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Public Speaking: The Evolving Art (with MindTap™ 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

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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. 'Read it, Watch it, Use it, Review it' -- 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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