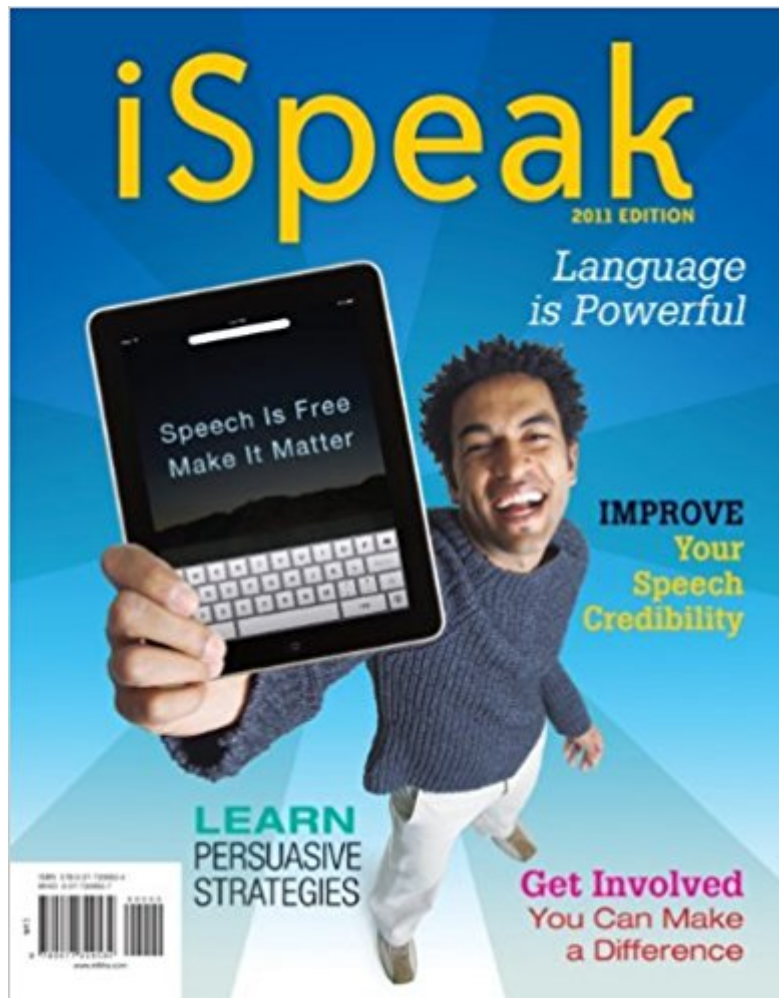




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# ISpeak: Public Speaking For Contemporary Life: 2011 Edition



## Synopsis

McGraw-Hill conducted extensive market research with over 4,000 students to gain insight into their studying and buying behavior. Students told us they wanted more portable texts with innovative visual appeal and content that is designed according to the way they learn. We also surveyed instructors, and they told us they wanted a way to engage their students without compromising on high quality content. Freedom of speech and public speaking are critical components of a healthy democracy. iSpeak promotes this declaration by using examples that reflect vital personal, social, and political themes that portray campus communities across the country. iSpeak consistently demonstrates that public communication is directly related to what people care about, what people want, and what people do. New to iSpeak is Connect Public Speaking - a dynamic and powerful web-based learning management platform with the student experience at its core. Informed by extensive research conducted with both instructors and students, Connect is designed to help students earn better grades and save instructors valuable time, whether teaching a face to face, online, or hybrid course. More current, more portable, more captivating, plus a rigorous and innovative research foundation adds up to: more learning. When you meet students where they are, you can take them where you want them to be.

## Book Information

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## Customer Reviews

Paul E. Nelson was Director of the Honors College at the University of Missouri, Departmental Executive Officer at Iowa State University, Dean of the College of Communication at Ohio

University, and Chair of the Political Science Department and Head of the Department of Communication at North Dakota State University. He has co-authored many textbooks with his spouse and colleague, Dr. Judy C. Pearson. Scott Titsworth is an Associate Professor and Interim Dean for the Scripps College of Communication at Ohio University. Scott is co-author of four textbooks and a nationally respected scholar in the field of instructional communication and communication education. In addition to his current administrative responsibilities, Scott has worked as a basic course administrator for his entire career and has been active with the first year student program at Ohio University. Judy C. Pearson was Associate Dean of Arts, Humanities, and Social Sciences and Professor of Communication at North Dakota State University in Fargo, North Dakota, and Director of the Northern Virginia Center for Virginia Tech in Falls Church, Virginia. She has co-authored over 30 text and trade books and more than 100 scholarly articles and chapters in edited books. Judy has served as the President of the Central States Communication Association, the World Communication Association, and the National Communication Association. She met Paul E. Nelson at a basic course directors meeting, married him, and the couple has six children. The two have been producing basic course books together ever since.

Rather for the sake of class and having a text, this book actually gives great informative information on what it means to be a speaker and understanding all the qualities that are involved into the speaking process. This book, though doesn't have the source of having confidence and courage to speak, but will provide the methods of working around that issue and building confidence and courage in a formal way to the public or the given audience. Highly Recommend!

Just as promised.

The book is set up very nice. The sections are very nicely laid out so that you have a very easy time finding what you need. There are also helpful reviews at the end of each chapter to touch again on just the main points. I'm using for a class and it has gotten me through it very easily. I would suggest it for a Speech Class or if you just want to be able to make a good speech or know how to talk to others.

The book is mainly for the novice speaker and really gives good advice on how to stand, pitch, and volume the speech should be. For the people that are not afraid to get up in front of an audience and deliver a speech...these people just have to glance through it because you won't learn a whole

lot.

yes

This book is a redundancy. The make a bunch of references to iPods and Obama to seem relevant. I strongly suggest to public speaking students to not bother with this book at all.

I used this for our homework and occasional quizzes --- although it was not used often in class, it came useful to me through solo study and kept me up to date and a surprising A grade! Thank you!

Public Speaking classes are tough within themselves, but iSpeak has made me more confident to write and deliver my speeches. The author really breaks down the steps to do research for your speech and how to deliver it! !

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