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Zarefsky Public Speaking

At Northwestern, Zarefsky taught courses in the study of American public discourse, with a special focus on the pre-Civil War years and on the 1960s. He also taught courses in argumentation theory, persuasion, and public speaking. On thirteen different occasions he was named to the student government's honor roll for distinguished teaching.

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Public Speaking: Strategies for Success, Print edition. by David Zarefsky and Jeremy Engels | Jan 4, 2019. Paperback.

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David Zarefsky | Northwestern School of Communication

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, one of today's leading scholars in speech communication, encourages the reader to think through and about the public speaking process. Zarefsky urges the reader to consider the diversity of audiences, occasions, and speakers and to choose a specific purpose, a relevant topic, and the appropriate material to make their speeches successful.

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He also has twice won the "Best Article Award" from the Southern States Communication Association. At Northwestern, Zarefsky taught courses in the study of American public discourse, with a special focus on the pre-Civil War years and on the 1960s. He also taught courses in argumentation theory, persuasion, and public speaking.

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