

2008 EDITION

iSpeak

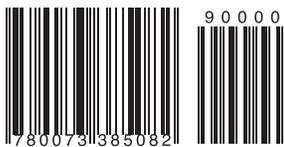
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2008 EDITION

iSpeak

Public Speaking for Contemporary Life



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Public Speaking for Contemporary Life

Paul E. Nelson

North Dakota State University

Scott Titsworth

Ohio University

Judy C. Pearson

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“ I like and I’m sure students will, too, the impression that McGraw-Hill went into the trenches to actually talk to students about what they wanted. ”

[Richard Armstrong, *Wichita State University*]

“ It speaks to students about currency in terms of issues, and price, two areas they care about. It speaks to me about engaging students in building healthy communities and individual contributions, which is something I talk about with them all the time. I love the idea of a magazine style book with a contemporary design and feel to it! ”

[Donna Acerra, *Northhampton Community College*]

“ ...the text proposes to be exactly what I am looking for: a fresh take on the fundamentals that keeps civic engagement in the foreground. I think the “Speech is Free. Make it Matter” will appeal to students. It certainly appeals to me. ”

[Amy Grim Buxbaum, *North Central College*]



“ Unlike books that just teach to make students learn, this text gets students thinking on their own...thinking about what they know, how they can teach, and how to have organized thoughts. ”

[Angela Lynn Blais, *University of Minnesota, Duluth*]

“ I like the idea of the vital themes because they demonstrate to students that they can be more involved in their community and also because I feel it encourages them to become more informed about issues affecting them and their community. ”

[Sherry Rhodes, *Collin County Community College*]

“ I like all of the vital themes that are used to ground topic selection. Students often have trouble selecting a topic to speak about, and these themes would help them begin the topic selection process. ”

[Kelly Petkus, *Austin Community College*]

iSpeak started with **you!**

When we chatted with you in classrooms and hallways, student unions and offices, you convinced us that there had to be a better way to get across the fundamental concepts of public speaking.

You told us, **“Make it relevant and meaningful—to us. Make it enjoyable to read. Keep it current. And make it easy on the wallet!”**

Your instructors told us, **“Give us quality and an approach that supports our purpose of engaging our students.”**

We listened.





We honed our approach and created a dynamic new text format. We created *iSpeak* as a student-centered text. The look is completely fresh and new, but our approach is essentially the same—to efficiently guide you toward becoming effective, confident communicators in public situations. We hope you will find this a better learning tool. In its quality, currency, design, and price, *iSpeak* does what you want your book to do.

iSpeak was written so that you will see speaking in public as a critical component of democratic societies and healthy communities. By drawing on real issues and initiatives taking place in communities across the country, *iSpeak* consistently demonstrates that public communication is directly related to what you care about, what you want, and what you do. You will see in the text that we refer to seven vital themes. Through their use, we strive





to convey a hopeful tone and positive outlook to reflect the actual contributions that you and your schools are making to your communities.

**Environment Health Ethics Education
Democracy Diversity Technology**

Whether or not your school incorporates civic engagement and service learning into its curricular and extracurricular programs, we hope that the examples in the book will inspire you to think about issues you truly care about and to look at the concerns of your own local community when considering your speech assignments.



Speech Is Free. Make It Matter.



**Paul Nelson
Scott Titsworth
Judy Pearson**

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