

# NOTE TO INSTRUCTORS

Although the foundations of effective public speaking have endured since classical times, the internet and other new media have influenced every aspect of public speaking—from the initial stages of topic selection and research to the final stages of practicing and delivering a speech. Consider these current trends:

- Communicators have unprecedented access to information.
- Digitized content is exceptionally easy to appropriate, making the ethics of public speaking increasingly complex.
- Communication technologies—including cell phones, e-mail, instant messaging, video-sharing websites like YouTube, and social networks like Facebook™—make connecting with others, both locally and globally, faster and easier than ever.
- Digital technologies such as podcasting, webcasting, and presentation software give speakers numerous options for delivering speeches.
- The pervasiveness of the media has made communicators more visually oriented and attuned to pop culture.
- Globalism and increased cultural awareness require that communicators consistently demonstrate a high degree of multicultural and intercultural knowledge.
- Audiences have different expectations, often preferring a friendly, conversational delivery style, presentation media, and messages targeted to their interests.

Taking an applied approach, *Public Speaking: The Evolving Art* and its unique suite of companion resources address the ways in which digital technology, social transitions, and cultural shifts have affected students and the communication discipline.

This text offers a unique combination of time-honored, classic public speaking instruction and specific guidelines for effective public communication in today's evolving world.

If you and your students are fully immersed in digital culture, you'll feel right at home with the package's relevance to your course objectives, and your students will appreciate materials that present useful information in formats they're comfortable using. Conversely, if you and your students only dip into digital culture as needed, you'll find the text to be a reliable guide that understands and respects your selectivity. Regardless of where on the digital-immersion spectrum your students fall, *Public Speaking: The Evolving Art* is committed to enriching their learning experience, helping them maximize their efficiency and effectiveness, and greatly enhancing the quality and impact of their public communication.

## **DISTINCTIVE FEATURES OF PUBLIC SPEAKING: THE EVOLVING ART**

In addition to comprehensive coverage, *Public Speaking: The Evolving Art* offers several carefully developed features that set it apart from other introductory public speaking texts and help ensure both your and your students' satisfaction.

### **Flexibility**

This text's table of contents appears fairly traditional at first glance. That's not an accident, as the book covers all the topics instructors and students need in an introductory public speaking course, presented in a logical and familiar order. However,

each chapter is freestanding so that instructors may use the chapters in whatever order best suits their needs. The text's Enhanced eBook, custom publishing solutions, and iChapters purchasing options for students offer additional flexibility and online tools available only with *Public Speaking: The Evolving Art*. (See pages xiv and xvi for descriptions of the eBook and iChapters.)

## A Proven Learning Sequence

Without compromising its flexibility, *Public Speaking: The Evolving Art* provides a sound pedagogical approach in sync with how today's students learn: **READ it**, **WATCH it**, **USE it**, **REVIEW it**. Each chapter's material, both in the book and online, engages students in a sequence that starts with reading the text, moves to watching unique integrated videos, segues to companion interactive activities that ask students to apply chapter concepts first to hypothetical scenarios and then to their own speech projects, and culminates with an unparalleled array of study and self-assessment resources. Chapter materials are presented within this framework on the first page of every chapter and consistently reinforced throughout. In addition, as a play on the way today's students prefer to learn, the book's shape and design are meant to resemble a computer screen, complete with menus (chapter openers) and hyperlinks (key terms).

## Unique Tools Developed to Appeal to Today's Students

*Public Speaking: The Evolving Art* features a number of tools designed to complement the learning styles and preferences of today's students.

### READ it

- **The Evolving Art boxes.** Appearing in each chapter, these boxes focus on specific ways in which public speaking has changed over time, highlighting speakers' and listeners' expanding options and increased responsibilities as well as related issues and resources.

- **Speaking Of . . . boxes.** These boxes also appear in each chapter and present brief discussions of topics relevant but not central to the focus of the chapters. The Speaking Of . . . topics can be used for in-class discussion or journal assignments; accompanying discussion questions are provided in the Instructor's Resource Manual (described on page xvi).

