



Public Speaking: The Evolving Art, Enhanced Edition (with Resource Center, Enhanced eBook, Web Site, Interactive Video, Audio Study Tool, InfoTrac 1-Semester Printed Access Card)

By Stephanie J. Coopman, James Lull

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PUBLIC SPEAKING: THE EVOLVING ART, ENHANCED EDITION, is the first book and integrated technology package to meet the expectations of today's students while both preserving and offering innovative variations on the well-respected traditions of public speaking instruction. Throughout the text, readers benefit from the examples of four peer mentors--real people who have successfully completed the public speaking course--via short video segments designed to bring concepts and strategies to life. PUBLIC SPEAKING: THE EVOLVING ART, ENHANCED EDITION, is now available with Speech Studio. Speech Studio is an online video upload and grading program that improves the learning comprehension of public speaking students. This unique resource empowers instructors with new assessment capability applicable for traditional, online, and hybrid courses.

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- Sales Rank: #1692338 in Books
- Published on: 2010-01-01
- Original language: English
- Number of items: 1
- Dimensions: .70" h x 9.00" w x 7.90" l, 1.75 pounds
- Binding: Paperback
- 496 pages

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Editorial Review

Review

If you are looking for a student friendly, theoretically based, and pedagogically sound text for the basic public speaking course, then you all want to review Public Speaking [the Evolving Art]. Using the concept of video speech buddies, the authors utilize peer teaching, as well as emphasize the relevance of public speaking in the 21st century. The text is reader friendly, acknowledging the impact of technology in the way today's college students think and learn.

About the Author

Stephanie J. Coopman (Ph.D., University of Kentucky) is Professor and Chair of Communication Studies at San Jose State University and Chair of the SJSU University Council of Chairs and Directors. In addition to teaching public speaking since the start of her career, she has conducted numerous workshops on public speaking and communication pedagogy. Professor Coopman has published her research in a variety of scholarly outlets, including First Monday, Communication Education, Western Journal of Communication, Communication Yearbook, American Communication Journal, Journal of Business Communication, and Management Communication Quarterly.

James Lull is Professor Emeritus of Communication Studies at San Jose State University. Winner of the National Communication Association's Golden Anniversary Monograph Award, he has taught public speaking for more than twenty-five years. An internationally recognized leader in media studies and cultural analysis, Professor Lull is author or editor of twelve books with translations into many languages. Dr. Lull holds an Honorary Doctorate from the University of Helsinki, Finland, and an Honorary Professorship at Aalborg University, Denmark. He regularly gives plenary addresses and seminars at universities in Europe and Latin America.

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