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include considering the background,

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needs and make up of those in the audience. Age, socio-economic, educational and other needs have already been discussed. Additional audience focused topics would include...

The Audience Centered Approach to

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Title: Public speaking: an audience-centered approach / Steven A. Beebe, Texas State University, Susan J. Beebe, Texas State University.

Description: Eleventh edition. |

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public speaker. To translate ideas and images into verbal or nonverbal symbols. A verbal or nonverbal symbol for an idea or image.

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to the room or an 'audience' that is treated as a thing rather than a composition of people. They seek to be an authority that is not challenged. They are the experts and the audience, by contrast, are not. Maybe also, they are not expert and fear the judgement of the audience.



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Audience-Centered Speaking -  
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Synopsis. An audience-centered approach to public speaking. Public Speaking: An Audience-Centered Approach, 9/e brings theory and practice together. Its distinctive and

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popular approach emphasizes the importance of analyzing and considering the audience at every point in the speech-making process. This model of public speaking is the foundation of the text, and it guides students through the step-by-step process of public speaking, focusing

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References. Beebe, S. A., & Beebe, S. J. (1991). Public speaking: An audience-



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Audience-centered communication is  
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speaker analyzes the audience to determine the content, language usage and listener expectations. It allows effective...

Audience-Centered Communication:  
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Minutes, Andrew Dlugan offers three approaches for mixed audiences:

“ Speak to only one sub-group of the audience and ignore the others. ”

This risky approach works best when you require the buy-in of only one segment of the group.

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Public speaking: An audience centered approach. Boston, MA: Allyn & Bacon. Boston, MA: Allyn & Bacon. If you find yourself thinking, “ I ’ m going to forget everything when I get to the front of the room, ” turn that

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negative message around to a  
positive one.

The unique, audience-centered

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approach of this top-selling book emphasizes that success in public speaking depends on how listeners interpret the message. "Public Speaking: An Audience-Centered Approach" brings theory and practice together. Its distinctive and popular approach emphasizes the importance

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of analyzing and considering the audience at every point in the speech making process. This model of public speaking is the foundation of the book, and it guides the reader through the step-by-step process of public speaking, focusing their attention on the dynamics of diverse

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