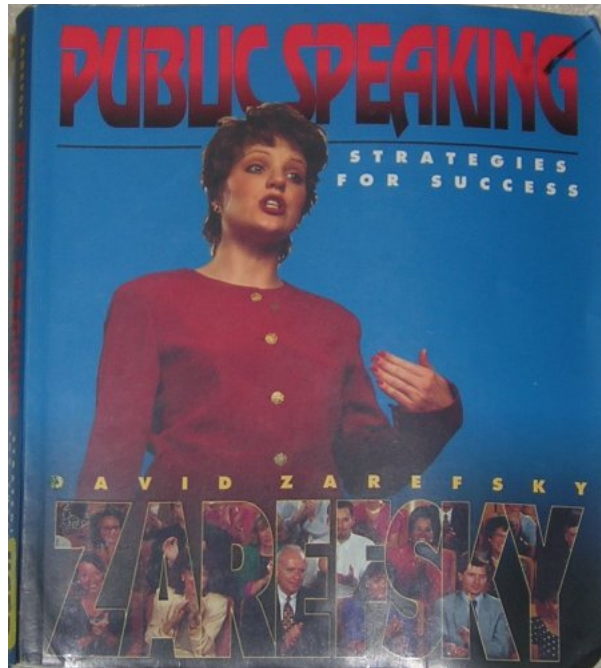
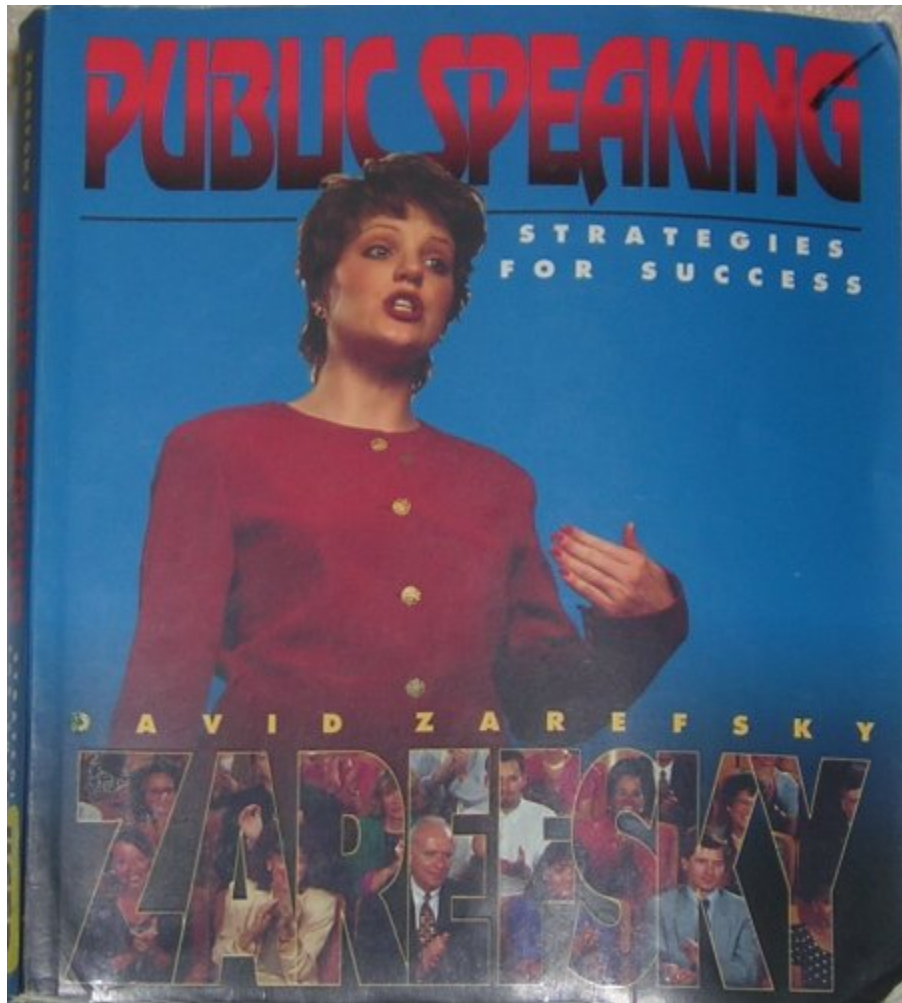


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The author, one of today's leading scholars in speech communication, encourages the reader to think through and about the public speaking process. Zarefsky urges consideration of the diversity of audiences, occasions, and speakers in the choice of a specific purpose, a relevant topic, and the appropriate material to make a successful speech. The author ties public speaking success to the development of strategies.

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Most helpful customer reviews

35 of 38 people found the following review helpful.

Public speaking made easy.

By Casimir Kotarba

For most people, public speaking isn't something that comes easy. In fact, most people dislike giving speeches (putting it mildly). I was one of those people that didn't come easy for. But, after careful studying of the tips/techniques to give a good speech, ways to analyze your audience, and many other concepts, I was able to give successful speeches, with the confidence that being well prepared provides. The topics in this book are easy to understand and remember, explain nearly all of the issues important for a successful speech, and are arranged in a manner that allows the student to get more sophisticated as he/she progresses through the course without presenting an information overload in the beginning and without holding all of the useful information until the end. I think that this book is a valuable text not only for the student but for anyone that would like to improve their public speaking skills.

3 of 4 people found the following review helpful.

Not the best...

By LennoxFan1982

I have used in the past (and currently using) this publication for my Presentational Speaking for Engineering students and it's the only public speaking book that we have seemed to use in our Communication Studies Dept for this particular course. I am not sure why there is WAY too much "rhetoric" involved in this book.

This book could use some tips for ESL students and could be geared a bit less towards rhetoric students and more towards a practical emphasis on presentational speaking. Especially when it comes to professional conferences and verbals on qualifying exams. Out of all the other public speaking texts, I find this one to be non-accessible, and out-of-touch with non-rhetoric students. But...it gets the job "done."

0 of 0 people found the following review helpful.

A must!

By Pour Boy

Definitely a big booster for me to score than A in my Communications class. Of course, that was probably because it was required of the professor and course to have this book, which make a lot of sense. Not hard concepts to grasp though, even for socially inept folks such as I.

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