### WATCH it

- **Speech Buddy video links.** Available online around the clock to guide students through the public speaking process, we developed these peer mentor videos to help keep today's students engaged and motivated. The Speech Buddies are a diverse group of four personable undergraduates who have successfully completed the beginning public speaking course: Janine, Anthony, Erin, and Evan. These students appear in brief, easily accessed and close-captioned videos, usually two to three per chapter, to reinforce key concepts covered in the book, model strategies, and introduce video clips from their own and others' speeches. The Speech Buddies bring the text's instruction and examples to life. Featured in WATCH It Speech Buddy Video Link boxes within each chapter, these videos address the following topics and much more:
  - ▶ Using Strategies for Managing Speech Anxiety
  - ▶ Selecting the Best Supporting Materials
  - ▶ Avoiding Plagiarism
  - ▶ Linking Effectively: Transitions
  - ▶ Integrating Presentation Media
  - ▶ Reviewing Physical Delivery

### USE it

- **Activity links.** Each Speech Buddy video concludes with a prompt to an interactive activity, which makes assigning the videos easy. Featured in the USE It Activity Link boxes in the text, the activities may be completed in or outside

class, and many of them can be adapted for use as group activities. Here's a sampling:

- ▶ The Research Detective (using research strategies)
- ▶ Everything in Its Place (identifying organizational patterns in speeches)
- ▶ PowerPoint Makeover (evaluating digital slides)
- ▶ Take It from the Top (practicing your speech)
- ▶ Persuasion Equation (analyzing a persuasive speech)
- ▶ You Have the Floor (developing questions to ask speakers)

#### REVIEW it

- **Study and self-assessment resources.** Each chapter concludes with a summary and a Directory of Study and Review Resources, a map of companion resources available on the online Resource Center such as self-assessment quizzes, the student workbook, Speech Builder Express, InfoTrac College Edition, and Audio Study Tools. Also featured are a list of key terms and Critical Challenges: Questions for Reflection and Discussion.
- **Speeches for Analysis appendix.** To get students started analyzing speeches, this appendix presents two public speeches: a transcript of Barack Obama's 2006 speech at the groundbreaking ceremony for the Dr. Martin Luther King Jr. National Memorial and an outline of a student speech, "Turn Off Your TV" by Lisa Taylor. Each speech is accompanied by a brief overview of the speech's context and questions for discussion. The appendix also features a comprehensive list of informative, persuasive, special occasion, and group speeches that students can access through the book's Interactive Video Activities on the Resource Center. These speeches include full informative and persuasive speeches delivered by the Speech Buddies and other students and professionals. (See page xv for a full description of the Interactive Video Activities.)

*Public Speaking: The Evolving Art* is **also available as an Enhanced eBook**. This version of the book is a web-based, multimedia text in which students are able to read the book's content, launch embedded Speech Buddy videos and videos of speeches by students and public figures, link out to websites, complete interactive activities and homework, and submit self-quizzes. Offering ease of use and maximum flexibility and interactivity for students and other users who truly want to create their own learning experience, the Enhanced eBook for *Public Speaking: The Evolving Art* also includes advanced book tools such as an audio glossary, hypertext index, and bookmarking, streamlined note-taking and note-storing, easy highlighting, and faster searching. The note-taking feature allows students to make annotations right on the electronic page. Students get access to the Enhanced eBook with the printed text, or they can just purchase access to the Enhanced eBook stand-alone.

Because public speaking instruction aims to prepare people to willingly and effectively express themselves in any communication context, *Public Speaking: The Evolving Art* was developed to help students gain the practical public speaking skills they need to further shape our society, not just live in it. This text and its companion resources offer today's students a timely means of improving the communication skills essential to productively evolve in their own personal, work, social, and civic worlds.

## COMPANION RESOURCES FOR STUDENTS AND INSTRUCTORS

Accompanying this book is an integrated suite of companion resources to support both you and your students. Many of the student resources are available free of charge when you order them or order access to them bundled with the text. Students whose instructors do not order these resources as a package with the text may purchase them or purchase access to them at [www.academic.cengage.com](http://www.academic.cengage.com) and [iChapters.com](http://iChapters.com).

## Student Resources

Students have the option of utilizing a rich array of resources to enhance and extend their learning while using *Public Speaking: The Evolving Art*.

