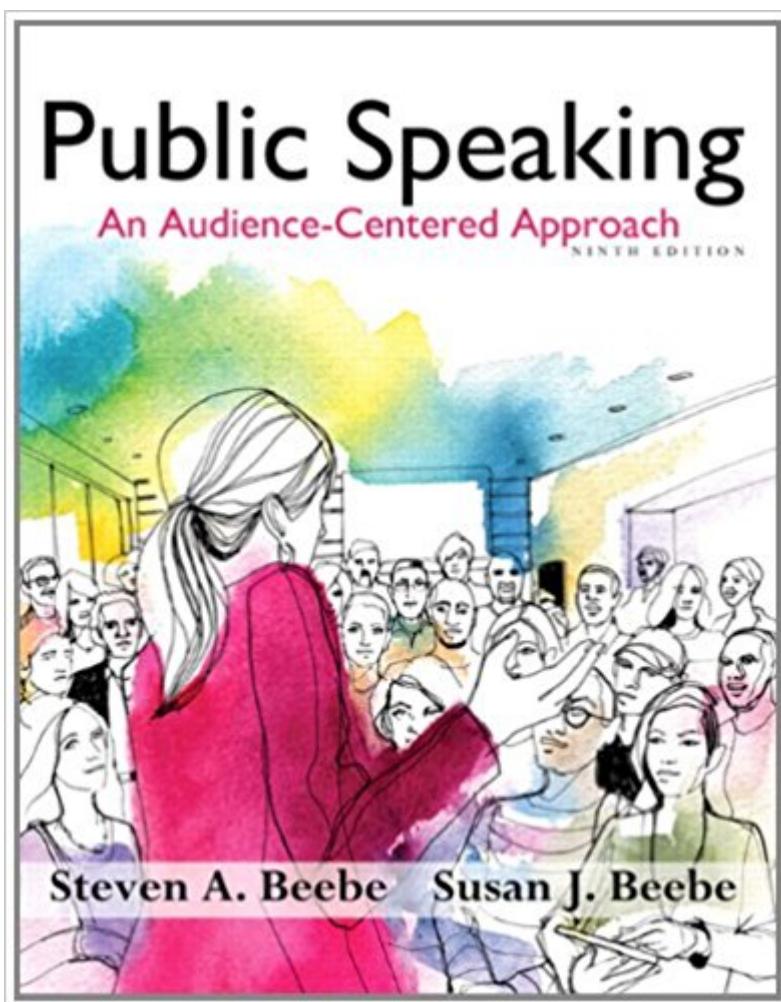


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Public Speaking: An Audience-Centered Approach (9th Edition) - Standalone Book



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. . Note: You are purchasing a standalone product; MyCommunicationLab does not come packaged with this content. If you would like to purchase both the physical text and MyCommunicationLab search for ISBN-10: 013381498X / ISBN-13: 9780133814989. This package includes: 0205890857 / 9780205890859 NEW MyCommunicationLab with Pearson eText -- Valuepack Access Card and 0205914632 / 9780205914630 Public Speaking: An Audience-Centered Approach MyCommunicationLab is an integral part of the Beebe/Beebe program. With extensive opportunities for the application of course content, MyCommunicationLab helps students become better speakers and master key public speaking concepts. Interactive videos provide students with the opportunity to watch and evaluate sample speeches. Online self-assessments and pre- and post-tests help students assess their comfort level with public speaking and their knowledge of the material. MediaShare allows students to post speeches and share them with classmates and instructors. ALERT: Before you purchase, check with your instructor or review your course syllabus to ensure that you select the correct ISBN. Several versions of Pearson's MyLab & Mastering products exist for each title, including customized versions for individual schools, and registrations are not transferable. In addition, you may need a CourseID, provided by your instructor, to register for and use Pearson's MyLab & Mastering products. Packages Access codes for Pearson's MyLab & Mastering products may not be included when purchasing or renting from companies other than Pearson; check with the seller before completing your purchase. Used or rental books If

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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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