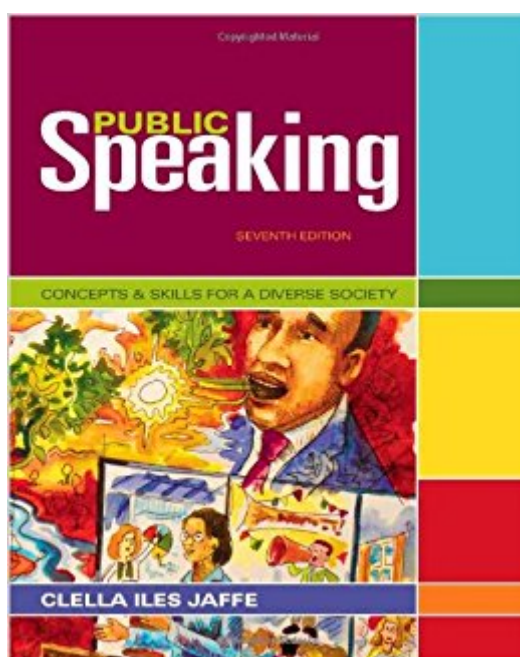


The book was found

Public Speaking: Concepts And Skills For A Diverse Society (Cengage Advantage Books)



Synopsis

PUBLIC SPEAKING is a culturally informed book that never loses sight of its fundamental purpose: to train students to be effective public speakers and listeners in a world filled with monumental cultural, political, and technological changes. It applies 2,500-year-old principles with up-to-date research into concepts, skills, theories, applications, and critical thinking proficiencies essential for listening and speaking in today's world. Its discussions of classic public speaking topics are all grounded in an awareness of the impact of cultural nuances--ranging from gender differences to co-cultures within the United States to the traditions of other nations. This provides speakers with a heightened awareness of and sensitivity to the audience.

Book Information

Series: Cengage Advantage Books

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Average Customer Review: 4.5 out of 5 stars 31 customer reviews

Best Sellers Rank: #57,825 in Books (See Top 100 in Books) #103 in [Books > Reference > Words, Language & Grammar > Public Speaking](#) #114 in [Books > Reference > Words, Language & Grammar > Speech](#) #140 in [Books > Textbooks > Communication & Journalism > Media Studies](#)

Customer Reviews

"I feel that the research done and utilized is at an excellent level. . . . This is a solid text for our basic course in Public Speaking. . . . This book provides a clear overview to the subject matter and 'craft'." "It's a textbook that students do not complain about! It's a textbook that offers an approach that is appropriate in today's 'small' world. It's a textbook that offers an excellent chapter on narrative speeches. It's a textbook that is flexible. It's a textbook that has a decent test bank. It's a textbook that recognizes that our Western views about speech-giving are not universal." "A solid text in the field with an interesting and valuable focus on culture and diversity within public speaking."

Dr. Clella Jaffe was the Communication Department Chair at George Fox University, Newberg, Oregon (recently retired). In addition to teaching communication courses at George Fox, she has taught at St. John's University (Queens) and Oregon State. For many years, she also taught oral interpretation of literature and coached and judged forensics competitions. Dr. Jaffe received her B.A. from Seattle Pacific University, earned her M.Ed. and Ph.D. from Oregon State University, and completed additional graduate work at the University of Washington.

This was great. Came in handy for class and had all the information that I needed. The cover was a bit damaged, but all of the pages inside were intact and none of them were written on or highlighted. I'm happy with my purchase.

I like this book because it gives clear and exact instructions, tips, and examples for many different types of speeches such as informative(research based), eulogies, persuasive speeches. etc.I would recommend this book to anyone who is taking a public speaking course. I have found it to be a useful study guide for me in this class that I'm taking now.

Great book great price

easy to read.

Book came in good time, in very good condition. No complaints, however, if you'd like to use (or are asked to use) the website that helps you write your speeches, you will have to either buy this book brand new (and probably from the school bookstore) in order for the code to be included, or purchase the code separately--it was over \$25 last I checked. The code is NOT included with a used book, though this had no bearing on my own needs. Thanks for the great book! It saved me over 50 bucks buying it here. :)

Book was in great condition

In the book's defense, I bought this textbook for a college course that I didn't like. It was a great outline to public speaking, but I often turned to Google instead.

Very good book

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