Ninth Edition

Speaking with a Purpose

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Pearson
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PREFACE

Numerous rewards await the person who can communicate successfully through speech. Improved self-concept, increased confidence, greater employability, and the ability to get along better with others are just a few of these benefits.

*Speaking with a Purpose* is designed to help speakers develop the skills they need to prepare and deliver effective speeches. It is geared toward the student who wants practical advice and hands-on experience in speaking. This new edition continues to offer the concise, practical, step-by-step approach to the speechmaking process that has made the book successful through numerous editions.

*Speaking with a Purpose* is based primarily on a traditional public speaking approach combined with up-to-date communication theory. It is intentionally brief in order to give the reader more time to prepare, practice, and present speeches. The step-by-step approach of the book allows students to concentrate on the speechmaking process.

NEW TO THIS EDITION

Numerous changes have been made to this new edition of *Speaking with a Purpose* to ensure its currency and relevancy to students in today’s academic environment. In addition to countless edits, updated examples, and the addition of more current research, the following changes have been made:

- New discussion questions allow students to apply what they learn in the class to situations they experience in daily life.
- Refined, easy to understand language and modern examples make relating to the text easy for a wide variety of students.
- Updated strategies for including new media in speech presentations, such as YouTube videos, help make the skills students learn in this text relevant and applicable to everyday life.
- Chapter 5 provides an updated focus on how to use modern search engines like Google to effectively find pertinent research for presentations.
- Chapter 2 provides a new detailed examination of Maslow’s Hierarchy of Needs and its relation to the audience.
- The importance of listening from both an audience and individual standpoint is highlighted, emphasizing the significance of strong listening skills for all aspects of daily life.
- Modernized persuasive speech fundamentals help to place persuasion in a modern scope.
- A focus on food and food allergies and their influence on speech apprehension creates a unique component to this text.
- A new focus on visualization case studies will engage the reader.
Speaking with a Purpose is written in a reader-friendly style. Most reviewers who critiqued the book labeled the readability, writing style, level, and pace of the book as “excellent.”

The text contains numerous up-to-date examples that relate to what’s going on in the world today. From focusing on better refining Google searches to how to effectively use YouTube in a presentation setting, this text is situated in the current technological landscape. Pictures and graphs have been used sparingly and other visual aids have been kept to a minimum in order to keep the book inexpensive. The arrangement of the book is logical. Chapter 1 discusses the importance of speech, guidelines to successful speechmaking, listening, note taking, projecting confidence, the speech-communication process, and ethics in communication. Chapters 2 through 8 follow a seven-step approach on how to prepare and deliver a successful speech, highlighting the importance of combining personal knowledge and experience with modern technology. Chapter 9 covers speaking to inform and Chapter 10 involves an in-depth study of persuasion and persuasive speaking. Finally, Chapter 11—the group communication chapter—provides the inclusion of such important concepts as group synergy and the various discussion formats students are sure to engage in their professional careers.

We continue to provide an Instructor’s Manual to adopters of the text to assist with preparation for the classroom. To download the Instructor’s Manual and learn about other supplementary materials, please visit Pearson’s Instructor Resource Center at www.pearsonhighered.com/irc (access code required).

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