Preface

Create Converse Connect—*Speak Well*

Liz O'Brien teaches students that to speak well is to speak responsibly, confidently, and authentically—to *create* well-researched and soundly constructed speeches, and to *converse* and *connect* with their audience. Through *Speak Well*'s listener-centered approach to public speaking, in which the speaker engages in a vibrant, important conversation with listeners rather than giving a static performance, students learn that their primary purpose as speakers is to communicate ideas. The result is reduced student anxiety about speech delivery, increased self-assurance, and more authentic, successful speeches. *Speak Well* also offers invaluable practical strategies throughout the speechmaking process, demonstrating that effective public speaking is about learning to make responsible choices across different speaking situations.

So, how is this accomplished in *Speak Well*? A combination of unique chapter presentations, step-by-step discussions of core skills and techniques, and useful supporting features helps students focus on responsible speech development and delivery that successfully engages their listeners.

1 Public Speaking As Listener-Centered Communication

2 Preparing for Responsible Public Communication

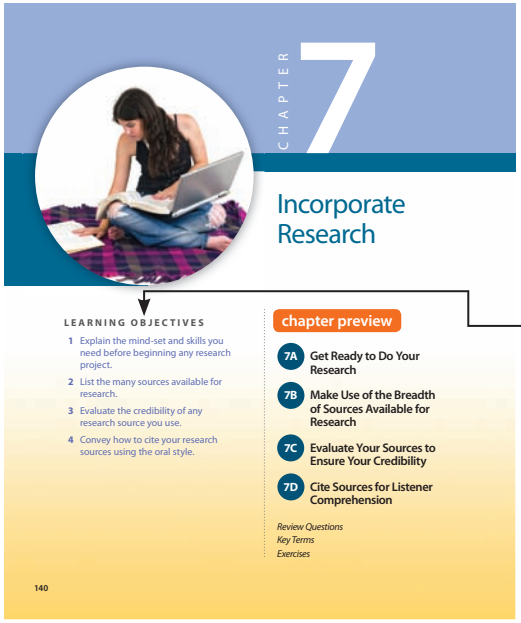
3 Developing Your Message

An Accessible and Flexible Approach to Effective Public Speaking

***Speak Well*'s listener-centered approach** acknowledges that effective public speaking skills are essential for living, working, and thinking in today's interconnected world. *Speak Well* enables students to prepare and deliver speeches in an authentic, conversational style that will engage their listeners. **Chapter 1, "Public Speaking Is an Act of Communication,"** establishes the foundation, introducing students to a focus on public speaking as a communication event and dialogue between a speaker and a group of listeners. The chapter offers an overview of the ways students will learn to take responsibility for creating listener-centered communication, as well as a brief look at the rich history of public speaking.

An emphasis on communication, not performance, supported by meaningful examples that provide honest, conversational-based speech models, demonstrates that public speaking is an excellent medium for creating worthwhile public dialogue.

***Speak Well*'s tabbed sections and modular handbook structure** complement the flow of a traditional public speaking course, allowing instructors to easily identify concepts as they lecture, lead discussions, and build assignments, and students to rely on the text as

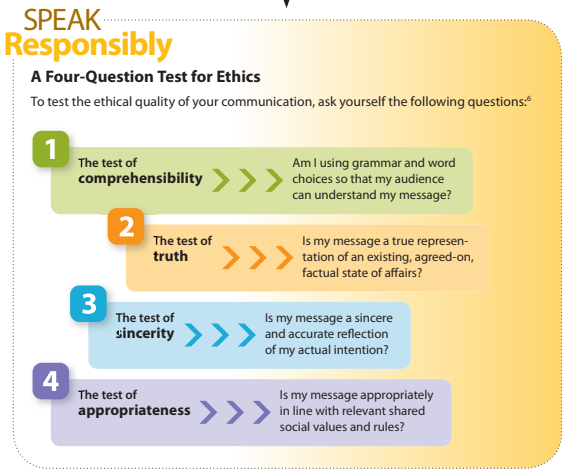


a reference guide. Parts 1 through 5 are comprised of the eighteen main chapters. Three appendices—a set of sample student speeches with commentary, a guide to documentation styles, and speech evaluation forms—are also available exclusively through McGraw-Hill's Create customization site at www.mcgrawhillcreate.com.

