

Synopsis

By far the leading speech textbook of our time, *The Art of Public Speaking* has defined the art of being the best for more than 10 million students and instructors. Whether a novice or an experienced speaker, every student will learn how to be a better public speaker through Lucas' clear explanations of classical and contemporary theory and thorough coverage of practical applications. The new edition offers a revolutionary digital experience--McGraw-Hill Connect Lucas and Connect Lucas Plus. The Connect Lucas products allow students and instructors to access all course materials including a complete media and research library, study aids and speech preparation and assessment tools from a single place, connectlucas.com. With Connect Lucas, students use the traditional printed text. Specially marked icons in the text guide students to the media-rich, interactive features available at connectlucas.com. Connect Lucas Plus allows students and instructors to access the fully-integrated, media-rich textbook from connectlucas.com. As students read the book online, linked icons guide them to embedded media-rich, interactive features. Learn more and visit connectlucas.com.

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Customer Reviews

The author does a great job of explaining things in a way that is easily readable and applicable. I do wish that the value of the book matched the content quality. At the price of \$103.24 at the time of this review, the book is way overpriced. The book is 300 pages, but this is only because of 3 inch

margins and many unnecessary pictures (see product pictures). In actuality, the content is about 150 pages. In summation, the quality is good, however the price truly diminishes the merit of the book. If, like me, you are required to purchase this, you may be better off buying it used or renting it. The book is a quick read, so you may consider purchasing it/renting it with a classmate so that the price is truly worth it. You will be able to share it and each read the whole thing in just a few days.

Students who use Lucas' book are presented not simply with an excellent text for preparation and delivery of speeches, but also with a website full of information, examples and tips. While this is intended for a classroom setting (the teacher's edition comes with a lot of supplements to help enhance the learning experience for the students), those who want to learn about the mechanics and processes of public speaking on their own would not be ill served by using this text. There are some signature features that make this a very good text for students, both independent and classroom based. The internet connection is but one, not only the website associated with the book, but also tips on using the vast resources of the internet wisely and efficiently. There is a strong coverage of ethics, to help students avoid the problems of plagiarism (intentional and inadvertent), as well as how to listen properly (without attaching personal agenda or false meaning to interpretation). The book is very visually interesting, with colourful pages, pictures, charts, and examples of things that might be used to make speeches more interesting. The text is written with the student in mind - it is not a book by experts for experts, and thus keeps the language at a basic level without sacrificing clarity. The book itself is organised into broad sections: Speaking and Listening; Getting Started; Organising and Outlining; Speech Presentation; and finally Varieties of Public Speaking. There are few things that inspire more fear in many people than the prospect of having to deliver a public speech - the first chapter deals with some of this anxiety issue, as well as helping the students to understand the role of the listener (a role that most of us assume far more often than we realise). The sections on Speech Preparation cover the range from selecting the idea, understanding the audience and doing research to organising the speech from beginning to end in a logical, meaningful, and interesting manner. While the section on preparation might be considered by many to be the most important, the section on speech delivery is perhaps the most vital, for a good speech poorly delivered will likely not have much impact, whereas a poor speech delivered with great power can often have great influence. This section deals with issues of language, delivery, body language, personal presentation, as well as the use of visual aids (when they are and are not appropriate). There are different types of speeches, and these are covered in the final section. Speeches can be used to inform (like lectures), to persuade (much of political speech is like this, as

are sermons), or in special occasions such as introducing people, presenting awards, accepting honours, or speeches of commemoration and memorial. There is also a section on small-group speaking - most people don't attribute the idea of 'giving a speech' to speaking in board rooms, committees, etc., but this requires a special kind of rhetorical skill. Overall, this is an excellent text for coming to understand the art of public speaking from beginning to end.

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For both beginning and advanced speakers -- really, anyone seeking to persuade others -- this is a FINE reference. The work is loaded with URLs and reference sources for research purposes. You'll definitely want to keep this book on the shelf within handy reach. The chapter on "Speaking to Persuade" is especially useful for getting commitment from others. I recommend the work particularly to business professionals who want good, solid advice on how to construct and deliver effective communications. In addition, the author has provided exceptionally well-integrated support materials to ensure proper understanding of the concepts. Teachers and trainers will find the bank of test materials and workshop exercises extremely helpful. Also, the CD presents highlights from such outstanding speakers as Barbara Bush, John F. Kennedy, Elizabeth Dole and Rev. Martin Luther King, Jr.

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