



# Speaking with a Purpose Plus MySearchLab with eText -- Access Card Package (9th Edition)

*Arthur Koch, Jason Schmitt*

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*Provides a concise, practical, and step-by-step approach to public speaking*

*Speaking with a Purpose* is designed to help speakers develop the skills they need to prepare and deliver effective speeches. It is based primarily on a traditional public speaking approach combined with up-to-date communication theory. It is intentionally brief in order to give the reader more time to prepare, practice, and present speeches. The step-by-step approach of the book allows students to concentrate on the speechmaking process.

## Learning Goals

Upon completing this book, readers will be able to:

- Understand speech purpose and audience response
- Organize, support, and outline their speeches
- Identify persuasive appeals and fallacies
- Understand and practice ethical public speaking

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