- **Resource Center.** This useful site offers a variety of rich learning assets designed to enhance the student experience. Organized by chapter and also by type, these assets include self-assessments, web activities, chapter outlines, review questions, and Audio Study Tools. The Resource Center also features course resources such as the Enhanced eBook, Speech Builder Express 3.0, Interactive Video Activities, and more.
  - **Enhanced eBook.** You'll find a full description of this resource that looks like the book but functions like a website on page xiv.
  - **Book Companion Website.** The website features study aids such as chapter outlines, flash cards and other resources for mastering glossary terms, and chapter quizzes that help students check their understanding of key concepts.
  - **Interactive Video Activities.** Presented within Wadsworth Cengage Learning's unique interactive user interface, the speech videos help students gain experience evaluating and critiquing introductory, informative, persuasive, and special occasion speeches so that they can more effectively provide feedback to their peers and improve their own speeches and delivery. This highly praised resource includes the following features:
    - ▶ Transcripts and closed-captioning for all speech videos.
    - ▶ Complete-sentence outlines, keyword outlines, and note cards for full-length student speech videos so students can see the connection between creating an effective speech outline and delivering a speech.
    - ▶ A "scroll" function that students may choose to turn on or off for full-length speech videos. When the scroll feature is on, synchronized highlighting tracks each speaker's progress through an outline or transcript of the speech as the video of the speaker's delivery plays alongside.
- ▶ A "notes" function that lets students insert written comments while watching the video. At a student's command, the program pauses, enters a time-stamp that indicates where the video was paused, and offers students the ability to write their own critiques of the video or choose from a set of pre-written rubrics that teach students how to effectively evaluate speeches.
  - ▶ Assignable analysis questions with responses written by the text's authors, available when students answer the questions themselves and submit them to their instructor.
- **Audio Study Tools.** This text's Audio Study Tools provides a fun and easy way for students to download audio files and review chapter content whenever and wherever. For each chapter of the text, students will have access to a chapter review consisting of the learning objectives for the chapter, a brief summary of the main points in the text, audio of a sample student speech, and five to seven critical thinking questions. Students can purchase the Audio Study Tool for *Public Speaking: The Evolving Art* through iChapters (see page xvi) and download files to their computers, iPods, or other MP3 players. In addition, an audio version of the complete text is available for students on CD-ROM on demand. Contact your local sales representative for ordering information.
  - **Student Workbook.** This comprehensive workbook provides tools students can use to review, practice, and develop their communication and public speaking skills, such as chapter goals, chapter outlines, key terms, activities, and self-tests.
  - **Speech Builder Express 3.0™.** This online program coaches students through the entire process of preparing

speeches and provides the additional support of built-in video speech models, a tutor feature for concept review, and direct links to InfoTrac College Edition, an online dictionary and thesaurus, and leading professional organizations' online documentation style guidelines and sample models. Equipped with their speech type or purpose, a general topic, and preliminary research, students respond to the program's customized prompts to complete interactive activities that require critical thinking about all aspects of creating an effective speech. Students are able to specify a speech purpose, identify an organizational pattern, write a thesis statement or central idea, establish main points, integrate support material, craft transitions, plan visual aids, compose their speech introduction and conclusion, and prepare their bibliography. Students are also able to stop and start work whenever they choose and to complete, save online, export to Microsoft® Word®, or e-mail up to five outlines.

- **InfoTrac College Edition with InfoMarks™.** This online library provides access to more than 18 million reliable, full-length articles from over 5,000 academic and popular periodicals. Students also have access to InfoMarks—stable URLs that can be linked to articles, journals, and searches to save valuable time when doing research—and to the InfoWrite online resource center, where students can access grammar help, critical thinking guidelines, guides to writing research papers, and much more. For more information about InfoTrac College Edition and the InfoMarks linking tool, visit [www.infotrac-college.com](http://www.infotrac-college.com) and click on “User Demo.”
- **iChapters.com.** This online store provides students with exactly what they've been asking for: choice, convenience, and savings. A 2005 research study by the National Association of College Stores indicates that as many as 60 percent of students do not purchase all required course material; however, those who do are more likely to succeed. This research also tells us that students want the ability to pur-

chase “a la carte” course material in the format that suits them best. Accordingly, iChapters.com is the only online store that offers eBooks at up to 50 percent off, eChapters for as low as \$1.99 each, and new textbooks at up to 25 percent off, plus up to 25 percent off print and digital supplements that can help improve student performance.

- **A Guide to the Basic Course for ESL Students.** Written specifically for communicators whose first language is not English, this guide features FAQs, helpful URLs, and strategies for managing communication anxiety.

### Instructor Resources

Instructors who adopt this book may request the following resources to support their teaching.

- **Instructor's Resource Manual.** This useful manual presents its own PREPARE It, TEACH It, ASSESS It, ADAPT It framework to parallel the student text's READ It, WATCH It, USE It, REVIEW It pedagogy. This manual offers guidelines for setting up your course, sample syllabi, chapter-by-chapter outlines of content, suggested topics for lectures and discussion, and a wealth of exercises and assignments for both individuals and groups. It also includes a test bank with questions of diverse types and varying levels of difficulty. The test bank is also available in electronic, highly customizable format within ExamView® on the PowerLecture CD-ROM (see page xvii).
- **Instructor Resource Center.** The password-protected Instructor Resource Center allows you to see all the assets your students see, helps you determine what you can assign and encourage your students to use, and includes electronic access to the Instructor's Resource Manual, downloadable versions of the book's Microsoft PowerPoint® presentations, a link to the Opposing Viewpoints Resource Center, and more. In addition, a complete audio download of the text is available for instructors on CD-ROM on demand. Contact your local sales representative to receive a copy.