Learning objectives that reflect that assessment challenges are a reality on most college and university campuses. The beginning of each chapter highlights clear chapter learning outcomes of student skills that can be used or incorporated into assignment, course, department, or campus assessment efforts.

***Speak Well* focuses on building student speaker confidence** and shows readers how to use their adrenaline effectively. **Chapter 3, "Create Confident Presentations,"** is built upon research showing that communication-oriented speakers (as opposed to those who are performance-oriented) experience lower anxiety levels. A focus on "speaker's energy," the term preferred by communication-oriented speakers, assures students that adrenaline is something they can harness and manage to serve their speeches rather than hinder them.

Ethics and civility are introduced early in the text in **Chapter 4, "Commit to Ethical Speaking,"** and presented as a required platform for speaking effectiveness.



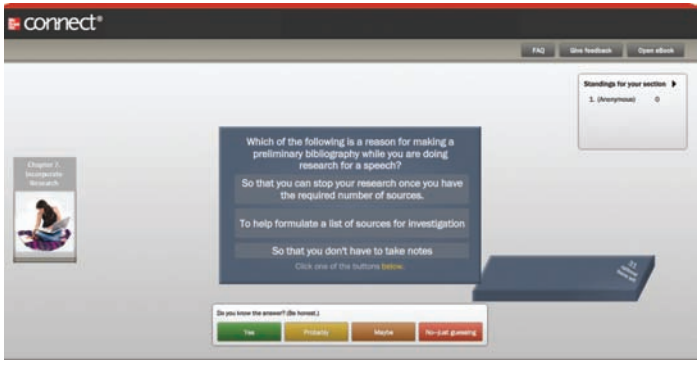
***Speak Well* places a strong emphasis on practice as one of the main keys to effective public speaking.** The importance of practice cannot be emphasized enough as a responsible speaker's priority and thus has its own dedicated chapter.

A commitment to inclusiveness is evident throughout the text. O'Brien's accessible and engaging new voice and innovative approach to teaching public speaking are uniquely suited to today's busy multicultural and age-diverse classroom.

A unique chapter emphasizes the use of narrative. Many contemporary public speakers capitalize on listeners' tendencies to engage with narrative. Chapter 8 spotlights narrative as a way to support ideas and keep audiences with you.

Reflections from real students integrated into the main text narrative provide relevant, real-life examples of techniques and approaches in action. These also show readers that they're not alone in their challenges and that they too can gain skill and confidence in public speaking.

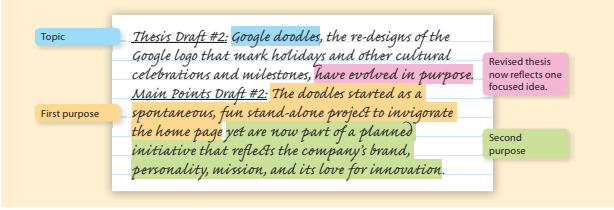
Connect Public Speaking, McGraw-Hill's groundbreaking, interactive digital learning platform, allows students and instructors to access the fully integrated, media-rich eBook. As students read the book online, linked icons guide them to embedded media-rich, interactive features, including speech video clips, full student speech videos with pedagogy, pre-tests and chapter quizzes, matching activities that test student comprehension of key terms, outlining activities, and TED Talks video activities.



LearnSmart, McGraw-Hill's adaptive diagnostic study tool, helps students identify and direct their focus to the areas in which they need the most help. Accessible within Connect Public Speaking, LearnSmart adapts to individual students based on their responses, enables them to absorb and internalize key ideas faster and more effectively, and prepares them better than ever for quizzes and exams. By tracking student responses in LearnSmart, instructors can also use class time to hone in on subjects that students find most challenging.

Noteworthy Text and Digital Features

A text and digital program that addresses the needs and realities of today's public speaking instructors and students



Annotated student speech examples walk readers through different parts of the public speaking process step-by-step, demonstrating how one student applied chapter concepts and showing specific public speaking skills in action.

Student speeches on Connect Public Speaking provide models of major speech genres. Sixteen full student speeches, as well as more than thirty techniques video clips, illustrate specific skills and concepts from the book. Icons in the margins of the main text direct readers to the appropriate online videos.

