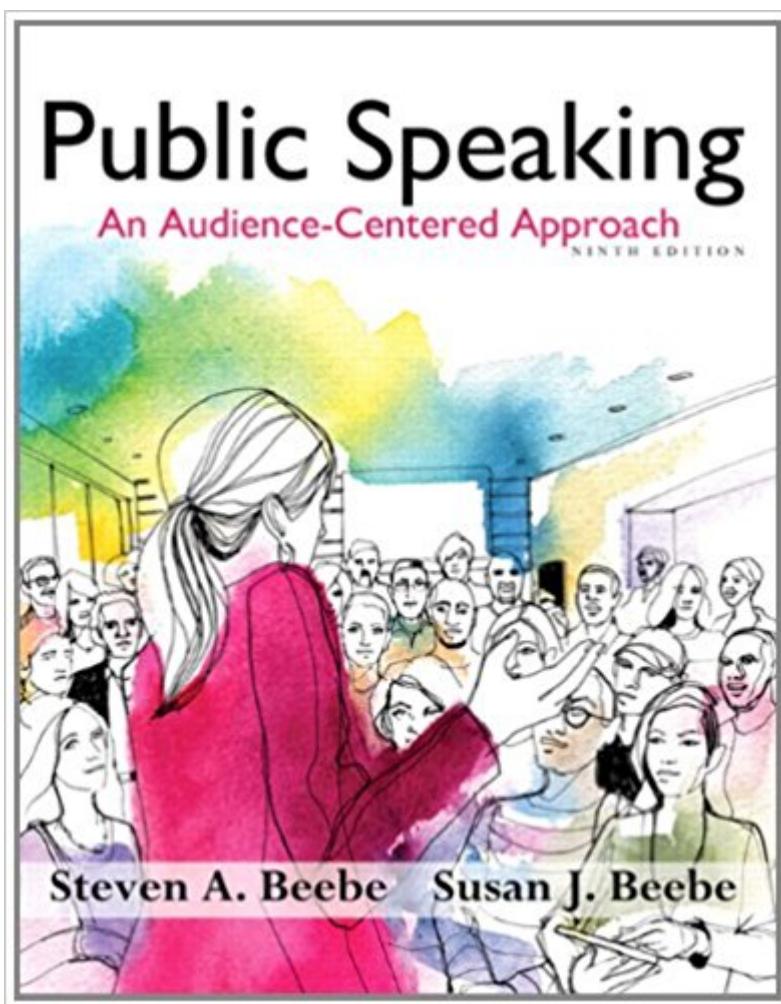


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Public Speaking: An Audience-Centered Approach (9th Edition) - Standalone Book



Synopsis

This is the standalone book. An audience-centered approach to public speaking Public Speaking: An Audience-Centered Approach, 9/e brings theory and practice together. Its distinctive and popular approach emphasizes the importance of analyzing and considering the audience at every point in the speech-making process. This model of public speaking is the foundation of the text, and it guides students through the step-by-step process of public speaking, focusing their attention on the dynamics of diverse audiences, and narrowing the gap between the classroom and the real world. Teaching and Learning Experience This program will provide a better teaching and learning experience—for you and your students. It: Uses an Audience-Centered Approach: The audience-centered approach is the hallmark of this top selling text and the authors' approach to public speaking. Provides Material for Supporting First Speeches: Encourages students facing their first speech assignment by providing an overview of the public speaking process and suggestions for developing and delivering their speech with confidence. Focuses on Skill Development: Learning Objectives, a Study Guide, Recap boxes and more help students check their understand of key material and focus on important concepts. .

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Customer Reviews

Steven A. Beebe is serving in his 28th year as Chair, of the Department of Communication Studies at Texas State University. He is Regents' and University Distinguished Professor of Communication Studies. He also served as Associate Dean of College of Fine Arts and Communication for 25 years. Steve is an author and co-author of twelve books (with multiple editions totaling more than 65 books), more than 50 articles and book chapters, as well as over 150 papers and presentations at professional conferences. Steve's communication books have been used at hundreds of colleges and universities throughout the world making him one of the top communication textbook authors in the United States. Steve is President of the National Communication Association (NCA), the largest professional communication association in the world.

 Susan J. Beebe has been on the faculty of the Department of English at Texas State University-San Marcos since 1988.  As Director of Lower-Division Studies in English, she directs the first-year writing and sophomore literature programs and helps to train and mentor some 60 graduate teaching assistants annually. Sue's professional interests and expertise encompass both oral and written communication.  She has co-authored with Steven Beebe

several communication textbooks used at more than a thousand universities worldwide. In addition, she has published articles, conference papers, and teaching materials in both English and communication studies.

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