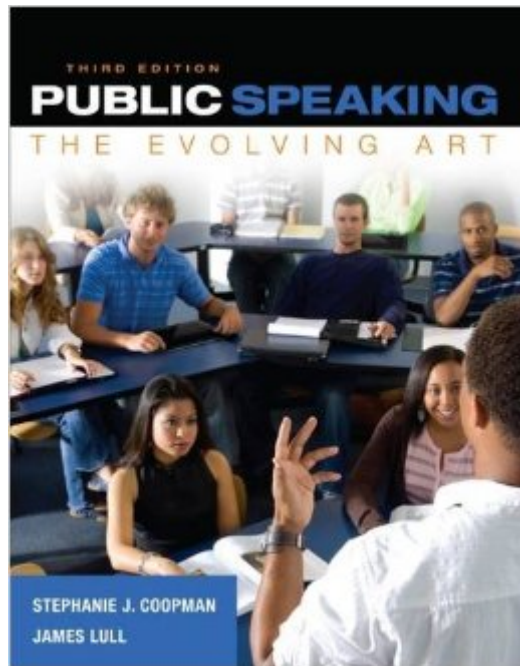# Public Speaking: The Evolving Art (with MindTapTM Speech Printed Access Card)

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: 8.4 x 0.7 x 10.8 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 stars See all reviews (17 customer reviews)

Best Sellers Rank: #67,297 in Books (See Top 100 in Books)   #62 in Books > Textbooks > Communication & Journalism > Media Studies   #73 in Books > Textbooks > Humanities > Performing Arts > Theater   #83 in Books > Reference > Words, Language & Grammar > Public Speaking

Customer Reviews

Get Ahead with Coopman/Lull¢ ™s Public Speaking: The Evolving Art   View larger

   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. '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.

Everything in One Place with MindTap View larger View larger View larger View larger Tap into Engagement. MindTap empowers you to produce your best workÃ¢Â Â"consistently. MindTap shows where you stand at all timesÃ¢Â Â"both individually and compared to the highest performers in class. MindTap Is Designed To Help You Master The Material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on whatÃ¢Â Â™s important. MindTap is Mobile. The new MindTap Mobile App provides the mobility and flexibility for you to make any time study time. MindTap Helps You Stay Organized And Efficient. MindTap gives you the study tools to master the material.

Public Speaking: The Evolving Art (with MindTapTM Speech Printed Access Card) The Challenge of Democracy: American Government in Global Politics (with MindTapTM Political Science, 1 term (6 months) Printed Access Card) (I Vote for MindTap) Gateways to Democracy: An Introduction to American Government (with MindTapTM Politcal Science, 1 term (6 months) Printed Access Card) (I Vote for MindTap) Speech Therapy for Kids : Techniques and Parents Guide for Speech Therapy (speech therapy, speech therapy materials) Public Administration: An Action Orientation, (with CourseReader 0-30: Public Administration Printed Access Card) Public Speaking: The Evolving Art (Book Only) The Art of Public Speaking with Connect Access Card Foundations of Museum Studies: Evolving Systems of Knowledge: Evolving Systems of Knowledge New Perspectives on Computer Concepts 2014, Comprehensive (with Microsoft Office 2013 Try It! and CourseMate Printed Access Card) Bundle: Illustrated Microsoft Office 365 & Office 2016: Fundamentals, Loose-leaf Version + MindTap Computing, 1 term (6 months) Printed Access Card ... Office 365 & Office 2016: Introductor SAM 2013 Assessment, Training and Projects with MindTap Reader for Discovering Computers & Microsoft Office 2013: A Fundamental Combined Approach Printed

Access Card Bundle: New Perspectives Microsoft Office 365 & Office 2016: Introductory, Loose-leaf Version + SAM 365 & 2016 Assessments, Trainings, and Projects with 1 MindTap Reader Multi-Term Printed Access Card Statistics for Management and Economics (with Online Content Printed Access Card) 9th (ninth) Edition by Keller, Gerald (2011) A+ Guide to Managing & Maintaining Your PC (with Printed Access Card) by Andrews, Jean 8th (eighth) Edition (1/1/2013) Network+ Guide to Networks (with Printed Access Card) Bundle: New Perspectives Microsoft Office 365 & Office 2016: Introductory, Loose-leaf Version + MindTap Computing, 1 term (6 months) Printed Access Card CMPTR (with CMPTR Online, 1 term (6 months) Printed Access Card) (New, Engaging Titles from 4LTR Press) A Guide to Crisis Intervention (with CourseMate Printed Access Card) ED PSYCH (with CourseMate, 1 term (6 months) Printed Access Card) (New 1st Editions in Education) Harnessing AutoCAD: 2013 and Beyond (with CAD Connect Web Site Printed Access Card) (Autodesk 2013 Now Available!)