Sample student speech transcripts, with commentary, available exclusively at www.mcgrawhillcreate.com through McGraw-Hill's Create customization site, present extended speech examples with annotations that highlight the application of particular public speaking skills. (These speeches are also available online in video form in Connect Public Speaking.) The accompanying marginal commentary points out effective student choices as well as where different choices might have been made to improve the speech.

Available exclusively through McGraw-Hill's Create customization site.

Public speaking concepts and examples are presented graphically for visual learners. In keeping with today's highly visual world and today's students, concepts, examples, and processes described in the text narrative are paired with relevant visuals—four-color infographics, highlighted and annotated examples, tables, flowcharts, images, and other graphic displays.

figure 2.2 **Abstract vs. Concrete Feedback for Evaluating Another's Speech**

Extensive help with the public speaking skills and processes students find most challenging

Hands-on, step-by-step help with every stage of the research process, with an emphasis on source evaluation. *Speak Well* recognizes that for today's students, one of the biggest challenges in doing research is in establishing the credibility of the sources they find. **Chapter 7, "Incorporate Research,"** offers students an overview of the different types of sources they can incorporate into speeches as support, as well as the many ways they can access those sources. Particular attention is given to the evaluation of sources; the chapter

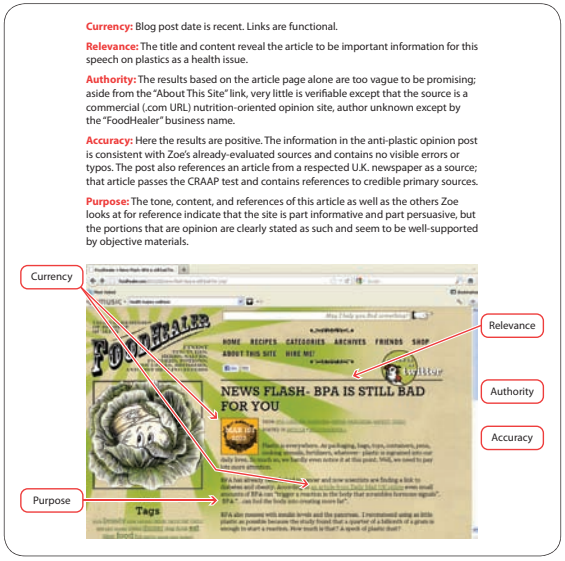
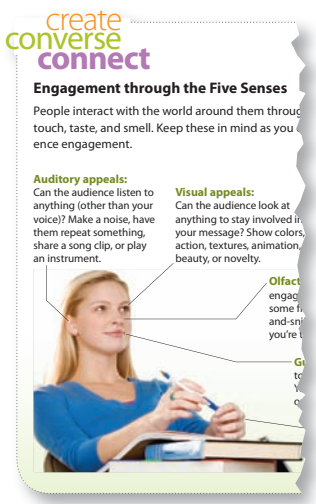


figure 7.3A FoodHealer Blog, Article Post on Plastics as Packaging

walks students through the criteria they can use to analyze any given research source—currency, relevance, authority, accuracy, and purpose—and then presents a sample evaluation of a commercial blog.

Current, extensive coverage on using visuals in presentations. Chapter 12, "Select and Incorporate Visual Support," reflects the latest research on the best slideshow (PowerPoint, Prezi, etc.) practices and highlights the increasingly popular use of storyboarding one's ideas to keep audience members visually engaged in the message. The chapter also presents numerous examples of different types of visuals and how to incorporate them, visual examples of effective design principles, a checklist that walks students through using technology in ways that make sense for their presentation needs, as well as a student sample, "Choosing Images in Action: A Student's Process."

"Speak Responsibly" boxes. Interspersed throughout the text, these spotlight the tasks speakers must undertake to make the most of their listeners' time and energy. The boxes inform and remind students to respect the message, the audience, and themselves. Topics include responding to a perceived ethical breach, navigating Wikipedia, and using polled data.



"Create Converse Connect" boxes. These boxes appear in every chapter and provide more detail on a specific topic or strategy, including tips on engaging through the five senses, how to explain a citation, and the uses (and limits) of statistical and subjective support.

