



Public Speaking: Strategies for Success (6th Edition)

David Zarefsky

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Public Speaking, places a strong emphasis on developing strategies and making choices. Reinforcing the idea that public speaking is a skill that can assist in helping students communicate in their personal, professional and social lives. Throughout the text, students are encouraged to think through and about the public speaking process, as well as consider the diversity of audiences, occasions, and speakers, enabling them to choose a specific purpose, a relevant topic, and the appropriate material to make their speeches successful.

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