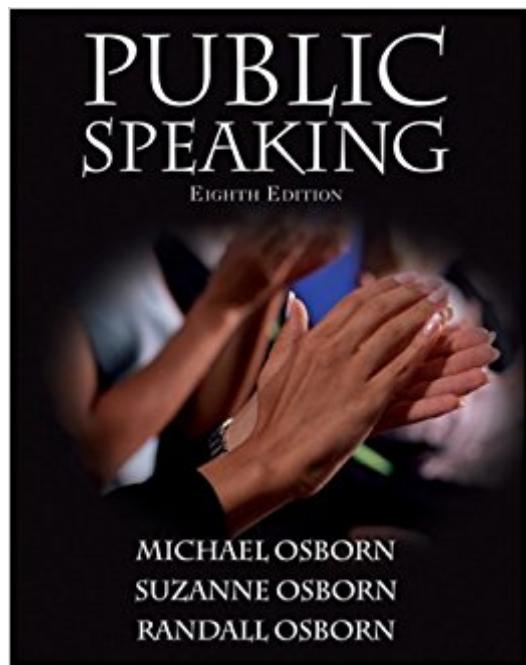


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Public Speaking (8th Edition)



Synopsis

Centered around three core objectives • helping readers develop vital communication skills, encouraging speaker adaptability to diverse audiences, and sensitizing speakers to the ethical impact of their words • Public Speaking offers both practical advice and an understanding of why such advice works. The eighth edition concentrates on greater simplicity, clarity, and accessibility. The book offers a functional approach to informative speaking and emphasizes the ethics of persuasive speaking. These ideas come to life through examples from real, student, and professional speeches, Exploration and Application exercises at the end of each chapter, and a variety of boxed features throughout the book.

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Public Speaking, 8/e Michael Osborn, University of Memphis Suzanne Osborn, University of Memphis Randall Osborn, University of Memphis Centered around three core objectives • helping you develop vital communication skills, encouraging you to adapt as you speak to diverse audiences, and increasing your sensitivity to the ethical impact of words • Public Speaking offers you both practical advice for speaking in public and an understanding of why such advice works. The Eighth Edition concentrates on greater simplicity, clarity, and accessibility, offering you a functional approach to informative speaking and emphasizing the ethics of persuasive speaking. These ideas come to life through examples from real student and professional speeches, exercises at the end of each chapter, and a variety of boxed features throughout the text. New and Enduring Features of the Eighth Edition: Explores the speech development process from start

to finishusing the Stairway to Speech Success Model to help you get started on preparing your first presentation. Addresses "Communication Anxiety" when you need it most. As you are preparing to give your first presentation. Allows you to practice skills in small group settings or on your own with the Exploration and Application Exercises found at the end of each chapter.  Public Speaking 8e is available with MySpeechLab, a dynamic, interactive online resource that gives you everything you need to succeed in your Public Speaking course. All in one easy-to-use Web site. Log on to www.myspeechlab.com and find a wealth of videos, practice exams & tests, interactive activities, and much more!

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