Extensive opportunities for practice, review, and assessment through *Speak Well*'s print and online pedagogy

Interactive assignments in Connect Public Speaking. Connect enables students to access pedagogy in a new interactive context and offers a wide range of assignable and assessable

online activities. These include chapter quizzes, speech videos with questions for analysis, scrambled outline exercises, key-term diagnostics, and TED Talks video activities.

Critical thinking questions in select "Speak Responsibly" and "Create Converse Connect" boxes. At least one box in every chapter ends with critical thinking questions that prompt students to reflect on the highlighted tasks, topics, and strategies in the context of their own habits and public speaking practices and choices.

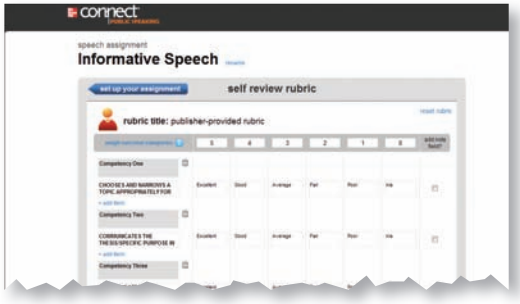
End-of-chapter review questions and exercises. To promote retention of the chapter's main points, review questions prompt students about each major chapter section, addressing the learning objectives presented at the beginning of the chapter. Likewise, chapter exercises, designed for both individual and group use, help students practice and apply chapter concepts and skills.

Tools that enable student speech practice and facilitate student speech evaluations

McGraw-Hill SpeechPrep app. On-the-go students can practice their speeches on their Apple- or Android-based smartphones or tablets using the McGraw-Hill SpeechPrep app. This mobile tool is designed to help students create and organize note cards, as well as practice, record, time, and review speeches. To learn more or download the app, search "Speech Prep" in iTunes, the App Store, or the Android Market, or go to www.mhhe.com/speechprep.

User-friendly speech tools in Connect Public Speaking, McGraw-Hill's groundbreaking, interactive digital learning platform

Speech Capture. Connect's Speech Capture gives instructors the ability to evaluate speeches live, using a fully customizable rubric. Instructors can also upload speech videos on behalf of students, as well as create and manage peer-review assignments. In addition, students can upload their own videos for self-review and/or peer review.



Outline Tool, with enhanced user interface. The Outline Tool guides students systematically through the process of organizing and outlining their speeches. Instructors can customize parts of the outliner, and also turn it off if they don't want their students to use it.

Topic Helper, as well as access to EasyBib and Survey Monkey online tools. The Topic Helper helps students select a topic for speech assignments. EasyBib is a web-based tool that simplifies and automates the formatting of citations and bibliographies. Survey Monkey, also a web-based tool, helps students create and manage audience-analysis questionnaires.

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Three appendices, written by Liz O'Brien for *Speak Well,* are available exclusively through McGraw-Hill's Create customization site:

Appendix A Sample Student Speeches
Appendix B Guide to Documentation Styles
Appendix C Evaluation Forms:
Speaker Evaluation Form
Speaker Self-Evaluation Form

The **Best** of **Both Worlds**

ADDITIONAL RESOURCES FOR INSTRUCTORS

Easier online course management through full Connect-Blackboard integration and single sign-on capability with other Learning Management Systems. Connect Public Speaking has full integration with the Blackboard CMS, features single sign-on capability with a host of other Learning Management Systems, and also makes the management and grading of assignments easier for instructors.

Online Learning Center. *Speak Well*'s Online Learning Center includes an array of comprehensive resources to aid instructors. See www.mhhe.com/speakwell.

Instructor's Manual. Written and updated by the author, the Instructor's Manual provides a range of tools for each chapter to help structure the course and use the *Speak Well* text effectively for particular course needs—discussion questions, assignment ideas, lecture ideas, and other resources.

Test Bank. The Test Bank offers multiple-choice questions, true/false questions, fill-in-the-blank questions and essay questions for each chapter.

PowerPoints for each chapter. Complementary PowerPoints have been provided for instructors who choose to teach using slides or formulate their lesson plans based on them.

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I am grateful to the numerous public speaking instructors who lent their expertise by examining, reviewing, and evaluating all components of the *Speak Well* program during its development—including the text manuscript, the interior design and cover, and the online tools, activities, and offerings in Connect Public Speaking:

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