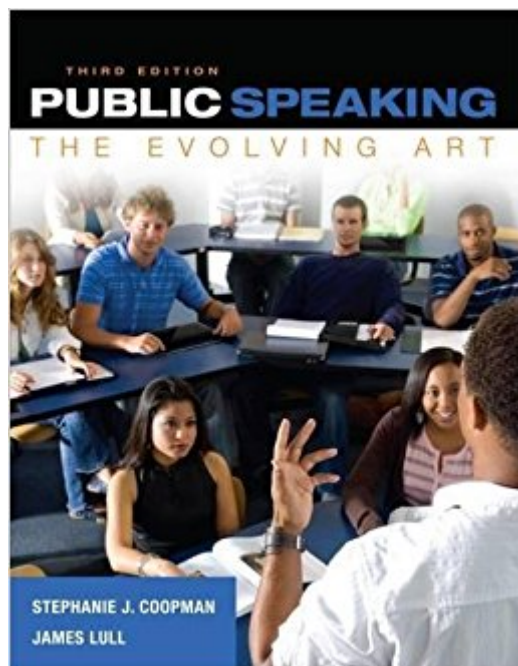




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# Public Speaking: The Evolving Art (with MindTap<sup>®</sup> & Speech Printed Access Card)



## Synopsis

PUBLIC SPEAKING: THE EVOLVING ART is the first book and integrated technology package to meet the expectations of today's students while both preserving and offering innovative variations on the well-respected traditions of public speaking instruction. Throughout the text, in short video segments, four peer mentors expertly guide readers through the concepts and strategies presented in the text. PUBLIC SPEAKING: THE EVOLVING ART is now available with MindTap Speech. MindTap Speech represents a new approach to a customizable, online, user-focused learning platform. MindTap combines all of a user's learning tools-readings, multimedia, activities and assessments-into a singular Learning Path that guides the user through the curriculum. This unique resource empowers instructors with new assessment capabilities applicable to traditional, online, and hybrid courses.

## Book Information

Paperback: 416 pages

Publisher: Wadsworth Publishing; 3 edition (January 1, 2014)

Language: English

ISBN-10: 1285432827

ISBN-13: 978-1285432823

Product Dimensions: 10.8 x 8.4 x 0.7 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 3.5 out of 5 stars 24 customer reviews

Best Sellers Rank: #38,892 in Books (See Top 100 in Books) #74 in Books > Reference > Words, Language & Grammar > Public Speaking #107 in Books > Textbooks > Communication & Journalism > Media Studies #125 in Books > Textbooks > Humanities > Performing Arts > Theater

## Customer Reviews

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[View larger](#) [View larger](#) [View larger](#) [Apply It in the Workplace.](#) Building on the concepts presented in the book, this 'Apply It in the Workplace' boxes encourage students to apply their new public speaking skills both outside the classroom and in professional contexts. 'Apply it in Your Community' boxes provide opportunities to use the skills and strategies learned and apply them in the community. [Packed with Relevant Content.](#) Public Speaking: The Evolving Art, teaches the fundamental goals of public speaking while exploring the

evolving contexts and digital resources that inform public speaking today. Popular media-oriented examples illustrate to students how digital culture plays a critical role in their public speaking course.

Supporting Online Resources. &#039;Read it, Watch it, Use it, Review it&#039; -- gives structure to each chapter, and directs students to the easy-to-access online material. Interactive, Peer-Based Learning Through Video Segments. The newly updated peer mentors (Speech Buddies) are supportive guides who offer speech-making strategies, visually model both effective and ineffective techniques from research to delivery to use of presentation aids, and add a personal connection in a visual medium familiar to students.

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[View larger](#) Make it count. The more time spent in MindTap, the better the results. Using MindTap throughout your course matters. Students using apps perform better on assignments.

Stephanie J. Coopman (Ph.D., University of Kentucky) is Professor of Communication Studies at San Jose State University. She served as department chair for five years and chair of the SJSU University Council of Chairs and Directors for three years. In addition to teaching public speaking since the start of her career, she has conducted numerous training sessions on public speaking and communication pedagogy. Professor Coopman has published her research in a variety of scholarly outlets, including FIRST MONDAY, COMMUNICATION EDUCATION, WESTERN JOURNAL OF COMMUNICATION, COMMUNICATION YEARBOOK, AMERICAN COMMUNICATION JOURNAL, JOURNAL OF BUSINESS COMMUNICATION, and MANAGEMENT COMMUNICATION QUARTERLY. She contributes 20 percent of her royalties from the sale of PUBLIC SPEAKING:

THE EVOLVING ART to the Robert R. Zimmermann "Dr. Bob" Scholarship fund for students and the Dr. Robert R. "Dr. Bob" Zimmermann Endowed Teaching Chair Award for faculty at Delta College in University Center, Michigan. James Lull (Ph.D. University of Wisconsin-Madison) is Professor Emeritus of Communication Studies at San Jose State University. Winner of the National Communication Association's Golden Anniversary Monograph Award, he has taught public speaking for more than twenty-five years. An internationally recognized leader in media studies, cultural analysis, and evolutionary communication, Professor Lull is the author or editor of twelve books with translations into many languages as well as articles published in the top journals in the field. Dr. Lull holds honorary doctorates and professorships from several universities in Europe and Latin America where he regularly gives plenary addresses and seminars.

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