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chapters on public speaking and
communication, language habits,
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asks students to think critically
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chapter topic, and offers opportunities for critical reflection on how to use each aspect of public speaking appropriately and effectively. Each chapter is paired with an activity, checklist, or worksheet that students may use to

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writing as a tool of thought, offering prompts that lead students through the process of analysis and help them to generate original, well-developed ideas. The authors of this brief, popular rhetoric believe that learning to write well requires

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learning to use writing as a tool to think well. Rosenwasser and Stephen emphasize analysis as a mode of enriching understanding that precedes and in some cases supplants argument. Materials in the eighth edition are better

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study. Today, however, the rich tradition of speech communication studies is either reduced to a few quick mentions of Aristotle and Cicero, or at worst, lost altogether. Why have we forgotten where we come from, and more importantly,

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why are we not sharing those origins with our students? In this book, we bring that extensive tradition to the forefront of public speaking instruction while also maintaining the skills aspect of public speaking pedagogy. In short,

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*we help you understand the "why"
behind the "how" in effective public
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conscious communicators.**

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most current scholarly research
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examples designed to recursively develop communication skills best learned through practice, in context. The third edition has been extensively revised to ensure that all students' perspectives are represented. The coverage of gender

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