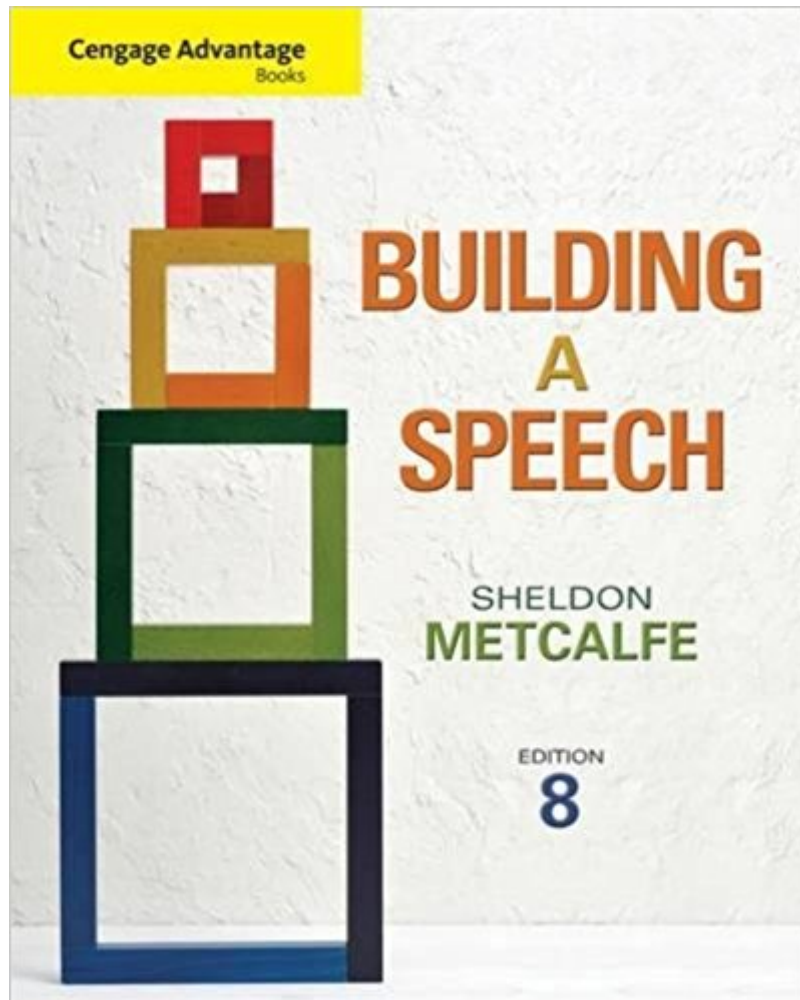




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Cengage Advantage Books: Building A Speech



Synopsis

With 19 chapters organized into five units, BUILDING A SPEECH, 8th EDITION guides students through the step-by-step process of developing public speaking skills through observation, peer criticism, personal experience and instructor guidance. Readings and exercises help students draft informative and persuasive speeches and improves their research and speechwriting skills. Topics such as apprehension and listening help students realize that they are not alone in their struggle to find the confidence to speak in public. BUILDING A SPEECH is grounded in the philosophy that students can master the steps of speech construction when provided with a caring environment, clear direction, and creative examples. Plus, this new Eighth Edition of BUILDING A SPEECH -- a Cengage Advantage Book -- continues the tradition of providing proven texts at lower prices.

Book Information

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how current advancements such as audience response systems, document cameras, whiteboards, touch screens, and file capturing can help you create visuals more easily and stimulate added

interest among listeners. [Content You Can Really Use](#) A five-unit structure organizes the text

into comprehensible, useful material that helps you craft and present a variety of speech types. Key Terms Clarify Important Concepts & Skills Lists of chapter objectives and key terms open each chapter to guide your reading and your study prep.

"Building a Speech gives very thorough coverage to some speech areas that are neglected by other textbooks. It has a "reader friendly" writing style and a great chapter on conducting research." "It is concise, it is inexpensive, and it covers the basic elements of the course in a fairly simple manner." "Practical and yet grounded, this text is a good overall fit for nearly any public speaking course, regardless of approach."

Dr. Metcalfe is the Chair of the Communications Department at the Community College of Baltimore County. He has taught the basic speech course for over 30 years. He is the author of two interactive CD-ROMs on speech training, a videodisc, and the Instructor's Manual to BUILDING A SPEECH, Seventh Edition. In addition to teaching, Dr. Metcalfe is a licensed private pilot, enjoys motorcycling during the warmer months, and playing the piano.

One of the best book i had in College. Very interesting and easy to understand.

I got the completely wrong items!!! I just need my textbook for class cause I have homework due and what I got in was a skin care solution, cleansing brush and an audiobook on the manhattan hunt club!!! Book nowhere to be found

This greatly deserves more than five stars. the price is amazingly cheap and the quality of the book i ordered came better than what i expected. It did take a while before it arrived, however it did make it before the due date. so yes. This book really is helping me a lot in how to construct a speech, giving me more info about forming an outline which is a huge help.

I used this for my communications class to learn how to better organize and deliver my speeches. This book is written incredibly well. It uses several examples from famous speeches. It was nice to read a textbook that was applicable to the current time period.

Got this book for an intro to public speaking class. I recommend this book to anyone wanting to know the foundation of public speaking.

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Great book..used for class

No Complaints

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