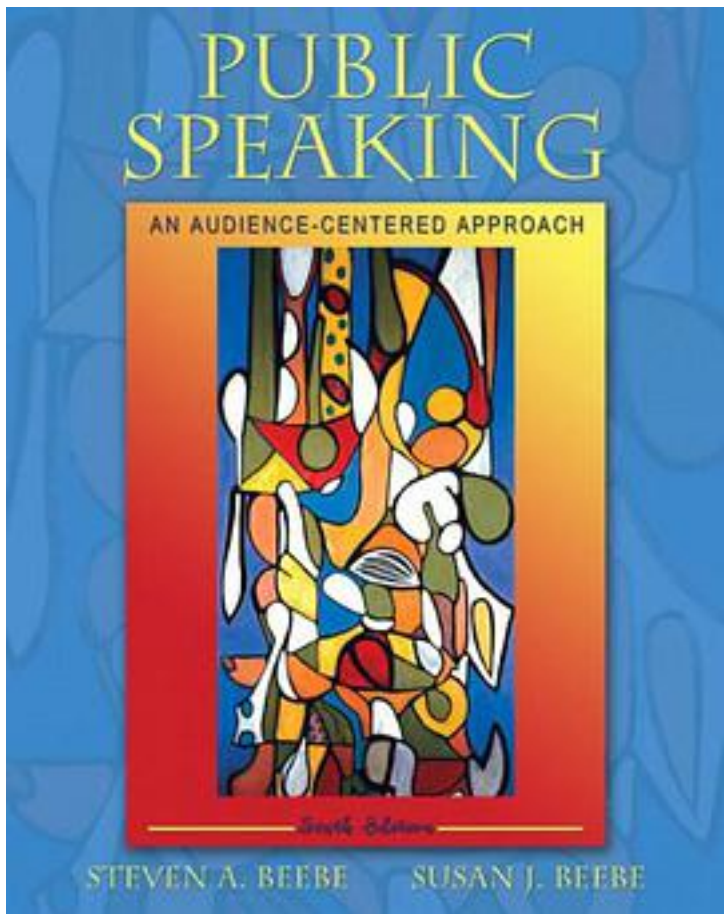


Public Speaking



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Public Speaking: Building Competency in Stages is an introduction to public speaking, a course that is found in nearly every 2 and 4 year college/university in the country. It is generally the first course students take in Communication, and many other disciplines require that their majors take this course - consequently the enrollments are huge. As

the titles implies, Ferguson takes an incremental approach to the topic, and most importantly, she feels strongly about getting students through many chapters of theory and advice before getting to the different types of speeches that students do - informative, persuasive, special occasion, and small group. Ferguson brings the genres up front, and teaches the concepts incrementally as they pertain to the genre. She also has an overview chapter, very early, that serves as a comprehensive introduction to the basics of speaking - a very sensible pedagogical element missing from most books. In addition, the book will offer greater emphasis on audience analysis and rhetorical criticism, which gives her book a distinctive and sophisticated feel.

作者介绍:

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