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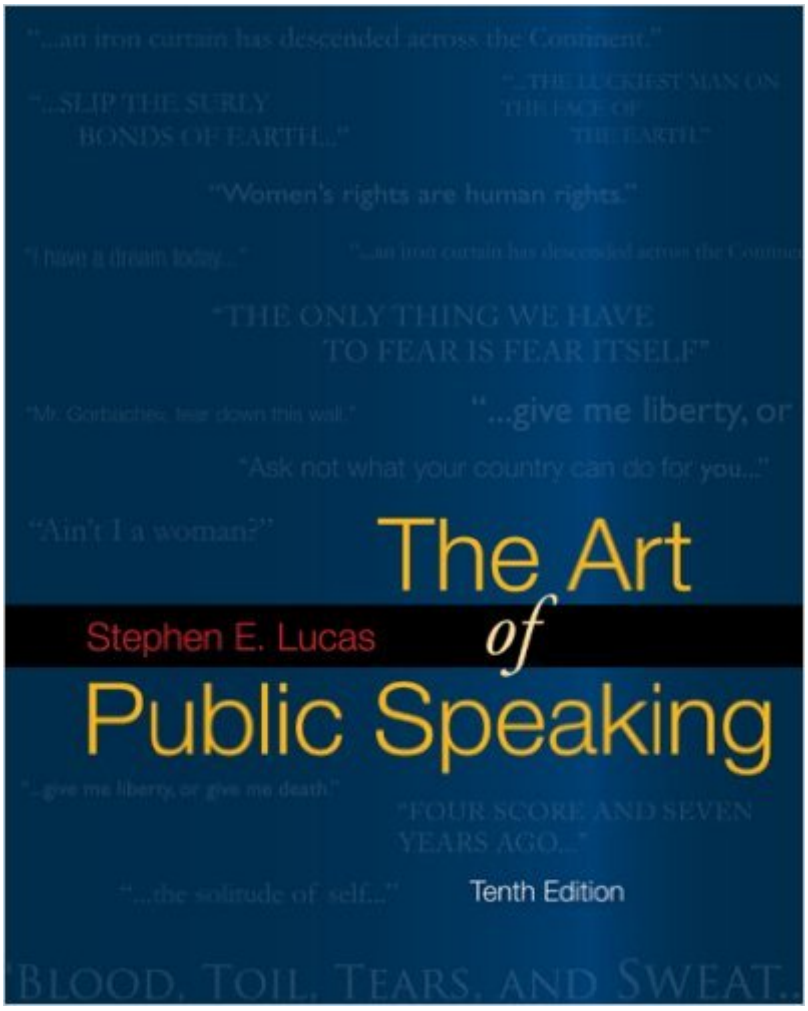
The Art Of Public Speaking With Media Ops Setup ISBN Lucas



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Synopsis

By far the leading speech textbook of our time, The Art of Public Speaking has defined the art of being the best for more than 10 million students and instructors. Whether a novice or an experienced speaker, every student will learn how to be a better public speaker through Lucas' clear explanations of classical and contemporary theory and thorough coverage of practical applications.

Book Information

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Customer Reviews

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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