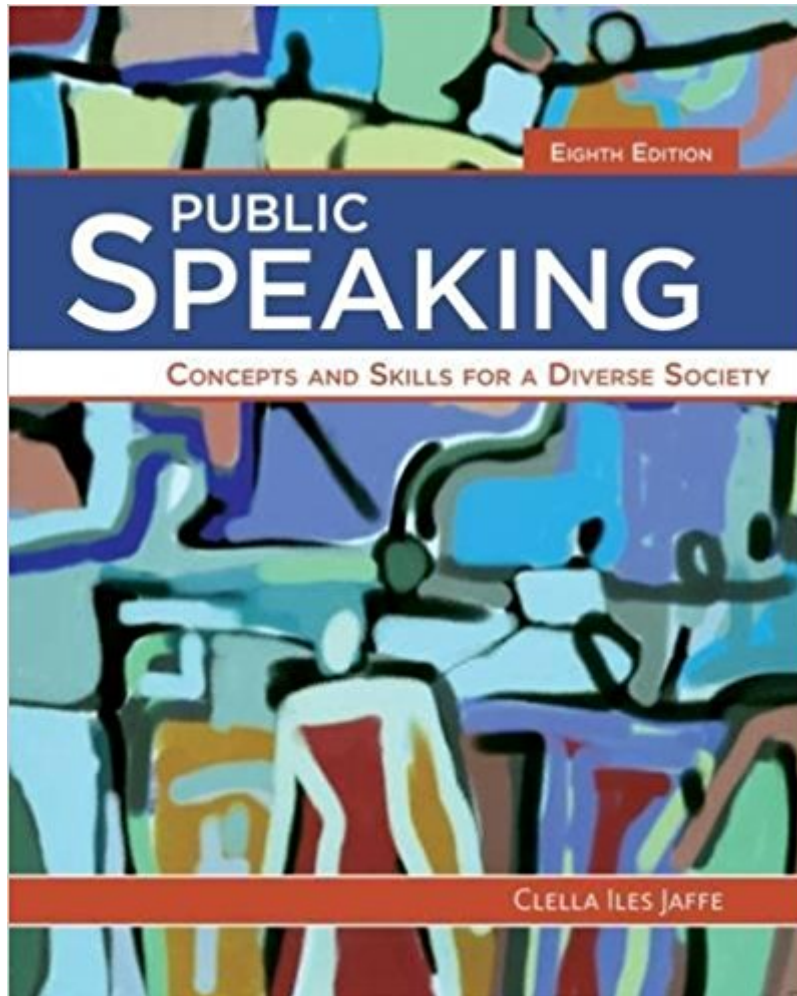




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Public Speaking: Concepts And Skills For A Diverse Society



Synopsis

PUBLIC SPEAKING: CONCEPTS AND SKILLS FOR A DIVERSE SOCIETY, 8e equips you with the training and tools to be an effective public speaker and listener in a world of constant cultural, political, and technological changes. The book combines 2,500-year-old principles with up-to-date research into concepts, skills, theories, applications, and critical-thinking proficiencies essential for successful listening and speaking. Giving you a heightened awareness of and sensitivity to your audience, discussions of classic public speaking topics are grounded in an awareness of the impact of cultural nuances-ranging from gender differences to co-cultures within the United States to the traditions of other nations. Ethics are also emphasized throughout. Coverage includes the latest information on listening competencies, legacy journalism, native digital news outlets, MAPit, powerful language forms, and more. In addition, numerous sample speeches and hands-on exercises help you develop and sharpen your speechmaking skills.

Book Information

Paperback: 432 pages

Publisher: Wadsworth Publishing; 8 edition (January 1, 2015)

Language: English

ISBN-10: 1285445856

ISBN-13: 978-1285445854

Product Dimensions: 0.5 x 8 x 10 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 16 customer reviews

Best Sellers Rank: #21,544 in Books (See Top 100 in Books) #42 in [Books > Reference > Words, Language & Grammar > Public Speaking](#) #58 in [Books > Textbooks > Communication & Journalism > Media Studies](#) #71 in [Books > Textbooks > Humanities > Performing Arts > Theater](#)

Customer Reviews

"This book offers readers the skills of good public speaking in a way that encourages both expression of individual viewpoints and respect for the views of others." "This book appreciates the cultural diversity of both the speaker and audience. It promotes sensitivity for the perspectives of multi-cultural and multi-lingual components of modern public speaking situations. My students will feel enriched because they are understood in the cultural context."

Dr. Clella Jaffe was the Communication Department Chair at George Fox University, Newberg, Oregon (recently retired). In addition to teaching communication courses at George Fox, she has taught at St. John's University (Queens) and Oregon State. For many years, she also taught oral interpretation of literature and coached and judged forensics competitions. Dr. Jaffe received her B.A. from Seattle Pacific University, earned her M.Ed. and Ph.D. from Oregon State University, and completed additional graduate work at the University of Washington.

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