



Speak

By Rudolph F. Verderber, Kathleen S. Verderber, Deanna D. Sellnow

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Editorial Review

Review

Part 1: ORIENTATION. 1. Foundations of Public Speaking. 2. Developing Confidence through the Speech-Planning Process. 3. Listening and Responding Effectively. Part 2: PRINCIPLES. 4. Selecting an Appropriate Speech Goal. 5. Adapting to Audiences. 6. Gathering and Evaluating Information. 7. Organizing and Outlining the Speech Body. 8. The Introduction and Conclusion. 9. Presentational Aids. 10. Language and Oral Style. 11. Practicing Delivery. Part 3: INFORMATIVE AND PERSUASIVE SPEAKING. 12. Informative Speaking. 13. Understanding Persuasive Messages. 14. Persuasive Speaking. Part 4: ADAPTING TO OTHER OCCASIONS AND FORMATS. 15. Ceremonial Speaking: Speeches for Special Occasions. 16. Developing and Delivering Group Presentations.

About the Author

Rudolph F. Verderber is Distinguished Teaching Professor of Communication Emeritus at the University of Cincinnati and former National Speaker's Association Professor of the Year -- as well as one of the all-time best-selling communication studies authors. The strength of his basic texts lies in his ability to explain and exemplify concepts, theories, and skills to introductory level students. His Cengage Learning texts -- COMMUNICATE!, THE CHALLENGE OF EFFECTIVE SPEAKING, COMM, and SPEAK -- have a reputation for being student favorites due to their accessible presentation of theory and skills.

Kathleen S. Verderber is Associate Professor of Management Emeritus at Northern Kentucky University. In addition to consulting with various civic, professional, and business organizations, she has published numerous journal articles and has presented papers at many communication and management conferences. She is a co-author of COMMUNICATE!, THE CHALLENGE OF EFFECTIVE SPEAKING, COMM, and SPEAK, all with Cengage, and author of INTER-ACT: INTERPERSONAL COMMUNICATION, CONCEPTS, SKILLS, AND CONTEXTS with Oxford University Press. She holds an MA in speech communication as well as an MBA and a PhD in organizational behavior from the University of Cincinnati.

Deanna D. Sellnow, PhD, is Professor of Strategic Communication in the Nicholson School of Communication at the University of Central Florida and conducts faculty development workshops on instructional communication pedagogy. Published in regional, national, and international journals, her research focuses on the rhetoric of popular culture, particularly music as communication, and instructional communication as it occurs in conventional and nonconventional classrooms, as well as in risk and crisis contexts. She is co-author of COMMUNICATE!, COMM, SPEAK, and THE CHALLENGE OF EFFECTIVE SPEAKING, all with Cengage.

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