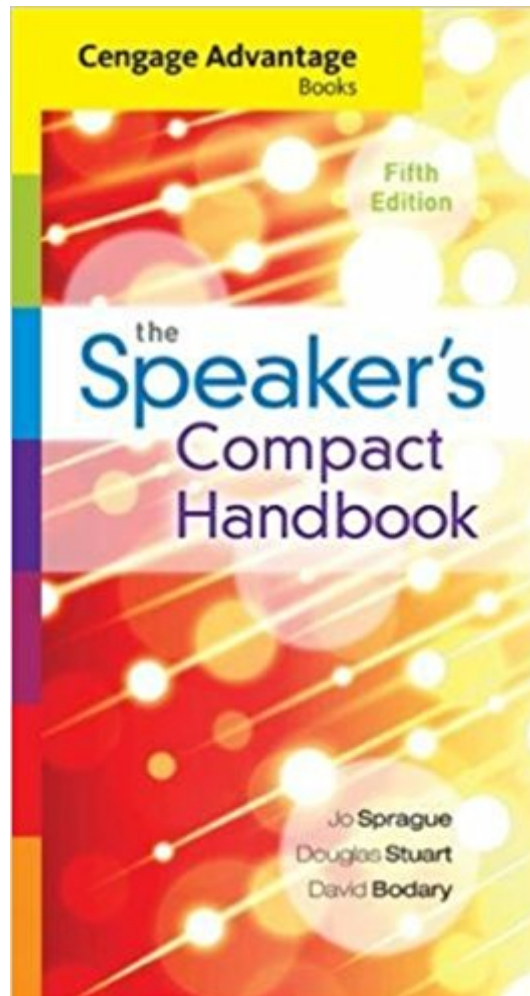




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Cengage Advantage Books: The Speaker's Compact Handbook



Synopsis

Packing a wealth of insight into a succinct resource, CENGAGE ADVANTAGE BOOKS: THE SPEAKER'S COMPACT HANDBOOK, 5th Edition, is a concise reference for the introductory public speaking course. An excellent value and useful to students in any major, this brief handbook grounded in research features speech excerpts and full-speech examples, illustrations, and critical thinking questions that students can use on their journey to becoming effective public speakers. The spiral-bound format and flexible standalone chapters allow students to access the topics they need to create great speeches easily, while Key Points, Quick Tips, and Checklists help them stay on track. Completely up to date, the Fifth Edition includes new examples, new student speech excerpts and full speeches, new Web Links boxes, new illustrations, and more.

Book Information

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Small to Store, A Convenient Resource Whenever You Need It Text presents a distilled version of the most useful advice from centuries of academic research and decades of practical experience--all in a brief, handy reference book. **Step by Step Guidance** Walking you step by step through the entire speech process, the first four chapters encourage you to establish a foundation so you can start thinking about and beginning the task of preparing a speech. Unit 3 encourages you to take time to plan your speech, and in Unit 8 you will consider the context in which they will be giving their speech. **Organizational Tools in Each Chapter** Helping you at

every stage of your speech-making process, quick-reference review and organizational tools include Checklists, Key Points, Quick Tips, Web Links, and Critical Thinking questions at the end of each chapter. Current and Relevant Content Extremely student friendly, the handbook is designed around the five steps of public speaking: Plan, Investigate, Compose, Practice, and Present.

Jo Sprague is professor emeritus of Communication Studies at San Jose State University, where she also served as associate director of the Center for Faculty Development and Support. In addition, she is a former president of the Western States Communication Association. Her research focuses on critiquing, teaching and the scholarship of speech communication. Douglas Stuart is Vice President of Technical and Marketing Publications at FirstTel Systems Corporation. David Bodary is a professor of Communication at Sinclair Community College in Dayton, Ohio, where he teaches Public Speaking and coordinates the Service Learning office. He belongs to both the National Communication Association (NCA) and the Central States Communication Association. Dr. Bodary has served in a variety of roles for both organizations and is pleased to have participated in the NCA Learning Outcomes in Communication project. He earned his bachelor's from Eastern Michigan University and a master's and doctorate from Wayne State University.

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