

Preface

Today, students can be part of the change they want to see. We know that students will have several careers in the future. Careers and politics will require effective speaking, savvy presentation technology use, and analytic listening skills. Students must be able to connect the theoretical to the practical and vice versa during work and play. Critical thinking and communication competencies are twin necessities for today's world. They are also key to this book, *Public Speaking and Responsibility in a Changing World*.

You can speak well and teach others how to do so through your positive examples. If speakers use effective skills to promote common good and ethical careers, then you and others are the beneficiaries. That is the thesis of this textbook/workbook. Many books provide information on organizing contents and delivering speeches. Today's complex global world demands more. We live in an exciting, yet complicated information age. Technology is accessible enough for expansive space exploration, heretofore unheard of extensions to age and health, mammoth economic and environmental changes, and simultaneous possibilities for the annihilation of species. Learning and change are happening at exponential rates. Our era calls for critical thinkers who are willing and able to communicate well toward the twin goals of human survival and career thriving on a connected globe. Thus, public speaking skills are important.

Teachers of speech communication will find that, while the book is written primarily for college students, the vocabulary and ideas presented are appropriate and relevant for secondary school communication students as well. Each chapter is peppered with compelling and practical examples to help students relate solid theory and practice in the classroom to the real world. The textbook strengthens general education skills that prepare students for life beyond the classroom.

This new text serves as a springboard to help students excel in public speaking. Learners are asked to seriously consider using their rhetorical (speaking) skills in an artful and excellent manner, to be the ethical and positive connection they seek for the common good of society. This text edition is eclectic. It builds on the foundation of *rhetorical excellence, a multicultural perspective, high ethics, satisfying careers, community engagement responsibility for others and the environment, and the astute use of constantly merging technologies* for communicating. These six concepts are intertwined throughout every chapter of the book. The textbook is eclectic in another way. It is purposely designed as an all-in-one textbook/workbook manual. Theory, practical exercises, assignments, and reference lists are offered conveniently in one place. A separate, electronic text bank exists.

Of course, instructors will often have their own ideas for inspiring students to be all they can be through the power of public speaking. We offer resources that teachers can merge with their own. The book is accompanied by electronic code access to the partnering Education Video Group Incorporated Video on Demand. This Kendall Hunt partner makes available an amazing electronic video library of national and international speakers such as Jimmy Carter, Mario Cuomo, Dalai Lama, Colin Powell, and Eleanor Roosevelt,

to name a few. Numerous examples, sample outlines, and speech samples within chapter text or through printed Appendix information are also offered of speakers such as Geraldine Ferraro, Patrick Henry, Nelson Mandela, and numerous others. Many of the speeches include commentary to promote student understanding of theory and application. Additionally, the book offers profound and relevant quotes at the beginning of each chapter. Highly interactive, hands-on exercises, key words to promote focus, succinct chapter summaries, and print and web resources promote ready application, relevance, and continuous learning. Of course, the substance of the book is in the chapter contents. The authors rely on updated proven research while including the classical rhetorical tradition.

The text is organized into four major parts. Part I contains several chapters that deal with the history of speech making, contemporary relevance of speaking and listening, and our responsibility in a multicultural world. Part II provides details regarding speech preparation. The several chapters in Part III deal with speech presentation. Finally, Part IV deals in depth with the various goals and types of speeches, and how they can make a difference in our society.

The text gives students an opportunity to learn how to speak to influence what happens to them as they negotiate their lives on our multifaceted planet. The stakes are high, thus the communication bar must be higher. We urge readers to consider communication as more than making and interpreting meaning. It is a venue for recreating reality. Speakers and listeners can take responsibility for and become the ethical change they desire. This can be done on a foundation of solidly researched theory and skillful practice in crafting, delivering, and receiving messages with environmentally responsible technology aids. Effective communication is necessary for functioning as a responsible citizen. Knowing whether to put your most important information in the beginning or end of your presentation and how to use presentation technology aids well, for instance, can give you an extra leadership edge on and off the job. Yet, sharing some social justice responsibility in a high-tech world will not always be easy. Effective public communication is germane to the boldness of the task. Public speaking can also be satisfying and fun. We believe that many students and teachers will accept and rise to the challenge. The concepts and practices in *Public Speaking and Responsibility in a Changing World* will well equip you for the journey. Enjoy.