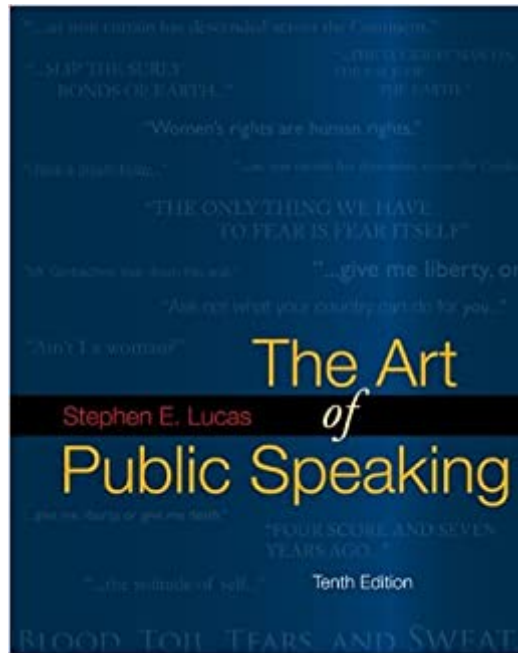




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# The Art Of Public Speaking, 10th Edition



## Synopsis

By far the leading speech textbook of our time, *The Art of Public Speaking* has defined the art of being the best for more than 10 million students and instructors. Whether a novice or an experienced speaker, every student will learn how to be a better public speaker through Lucas' clear explanations of classical and contemporary theory and thorough coverage of practical applications. The new edition offers a revolutionary digital experience--McGraw-Hill Connect Lucas and Connect Lucas Plus. The Connect Lucas products allow students and instructors to access all course materials including a complete media and research library, study aids and speech preparation and assessment tools from a single place, [connectlucas.com](http://connectlucas.com). With Connect Lucas, students use the traditional printed text. Specially marked icons in the text guide students to the media-rich, interactive features available at [connectlucas.com](http://connectlucas.com). Connect Lucas Plus allows students and instructors to access the fully-integrated, media-rich textbook from [connectlucas.com](http://connectlucas.com). As students read the book online, linked icons guide them to embedded media-rich, interactive features. Learn more and visit [connectlucas.com](http://connectlucas.com).

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## Customer Reviews

**ABOUT THE AUTHOR** Stephen E. Lucas is Professor of Communication Arts and Evjue-Bascom Professor in the Humanities at the University of Wisconsin-Madison, where he has taught since 1972. He received his bachelor's degree from the University of California, Santa Barbara, and his

master's and doctorate degrees from Penn State University. Professor Lucas has been recognized for his work as both a scholar and a teacher. His first book, *Portents of Rebellion: Rhetoric and Revolution in Philadelphia, 1765-1776*, received the Golden Anniversary Award of the National Communication Association in 1977 and was nominated for a Pulitzer Prize. His major articles include "The Schism in Rhetorical Scholarship" (1981), "The Renaissance of American Public Address: Text and Context in Rhetorical Criticism" (1988), "The Stylistic Artistry of the Declaration of Independence" (1990), and "The Rhetorical Ancestry of the Declaration of Independence" (1998), for which he received the Golden Anniversary Monograph Award of the National Communication Association. His most recent book is *Words of a Century: The Top 100 American Speeches, 1900-1999* (2009). Professor Lucas has received a number of teaching awards, including the Chancellor's Award for Excellence in Teaching at the University of Wisconsin and the National Communication Association's Donald E. Croyd Award for Outstanding Teaching in Higher Education. His lecture course on "The Rhetoric of Campaigns and Revolutions" is among the most popular on campus and has twice been selected for statewide broadcast in its entirety by Wisconsin Public Radio. Professor Lucas is featured in the Educational Video Group's program on the history of American public address, and he has appeared on the History Channel's documentary on the Declaration of Independence. Professor Lucas has directed the introductory public speaking course at the University of Wisconsin-Madison since 1973. Over the years he has been responsible for numerous teaching innovations and has supervised the training of hundreds of graduate assistants. In addition to participating in public speaking workshops and colloquia at schools throughout the United States, he has served as a judge for the major national English-language public speaking competitions in China, has lectured at numerous Chinese universities, and has conducted workshops for Chinese instructors on teaching public speaking. Stephen Lucas and his wife, Patty, live in Madison, Wisconsin, and have two sons, Jeff and Ryan. His interests include travel, sports, art, and photography.

Explains the fundamentals of the art of public speaking. A good teaching tool. Recommended.

For college, I think it was too easy, but it came in good condition, and it worked for class.

College Textbook

Very understandable writing. Perfect for my class.

Just what was needed

Great

Great

Bought this version instead of the 11th edition and it worked great. My teacher had the new version and it was \$142. This book was so cheap and the difference between the books were minimal. There is one additional chapter but the book literally split 1 chapter into 2 so thats why there is one extra chapter in the book. So glad I decided to save on this book. Get this edition its pretty much the same. The only main difference were the activities at the ends of the chapters but overall good price and helped with my speech class.

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