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David H. Zarefsky is an American communication scholar with research specialties in rhetorical history and criticism. He is professor emeritus at Northwestern University. He is a past president of the National Communication Association and the Rhetoric Society of America. Among his publications are six books and over 70 scholarly articles concerned with American public discourse, argumentation, rhetorical criticism, and public speaking are books on the Lincoln-Douglas debates and on the rhetoric

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A strategic approach to public speaking. Author David Zarefsky integrates theory and practice by expanding the focus beyond speaking skills and towards the circumstances and choices people must make while publicly speaking to prepare students to make intelligent choices in any public speaking situation.

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The Eighth Edition builds on the idea that public speaking is a strategic practice. It allows readers to recognize that public speaking is an art dictated by the dynamics of an audience. By learning a set of norms and expectations and strategizing how to plan for any situation, readers are better able to achieve their public speaking goals.

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