organizational strategy." -Carol L. Hunter, "Brookdale Community College"

Discovering the World Through Debate

A Practical Guide to Educational

Debate for Debaters, Coaches and Judges

*IDEA "Discovering the World through Debate provides a practical guide to educational debate in an international setting. It offers a comprehensive introduction to the Karl Popper debate format and presents in-depth, step-by-step information on how to prepare and run a debate event." "The third edition has been completely revised and expanded to meet the needs of students who are ready to progress to new and more complex levels of argumentation and debate. New chapters on argumentation promote a more complete examination of the process of argument construction and provide a thorough discussion of constructing arguments for and against various kinds of debate propositions. As in previous editions, the book presents practical illustrations to help users understand complex concepts."--BOOK JACKET.*Title Summary field provided by Blackwell North America, Inc. All Rights Reserved

Mastering Public Speaking

Allyn & Bacon Mastering Public Speaking equips readers with a firm grounding in the "hows" and "whys" of public speaking by providing an ideal balance of theory and skills while placing important emphases on critiquing, ethics, and critical thinking. With this top-selling book, readers learn how to think critically as they choose speech topics, conduct research, organize content, select language, manage nervousness, and deliver speeches. "Theory into Practice" and "Try This," features help readers understand and apply concepts and strategies of public communication to enhance their speaking competence. Mastering Public Speaking adds interest and relevance to all aspects of the speech-making process.

Fundamentals of Speech Communication

The Credibility of Ideas

WCB/McGraw-Hill