

THIRTEENTH EDITION

THE ART OF  
**PUBLIC SPEAKING**

**STEPHEN E. LUCAS**

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# The Art of Public Speaking

THIRTEENTH EDITION

**Stephen E. Lucas**

University of Wisconsin—Madison

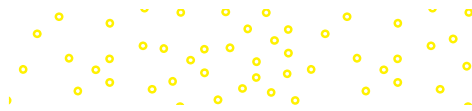
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**Paul Stob**

Vanderbilt University

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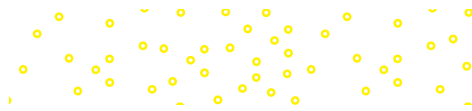
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# About the Author

**S**tephen E. Lucas is Professor of Communication Arts and Evjue-Bascom Professor in the Humanities at the University of Wisconsin–Madison. He received his bachelor’s degree from the University of California, Santa Barbara, and his master’s and doctorate degrees from Penn State University.

Professor Lucas has been recognized for his work as both a scholar and a teacher. His first book, *Portents of Rebellion: Rhetoric and Revolution in Philadelphia, 1765-1776*, received the Golden Anniversary Award of the National Communication Association and was nominated for a Pulitzer Prize. His major articles include “The Schism in Rhetorical Scholarship,” “The Renaissance of American Public Address: Text and Context in Rhetorical Criticism,” “The Stylistic Artistry of the Declaration of Independence,” and “The Rhetorical Ancestry of the Declaration of Independence,” for which he received the Golden Anniversary Monograph Award of the National Communication Association. His most recent book is *Words of a Century: The Top 100 American Speeches, 1900-1999*.

Professor Lucas has received a number of teaching awards, including the Chancellor’s Award for Excellence in Teaching at the University of Wisconsin and the National Communication Association’s Donald Ecroyd Award for Outstanding Teaching in Higher Education. He is featured in the Educational Video Group’s program on the history of American public address, and he appeared on the History Channel’s documentary on the Declaration of Independence.

Professor Lucas has directed the introductory public speaking course at the University of Wisconsin–Madison since 1973. Over the years he has been responsible for numerous teaching innovations and has supervised the training of hundreds of graduate assistants. He has also served as a judge for the major national English-language public speaking competitions in China, has lectured at numerous Chinese universities, has conducted workshops for Chinese instructors on teaching public speaking, and has been instrumental in the development of public speaking as a dedicated course in the English curriculum of Chinese universities. *The Art of Public Speaking* has been translated into several languages, including Chinese, Portuguese, Korean, Romanian, and Japanese.

Stephen Lucas and his wife, Patty, live in Madison, Wisconsin, and have two sons, Jeff and Ryan. His interests include travel, sports, art, and photography.



Courtesy of Stephen Lucas



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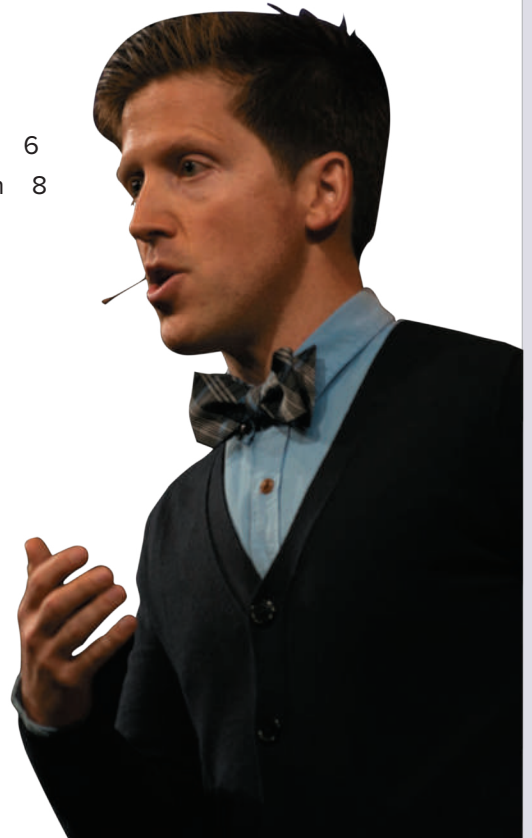
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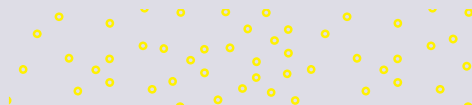
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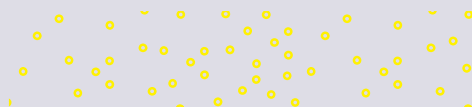
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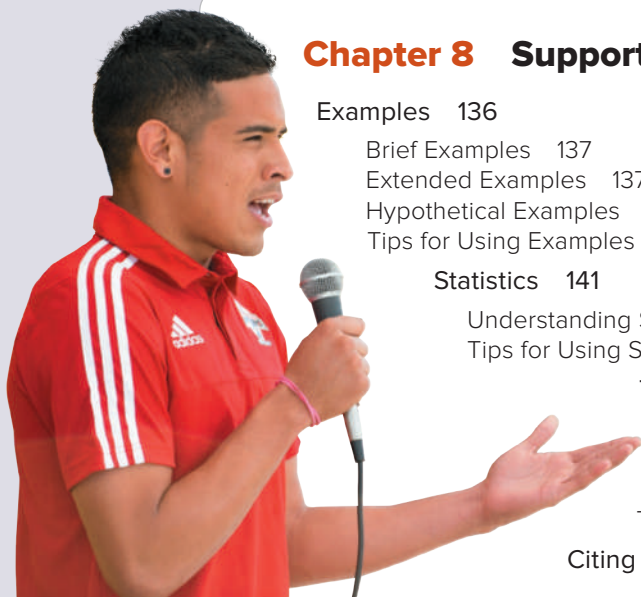
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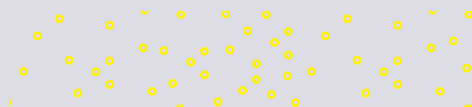
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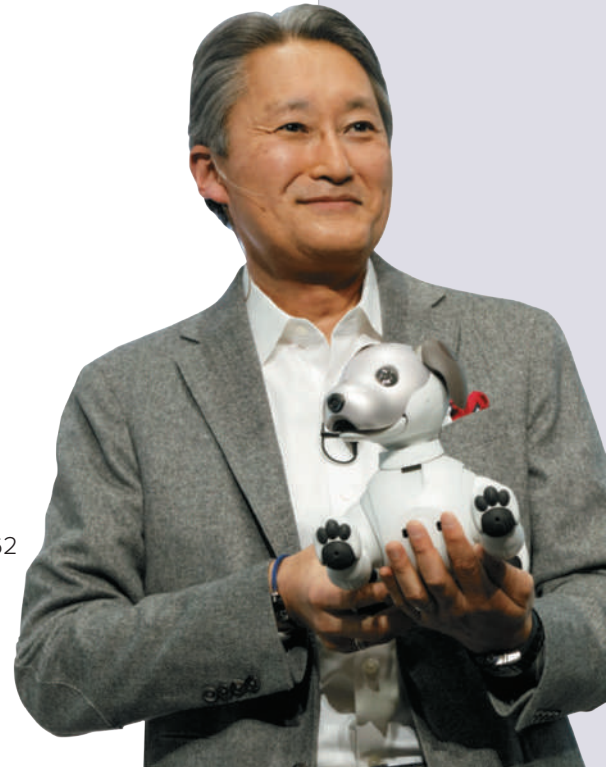
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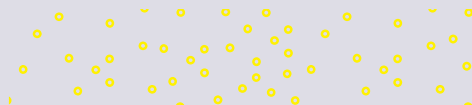
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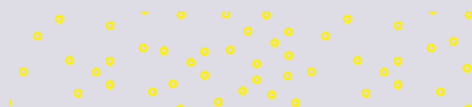
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# A Note from the Author

