



The Art of Public Speaking, 13th Edition

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Overall Changes

New chapter on presenting online speeches. This chapter gives students the guidance they need for effective online speaking. Distinguishing between recorded and real-time online speeches, it explains the unique features of each and how students can adapt to those factors when preparing, rehearsing, and delivering their speeches. Practical guidelines help students control the visual environment, create a suitable relationship with the online audience, and use online presentation software skillfully and professionally. A full sample speech with commentary illustrates the principles of effective online speaking in action. Video of the speech is available on DVD and Connect, in both final and needs improvement versions.

New full student speeches. The Art of Public Speaking video program is designed to bridge the gap between the written page and the spoken word. Toward this end, the thirteenth edition has 11 new full speeches for analysis and discussion, all of which are available in both print and digital formats. They include two new speeches of self-introduction, two new informative speeches (including a demonstration speech), a new persuasive speech, a new commemorative speech, and a new online speech—plus four new needs improvement speeches.

Improved coverage of introduction and conclusions. Chapter 10 features new sample introductions and conclusions with commentary, both of which are also available on video. The chapter also includes a new section on using visual aids to gain attention and interest at the start of a speech.

Fresh real-world examples. Every chapter of *The Art of Public Speaking* opens with an engaging and relevant example, and dozens of additional examples appear throughout the chapters, each demonstrating the importance of public speaking in school, business, and social settings. As in every edition, examples have been updated for currency, relevance, and interest.

Improved discussion of audience analysis. Chapter 6, on audience analysis, has been fine-tuned to take account of changes in audience demographics and public attitudes. This is most evident in the treatment of gender and sexual orientation, but there are changes throughout the chapter to keep it up to date.

Updated MLA and APA citation models. Chapter 7, on gathering materials, presents all-new sample bibliography entries, reflecting the latest MLA and APA citation formats to help students correctly cite academic, digital, and other sources. As in each edition, the chapter as a whole has been revised to reflect technological changes.

Enhanced discussion of presentation technology. Guidance on the use of visual aids and presentation technology has been updated in accord with current developments. Best practices are illustrated by abundant examples in the book and on speech videos.