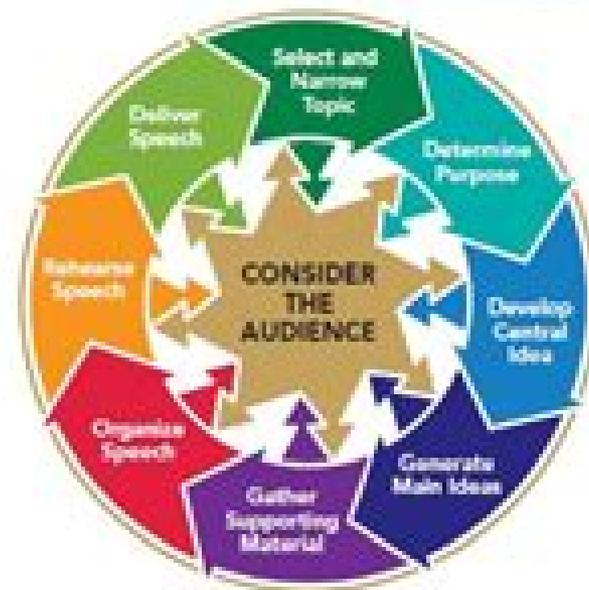


Overview of Audience-Centered Public Speaking

- ✦ Determine your general purpose (Overarching goal)
 - Speaking to inform
 - Speaking to persuade
 - Speaking to entertain
- ✦ Determine your specific purpose
 - What do you want your audience to do, remember or feel?
 - Specificity adds detail and focus to your general purpose >



Public Speaking An Audience Centered Approach

Steven & Beebe Beebe (Susan)



Public Speaking An Audience Centered Approach:

Public Speaking Steven A. Beebe, Susan J. Beebe, 2017-01-09 This is the eBook of the printed book and may not include any media website access codes or print supplements that may come packaged with the bound book For courses in Public Speaking An audience centered approach to public speaking Public Speaking An Audience Centered Approach outlines a comprehensive process for new public speakers to ensure they continually connect to their listeners Authors Steven and Susan Beebe emphasize the importance of analyzing and considering the audience at every point in the speech making process By focusing student attention on the dynamics of diverse audiences ethics and communication apprehension the text narrows the gap between the classroom and the real world The Tenth Edition includes new speech examples that model effective public speaking as well as updated content that helps students better understand contemporary communication opportunities and challenges Public Speaking An Audience Centered Approach Tenth Edition is also available via Revel an interactive learning environment that enables students to read practice and study in one continuous experience **Public**

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Public Speaking Steven A. Beebe,Susan J. Beebe,1993-09-01 *Public Speaking: an Audience-Centered Approach* Diana K. Ivy,Susan J. Beebe,Steven A. Beebe,Mark V. Redmond,1999-07-01 **Public Speaking: Audience Centered Approach** ANONIMO,Steven Beebe,2004-09-01 Give your students a choice of how they access your online course MySpeechLab Xpress contains an access code to all of MySpeechLab s online materials including a completely interactive E book As an added bonus students get a full color laminated Public Speaking Study Card the perfect tool for studying for exams All at a price that s significantly lower than the printed textbook package For more information about MySpeechLab visit www.myspeechlab.com

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Public Speaking: an Audience-Centered Approach Beebe,2006

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