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offering an ideal balance of theory and skills this book provides a solid grounding in the how s and why s of public speaking placing particular emphasis on critiquing ethics and critical thinking written in a casual lively style and clearly organized this edition of mastering public speaking builds on its previous success the fourth edition retains its popular and distinctive emphasis on the ethical contract between speaker and listener and on the value of critiquing speeches to improve your own skills learn how to think critically as you choose speech topics conduct research organize content select language manage nervousness and deliver speeches for anyone interested in public speaking

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