



chapter **15**

Speaking to Persuade

Chapter 15 Speaking To Persuade

Simon & Schuster



Chapter 15 Speaking To Persuade:

, The Public Speaking Playbook Teri Kwal Gamble, Michael W. Gamble, 2022-12-08 The Public Speaking Playbook coaches students to prepare practice and present speeches whether in the classroom public sphere or in a virtual setting Authors Teri Kwal Gamble and Michael W Gamble employ an interactive approach to building skills through various exercises that allow students to practice and improve their public speaking Features such as objectives coaching tips and new self assessments in each section further aids student success and reinforces key competencies The Fourth Edition makes this text more relevant timely and engaging with increased coverage of recent events and a focus on improving virtual presentation skills This title is accompanied by a complete teaching and learning package Learning Platform Courseware SAGE Vantage is an intuitive learning platform that integrates quality SAGE textbook content with assignable multimedia activities and auto graded assessments to drive student engagement and ensure accountability Unparalleled in its ease of use and built for dynamic teaching and learning Vantage offers customizable LMS integration and best in class support It s a learning platform you and your students will actually love Select the Vantage tab on this page to learn more Assignable Video with Assessment Assignable video available in SAGE Vantage is tied to learning objectives and curated exclusively for this text to bring concepts to life Watch a sample video now LMS Cartridge Import this title s instructor resources into your school s learning management system LMS and save time Don t use an LMS You can still access all of the same online resources for this title via the password protected Instructor Resource Site Select the Resources tab on this page to learn more **The Competent Public Speaker** Sherwyn P. Morreale, 2010 Based on the National Communication Association s conceptual model for teaching and evaluating undergraduate public speeches as developed by the author and others Sherwyn P Morreale offers a highly accessible easy to teach easy to learn approach to public speaking The approach adopted in the text includes eight public speaking competencies four on speech preparation and four on speech delivery which are enhanced by emphasizing the impact of technology ethics culture and diversity on public speaking A number of unique features designed to improve teaching and learning include Students used as examples in each chapter so that readers can follow them as they learn about public speaking Tables and boxed text to reinforce the most important learning points Checkpoint and self assessment tools so that readers can determine their level of competence and find out whether they are ready to proceed to the next chapter Competence building activities for students to apply chapter concepts and practice public speaking strategies in the classroom or as take home assignments An accompanying website which is updated on a regular basis and offers a forum for students to contact the author Designed for introductory level public speaking courses taught at two and four year colleges and universities this text offers a distinctively practical alternative for students and teachers to achieve consistency across multiple sections of the public speaking course An instructor s manual is available on request *Test Bank to Accompany The Art of Public Speaking, Seventh Edition* Stephen Lucas, 2001 *Public Speaking for College and*

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