Visit the Instructor Resource Center by accessing **academic.cengage.com/login** or by contacting your local sales representative.

- **PowerLecture.** This CD-ROM contains an electronic version of the Instructor's Resource Manual, ExamView computerized testing, and ready-to-use Microsoft PowerPoint presentations. The PowerPoint slides contain text, images, and cued videos of the Speech Buddy and sample speech videos, and they can be used as is or customized to suit your course needs. This all-in-one lecture tool makes it easy for you to assemble, edit, publish, and present custom lectures for your course.
- **Turn-It-In®.** This proven online plagiarism-prevention software promotes fairness in the classroom by helping students learn to correctly cite sources and allowing instructors to check for originality before reading and grading papers and speeches. Turn-It-In quickly checks student work against billions of pages of Internet content, millions of published works, and millions of student papers and speeches and within seconds generates a comprehensive originality report.
- **Wadsworth Communication Video and DVD Library.** Wadsworth's video and DVD series for Speech Communication includes Communication Scenarios for Critique and Analysis, Student Speeches for Critique and Analysis, and ABC News DVDs for Human Communication, Public Speaking, Interpersonal Communication, and Mass Communication.
- **The Teaching Assistant's Guide to the Basic Course.** Written by Katherine G. Hendrix of the University of Memphis, this resource was prepared specifically for new instructors. Based on leading communication teacher training programs, this guide discusses some of the general issues that accompany a teaching role and offers specific strategies for managing the first week of classes, leading productive discussions, managing sensitive topics in the classroom, and grading students' written and oral work.
- **Guide to Teaching Public Speaking Online.** Written by Todd Brand of Meridian Community College, this helpful online guide provides instructors who teach public speaking online with tips for establishing "classroom" norms with students, utilizing course management software and other eResources, managing logistics such as delivering and submitting speeches and making up work, discussing how peer feedback is different online, strategies for assessment, and tools such as sample syllabi, and critique and evaluation forms tailored to the online course. Available on the Instructors Resource Center.
- **The Art and Strategy of Service-Learning Presentations, Second Edition.** Written by Rick Isaacson and Jeff Saperstein of San Francisco State University, this handbook provides guidelines for connecting service-learning work with classroom concepts and advice for working effectively with agencies and organizations.
- **TLC Technology Training and Support.** Get trained, get connected, and get the support you need for seamless integration of technology resources into your course with Technology Learning Connected (TLC). This unparalleled technology service and training program provides robust online resources, peer-to-peer instruction, personalized training, and a customizable program you can count on. Visit **<http://academic.cengage.com/tlc>** to sign up for online seminars, first days of class services, technical support, or personalized, face-to-face training. Our online or onsite trainings are frequently led by one of our Lead Teachers, faculty members who are experts in using Wadsworth Cengage Learning technology and can provide best practices and teaching tips.
- **Custom Chapters.** Customize your chapter coverage with two bonus chapters, Group Speaking and Mediated Public Speaking. You can access these chapters online within the Instructor Resource Center, or you can order print versions of the student text that include the extra chapter of

your choice. Contact your local sales representative for ordering details.

These resources are available to qualified adopters, and ordering options for student supplements are flexible. Please consult your local Wadsworth Cengage Learning sales representative for more information, to evaluate examination copies of any of these instructor or student resources, or to request product demonstrations.

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# NOTE TO STUDENTS

Welcome to *Public Speaking: The Evolving Art!*

The basics of public speaking haven't changed much since classical times, but how you go about preparing a good speech and learning about public speaking have changed a great deal. This book and the resources that go with it bridge traditions and innovations in public speaking and learning in ways designed just for you.

Each chapter and the companion resource materials for this text follow a consistent learning sequence that makes the book enjoyable and easy to use. You'll start by reading the text: **READ it**. Then you'll watch peer mentor and sample speech videos: **WATCH it**. After that, you'll use interactive activities that apply chapter concepts and help you develop your own speeches: **USE it**. Finally, you'll use

an array of study and self-assessment resources to reinforce what you've learned: **REVIEW it**.

Most of the companion resources are free when your instructor orders them, but they're also available for sale to you at **academic.cengage.com** and **iChapters.com**. For more information, refer to the inside back cover of this book.

Successfully completing a public speaking course will help you develop communication skills you'll use throughout your life in a wide range of settings and for a variety of purposes. We look forward to helping you develop those skills.

Stephanie J. Coopman, San José State University  
James Lull, San José State University