

Cengage Advantage Books



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出版者:

出版时间:2009-3

装帧:

isbn:9780495567578

CENGAGE ADVANTAGE BOOKS: BUILDING A SPEECH, Seventh Edition, continues the tradition of providing proven texts at lower prices. With 20 chapters organized into five units, BUILDING A SPEECH guides students through a step-by-step process of developing public speaking skills through observation, peer criticism, personal experience and instructor guidance. Readings and exercises provide assistance in drafting informative and persuasive speeches as well as improving research and speechwriting skills. The text's conversational style aims to both interest and motivate students. Topics such as apprehension and listening provide a positive learning environment and help students to realize that they are not alone in their struggle to find the confidence to speak in public. It is grounded in the philosophy that students can master the steps of speech construction if provided with a caring environment, clear direction, and creative examples.

作者介绍:

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