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# **Public Speaking An Audience Centered Approach 8th Edition Ebook**

For courses in public speaking. A guide to preparing and presenting speeches with the listener in mind Revel(TM) Public Speaking: An Audience-Centered Approach is a practical and user-friendly guide to help speakers connect with their listeners. Authors Steven and Susan Beebe emphasize the importance of analyzing and considering the audience at every point in the speech-making process. By focusing student attention on the dynamics of diverse audiences, ethics, and communication apprehension, the text

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prepares students for giving speeches while keeping their listeners foremost in mind. The 11th Edition includes new speech examples that model effective public speaking, as well as updated content that helps students better understand contemporary communication opportunities and challenges. In addition, each chapter has been revised with new examples, illustrations, and references to the latest research conclusions. Revel is Pearson's newest way of delivering our respected content. Fully digital and highly engaging, Revel replaces the textbook and gives students everything they need for the course. Informed by extensive research on how people read, think, and learn, Revel is an interactive learning environment that enables students to read, practice, and study in one continuous experience - for less than the cost of a traditional textbook. **NOTE:** Revel is a fully digital delivery of Pearson content. This ISBN is for

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outlines a comprehensive process for new public speakers to ensure they continually connect to their listeners. Authors Steven and Susan Beebe emphasize the importance of analyzing and considering the audience at every point in the speech-making process. By focusing student attention on the dynamics of diverse audiences, ethics, and communication apprehension, the text narrows the gap between the classroom and the real world. The Tenth Edition includes new speech examples that model effective public speaking, as well as updated content that helps students better

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An audience-centered approach to public speaking Public Speaking: An Audience-Centered Approach brings theory and practice together. Its distinctive and popular approach emphasises the importance of analysing 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.

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*content. Given those bleak statistics, why do we give speeches at all? We give them, says communications expert Nick Morgan, because they remain the most powerful way of connecting with audiences since ancient Greek times. But as we've evolved to a more conversational mode of public speaking, thanks to television, we have forgotten much of what the Greeks taught us about the nonverbal aspects of speech-giving: the physical connection with audiences that can create an almost palpable emotional bond.*



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*Morgan says this "kinesthetic connection" comes from truly listening to your audience—not just with your brain but with your body. In this book, he draws from more than 20 years as a speech coach and consultant, combining the best of ancient Greek oratory with modern communications research to offer a new, audience-centered approach to public speaking. Through entertaining and insightful examples, Morgan illustrates a 3 part process—focusing on content development, rehearsal, and*

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*delivery—that will enable readers of all experience levels to give more effective, passion-filled speeches that move audiences to action.*

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*Have you ever wondered why some public speakers are so successful while others are not? What do they know and do that is different from the rest? Great speakers understand and employ many of the proven principles contained in this book. The good news is that you too can learn and apply these very same principles and improve as a public speaker. Purpose-Centered Public Speaking helps you develop as a presenter by showing you some ways to deal with anxieties and fears related to speaking in public. It also demonstrates how to develop and deliver purposeful talks, speeches, and presentations that get planned results. Here you will find a clear and systematic approach to speaking that is easy to follow. This simple yet comprehensive method will equip you with all you need to improve and enhance your public communication. Whether you are an aspiring speaker or an active presenter, this*

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offers practical coverage of every topic typically covered in a full-sized text, from invention, research and organization, practice and delivery, to the different speech types. Its concise, inexpensive format makes it perfect not only for the public speaking course, but also for any setting across the curriculum, on the job, or in the community.

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