



Principles of Public Speaking, 15th Edition

Kathleen M. German, Bruce E. Gronbeck

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Balancing skills and theory, this text emphasizes orality, technology, and critical thinking as it encourages students to see public speaking as a way to build community in today's diverse world. Within a framework that emphasizes speaker responsibility, critical thinking and listening, and cultural awareness, this classic text uses examples from college, workplace, political, and social communication to make the study of public speaking relevant, contemporary, and exciting for students. The brief but comprehensive text also offers students the latest in using technology in speechmaking and features a unique and exciting integrated text and technology learning system.

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