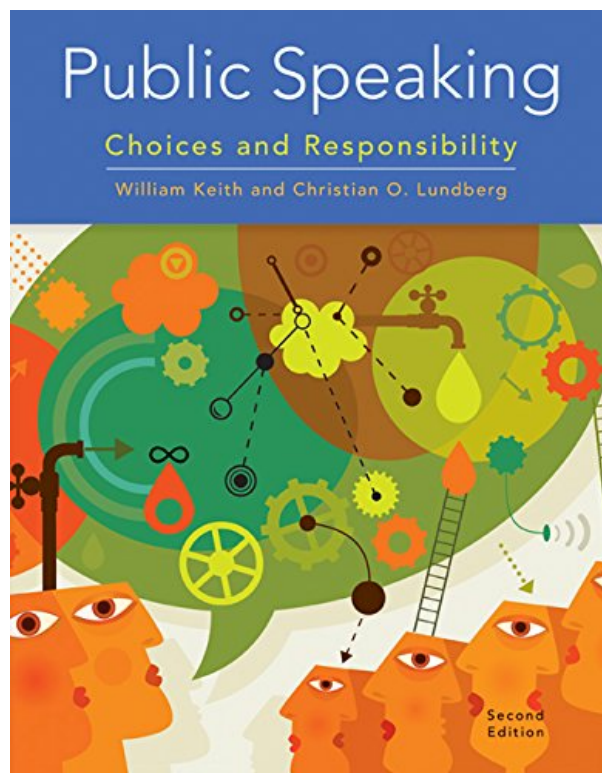


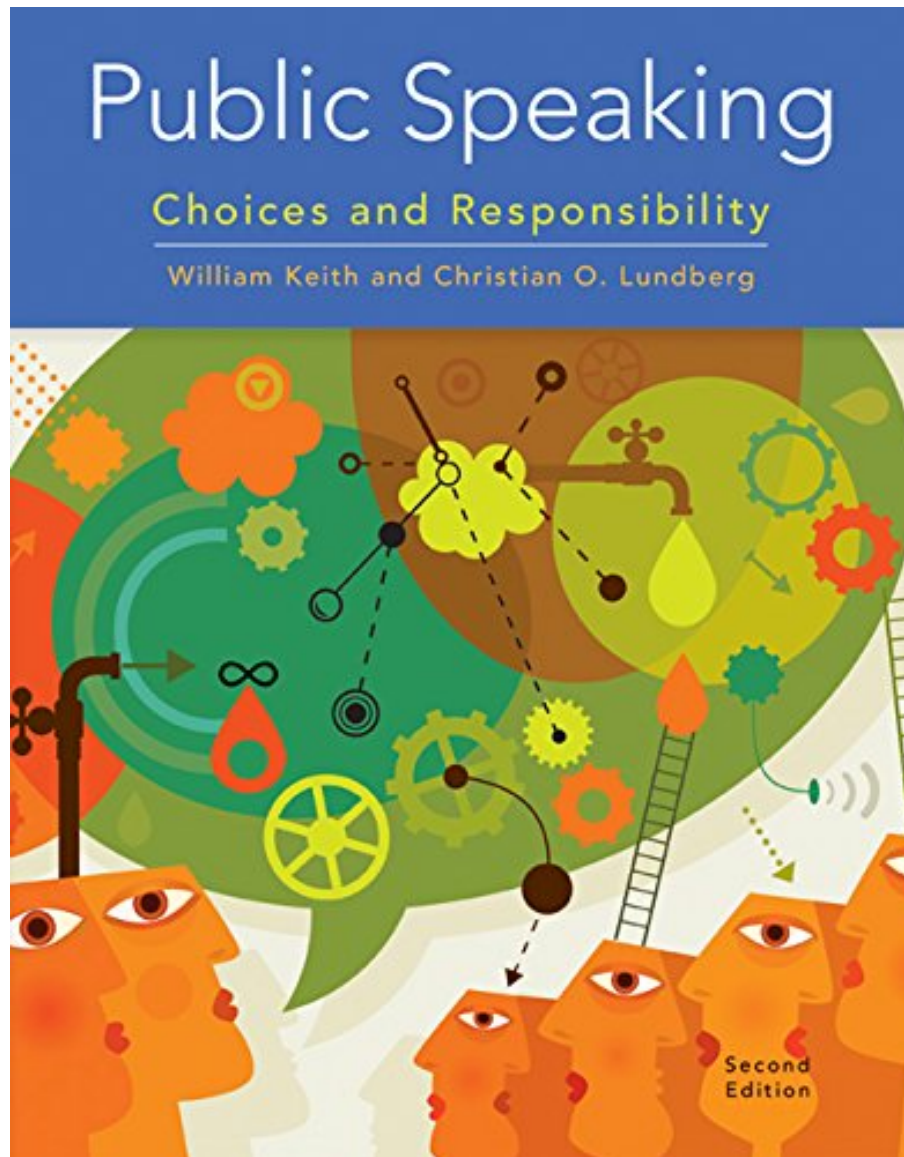
# **PUBLIC SPEAKING: CHOICES AND RESPONSIBILITY**

**BY WILLIAM KEITH,  
CHRISTIAN O. LUNDBERG**



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## **Review**

"The focus on the rhetorical audience is the largest help in this book toward helping students with appropriate topic selection and tailoring their word choice to the audience."

"I like that Chapter 1 focuses on community, ethics, and personal responsibility in public speaking. I think that many colleges include these ideas in their mission statements. This also gets at the reasons public speaking is such a powerful tool."

## **About the Author**

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Packed with hands-on applications, **PUBLIC SPEAKING: CHOICES AND RESPONSIBILITY**, 2e delivers a practical and up-to-date public speaking text based on rhetorical theory. It emphasizes the role of choices and civic engagement/responsibility throughout in narrative, features, and examples. Giving students valuable insight, it describes the audience as a "public" to which the speaker belongs, rather than as a separate entity defined only by demographics. The Second Edition includes new coverage of Monroe's Motivated Sequence, discussions of TED talks and PechaKucha, extended treatment of fallacies, and expanded emphasis on outlining. New Remix features apply the latest research in business and social science to public speaking skills. In addition, MindTap digital learning solution helps instructors engage and transform students into critical thinkers.

- Sales Rank: #740357 in Books
- Published on: 2016-01-01
- Original language: English
- Number of items: 1
- Dimensions: 10.70" h x .60" w x 8.40" l, .0 pounds
- Binding: Paperback
- 318 pages

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