When I wrote the first edition of *The Art of Public Speaking*, I could not have imagined the extraordinary response the book would receive. I am deeply appreciative of the students and teachers who have made it the leading work on its subject at colleges and universities across the United States and around the world.

In preparing this edition, I have retained what readers have identified as the main strengths of the book. *The Art of Public Speaking* is informed by classical and contemporary theories of rhetoric, but it does not present theory for its own sake. Keeping a steady eye on the practical skills of public speaking, it offers full coverage of all major aspects of speech preparation and presentation.

It also follows David Hume's advice that one "who would teach eloquence must do it chiefly by examples." Whenever possible, I have tried to *show* the principles of public speaking in action in addition to describing them. Thus you will find in the book a large number of narratives, speech excerpts, and full sample speeches that illustrate the principles of effective public speaking.

Because the immediate task facing students is to present speeches in the classroom, I rely heavily on examples that relate directly to students' classroom needs and experiences. The speech classroom, however, is a training ground where students develop skills that will serve them throughout life. Therefore, I also include a large number of illustrations drawn from the kinds of speaking experiences students will face after they graduate from college.

Because speeches are performative acts, students need to be able to view speakers in action as well as to read their words on the printed page. *The Art of Public Speaking* has an extensive video program that is available both on DVD and on Connect, McGraw-Hill's online learning platform. The video program includes over 40 full student speeches, plus more than 60 speech excerpts. Eleven of the full speeches and 18 of the excerpts are new to this edition.

Connect also provides a wide range of teaching and learning resources in addition to the speech videos. These resources include SmartBook, hands-on study tools, critical-thinking exercises, speech-analysis questions, worksheets, assessment forms, and more. Taken together, *The Art of Public Speaking* and the digital resources available on Connect provide a time-tested interactive public speaking program that meets the needs of students and teachers alike.

*The Art of Public Speaking* has changed over the years in response to changes in technology, student demographics, and instructional needs. But it has never lost sight of the fact that the most important part of speaking is thinking. The ability to think critically is vital to a world in which personality and image too often substitute for thought and substance. While helping students become capable, responsible speakers, *The Art of Public Speaking* also aims to help them become capable, responsible thinkers who value the role of civil discourse in a democratic society.

## Highlights of the Thirteenth Edition of *The Art of Public Speaking*

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Fully updated for the thirteenth edition, the award-winning *Art of Public Speaking* offers a time-tested approach that has made it the most widely used college textbook on its subject in the world. Seamlessly coordinated with Connect, McGraw-Hill Education's pathbreaking online program, it supplies a proven set of teaching and learning tools that is without parallel among public speaking books.

For experienced instructors, *The Art of Public Speaking* presents a solid, fully customizable foundation and an abundance of teaching aids from which to choose, allowing for complete teaching flexibility in the course. For novice instructors, its wisdom, steady hand, and unmatched ancillary package instill confidence and build success in the classroom from day one.

- **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 features 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.
- **Other video resources.** *The Art of Public Speaking's* video program also includes more than 60 speech excerpts that are fully integrated into the eBook. Students can access these excerpts—along with full speeches—as they read the book to see the principles of public speaking in action. Whether a full speech or an excerpt, each video illustrates specific skills and concepts from the text.
- **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.

## McGraw-Hill Connect and Instructor Resources

### MCGRAW-HILL CONNECT

McGraw-Hill Connect® is a highly reliable, easy-to-use homework and learning management solution that utilizes learning science and award-winning adaptive tools to improve student results.

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