



REVEL for Public Speaking -- Standalone Access Card (8th Edition)

David Zarefsky

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REVEL for Public Speaking -- Standalone Access Card (8th Edition) David Zarefsky **Teach Students Sound Strategies for Public Speaking**

REVEL™ for *Public Speaking: Strategies for Success* gives students the tools they need to think critically, plan strategically, and speak effectively. By thinking analytically, organizing ideas, doing sound research, and properly assessing their audiences, students learn how to successfully inform and persuade. In the process, they build necessary skills for many other areas of life. REVEL for the Eighth Edition builds on the idea that public speaking is a strategic practice. It allows students to recognize that public speaking is an art dictated by the dynamics of an audience. By learning a set of norms and expectations and strategizing how to plan for any situation, students are better able to achieve their public speaking goals. Students learn to prepare for any public speaking situation by assessing different strategies and developing habits of analysis and memory through examples, activities and sample speeches. Emphasis on underlying theory throughout helps students understand how certain speakers and their audiences engage one another.

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