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With its distinctive personality and contemporary edge, Joshua Gunns new introduction to public speaking, Speech Craft, engages students in the speechmaking process like no other textbook available. No matter if students are giving a toast or are speaking to inform or to persuade, Speech Craft's emphasis on the idea of speechmaking as community-building will help students connect public speaking to their own lives and find ways to make meaningful and ethical connections with their audiences. Speech Craft gets to the root of public speaking with purpose by opening students eyes to the power of speech in our world and speaking for change. Its unique chapter, Speaking for Social Change, strikes a realistic yet hopeful note about speech as the ultimate advocacy and civic engagement tool. A new book for a new generation, Speech Craft is supported by a robust and powerful digital package that will make teaching and of-the-moment feedback a life-changing process for instructors and students. Speech Craft brings a passion for public speaking into the classroom at an affordable price.

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