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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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David Zarefsky is Owen L. Coon Professor Emeritus of Argumentation and Debate, and Professor Emeritus of Communication Studies, at Northwestern University, where he served as Dean of the School of Speech from 1988 through June 2000. He joined the Northwestern faculty in 1968 and rose through the ranks, achieving promotion to Professor in 1982. He also has held a series of administrative ...

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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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