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David Zarefsky



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A strategic approach to public speaking

Public Speaking: Strategies for Success is based on the premise that successful public speaking is strategic. Critical thinking and strategic planning are emphasized throughout the text. David Zarefsky, one of today's leading scholars in speech communication, encourages students to think through and about the public speaking process. Zarefsky urges students to consider the diversity of audiences, occasions, and speakers and to choose a specific purpose, a relevant topic, and the appropriate material to make their speeches successful.

Because public speaking is situation-specific, the author stresses the integration of theory and practice throughout the text. Students learn how to develop and apply strategies for speaking situations they will encounter throughout the rest of their lives.

MyCommunicationLab is an integral part of the Zarefsky program. Key learning applications include MediaShare, assessment and sample speeches.

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- *Personalize Learning*–MyCommunicationLab is online learning. MyCommunicationLab engages students through personalized learning and helps instructors from course preparation to delivery and assessment.
- Improve Critical Thinking–Practical applications of critical thinking skills are emphasized throughout.
- Engage Students-Challenging cases and examples encourage students to apply what they have learned.
- *Apply Ethics*–Features throughout the book reflect the view that ethical issues are involved in every aspect of public speaking.
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