Principles of Public Speaking (16th Edition)

By Kathleen M. German, Bruce E. Gronbeck, Douglas Ehninger, Alan H. Monroe

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Balancing skills and theory, *Principles of Public Speaking* emphasizes orality, Internet technology, and critical thinking as it encourages the reader to see public speaking as a way to build community in today's diverse world. Within a framework that emphasizes speaker responsibility, critical thinking and listening, and cultural awareness, this classic book uses examples from college, workplace, political, and social communication to make the study of public speaking relevant, contemporary, and exciting. This brief but comprehensive book also offers the reader the latest in using technology in speechmaking, featuring a unique and exciting integrated text and technology learning system.

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Editorial Review

From the Back Cover

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<u>**New to the Sixteenth Edition**</u>

- **New easy-to-find section on web resources**. This extensive coverage of how to use and evaluate electronic sources keeps students up-to-date on the latest information about using technology effectively for research.
- Now includes an **extensive discussion on using PowerPoint** slides. This new coverage discusses how to design exciting, eye-catching slides and strategies for incorporating them seamlessly into a presentation.
- Contains **updated examples throughout**, including those that reflect greater cultural diversity, changes in technology, and the latest research in public speaking.
- **New Chapter (Ch. 16) discusses group-based speeches**, including team presentations and responding to questions and objections.

<u>**Praise for *Principles of Public Speaking***</u>

This text is different from its competitors because of its brevity and concrete, functional discussions. It is very useful in a wide range of public speaking-oriented courses, general speech requirements, or business speaking, where the primary emphasis is on performance . . .

–Mary L. Mohan, *SUNY Geneseo*

The section on culture and cultural diversity is outstanding. It helps me to get all of the students interested in learning about each other's cultures.

--William F. Ferreira. Houston Community College Southwest

Users Review

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