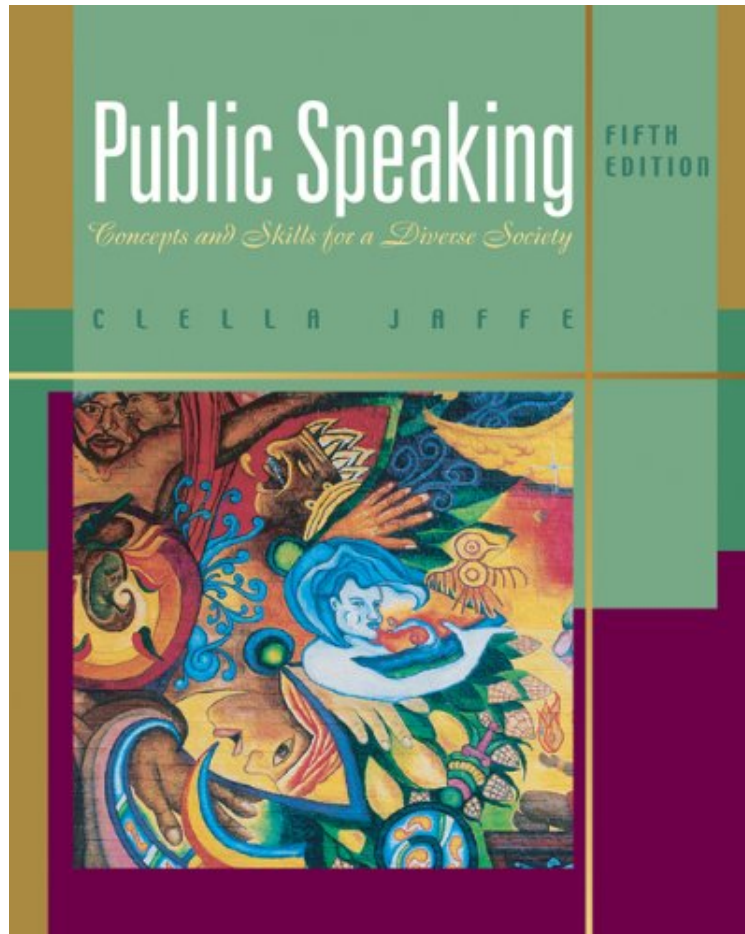


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Public Speaking: Concepts and Skills for a Diverse Society (Wadsworth Series in Communication Studies)

Clella Jaffe

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Clella Jaffe : Public Speaking: Concepts and Skills for a Diverse Society (Wadsworth Series in Communication Studies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Public Speaking: Concepts and Skills for a Diverse Society (Wadsworth Series in Communication Studies):

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Groundbreaking and critically acclaimed from the first edition, PUBLIC SPEAKING: CONCEPTS AND SKILLS FOR A DIVERSE SOCIETY, Fifth Edition, continues to train students to be effective speakers and listeners in the

context of our multicultural society. Jaffe explores the intertwining nature of diversity and public speaking-with expanded coverage of basic public speaking skills, rhetorical foundations and technology. Topics covered include technology, the canons of rhetoric diverse listening styles, civility and speechmaking, the culture of narrative and non-traditional speech organization patterns such as the wave and the exemplum. With a keen sense of what students need to excel, Jaffe infuses each chapter with the concepts, skills, theories, applications, and critical thinking proficiencies essential for success in today's diverse world.

"In summary, I believe this to be an exceptional text. It is successful in promoting an understanding of the relationship between theory and practice, and offers the most comprehensive format merging diversity sand public speaking than I have seen in any communication text thus far. Students come to understand primary principles of attitudes, values, and beliefs as influenced by culture. Instructor's resources and support are tremendous. In short, this text does everything but show up and teach the class! It assumes the role of liaison and teacher's assistant to make an inherently fearful topic a rewarding and fulfilling experience." "I am convinced that Jaffe is the best public speaking textbook on the market today that successfully incorporates the issues of cultural diversity in an attractive and technologically advanced package. ""Jaffe achieves its goal of teaching public speaking within a context of cultural diversity. The Jaffe text could also be used if little emphasis were placed on diversity. However, in my classes, thanks to Jaffe, I am able to use Jaffe's emphasis on diversity to good advantage. I have a large mix of students in my community college classes. Jaffe's emphasis allows for fascinating discussions that explore the wonderful mix of cultures that make up the United States and promotes understanding of personal differences. This text is also more research-oriented and philosophical than most speech texts, providing a broader scope of learning and critical thinking." "Professor Jaffe has written a superb public speaking textbook that offers a significant and timely contribution to the communication discipline. Of all of the numerous public speaking textbooks that are currently on the market, PUBLIC SPEAKING: CONCEPTS AND SKILLS FOR A DIVERSE SOCIETY, is, by far, the only textbook that offers a serious commitment to cultural diversity and cultural understanding. The results of her efforts provides a wonderful product of a textbook for the 21st century and a model for which all prospective textbook writers should emulate." About the Author Dr. Clella Jaffe was the Communication Department Chair at George Fox University, Newberg, Oregon (recently retired). In addition to teaching communication courses at George Fox, she has taught at St. John's University (Queens) and Oregon State. For many years, she also taught oral interpretation of literature and coached and judged forensics competitions. Dr. Jaffe received her B.A. from Seattle Pacific University, earned her M.Ed. and Ph.D. from Oregon State University, and completed additional graduate work at the University of Washington.