A lot has happened since we published the first edition of *Public Speaking and Civic Engagement* in 2008. In some ways, the world has changed dramatically. We elected the first African-American president in U.S. history. We have endured the worst economic downturn since the Great Depression. New technologies and social networking sites have changed how we communicate, do business, and participate in civic life. There are now many different ways to be a “good citizen” because new patterns of communication and civic engagement have replaced “politics as usual.” Today, more and more young people are “getting involved” in ways unimaginable just a few years ago, both in their own communities and as part of national or even international political or social movements.

Of course, some things never seem to change. Even as we bring an end to the long war in Afghanistan, we see ominous new threats on the horizon—in Syria, Iran, and elsewhere around the world. Signs of economic recovery have been evident in recent years, yet a growing European debt crisis threatens to throw our economy back into recession. Meanwhile, we continue to debate health care reform, educational policy, environmental protection, immigration, and countless other contentious issues. At times, our political debates seem so heated and polarized that we cannot imagine them ending in agreement and compromise. Yet somehow our democracy survives the most vigorous, even passionate debates. Indeed, robust debate is necessary to maintain the health of our deliberative democracy.

As citizens, we have a responsibility to participate in debate and deliberation over issues of public importance. And that requires that we learn how to communicate with others—how to share our insights and ideas, how to listen carefully and critically, and how to deliberate with our fellow citizens. This book can help you become a better communicator and a better citizen. It will help you understand both the principles of public speaking and your rights and responsibilities as a citizen in a democracy.

**WHAT’S NEW IN THE THIRD EDITION?**

The third edition of *Public Speaking and Civic Engagement* retains the most popular features of the first two editions, but we have added several new features and updates, and we continue to strive for a more concise, accessible style throughout the book. Although the basic principles of effective speaking remain the same, we have revised and expanded our coverage of several important topics, including communication apprehension and critical listening. We have also updated examples, statistics, and other types of information throughout the book, and we have included still more material from actual student speeches. At the same time, we cut less useful or outdated material and eliminated some redundancies in earlier
editions. The result is a somewhat shorter book, yet one still packed with practical guidance and the latest information about the political, cultural, and technological developments that affect public speaking.

The most noticeable change may be that this new edition has one fewer chapter. In response to reviewer suggestions, we have eliminated the overlap in the first two chapters by combining them into one. The ethics of speech remains a central concern of the book, however, and we have added a number of new features and examples. In addition, we have clarified and emphasized more the learning objectives in each chapter. Users of earlier editions will notice other changes as well, including the following revisions:

**Chapter 1:**
- A more concise introduction to the role of public speaking in a democratic society, combining material previously in the first two chapters of the book
- A more upbeat discussion of the role of young people in American politics, taking note of a variety of different ways that young people “get involved” in their communities
- Updated examples from the presidency of Barack Obama, the 2012 Republican primaries, and other recent events
- A continued emphasis on the ethics of public speaking, with more concise discussions of ghostwriting, plagiarism, and other ethical issues

**Chapter 2:**
- A completely revised chapter integrating the basic principles of speaking and listening
- Increased emphasis on how to listen critically
- A new *Focus on Civic Engagement* feature about building a climate for peace through better listening
- A new article by former congressman Lee Hamilton on how to listen to politicians

**Chapter 3:**
- A new, more in-depth discussion of communication apprehension and speaking with confidence
- An expanded discussion of how communication apprehension can adversely impact academic and job performance, and an expanded treatment of factors that contribute to communication apprehension
- A new *Highlighting Communication Apprehension* feature describing college programs that help students manage their communication apprehension
- A new bulleted list of physiological reactions associated with speaking anxiety
- A new list of key questions speakers should ask about their audience and the occasion as they prepare to speak
Chapter 4:
- An expanded discussion of economic status as a consideration in audience analysis
- A new Highlighting Religion and Politics feature focusing on Mitt Romney’s Mormon religion
- A new Highlighting Audience Demographics feature reflecting on what it means to be “rich” in America
- A new Focus on Civic Engagement feature about the role of group membership—specifically, union membership—in motivating people to get involved in politics

Chapter 5:
- An expanded discussion of the speaker’s ethical obligations in choosing a topic

Chapter 6:
- Updated coverage of online searches and how to search more efficiently
- A revised discussion of utilizing library resources, particularly subscription databases
- New coverage of how to use online networks and social media for information gathering

Chapter 7:
- A new Highlighting Specific Examples feature, quoting a speech by Senator Richard Lugar on the need to ratify the “Law of the Seas” convention
- A new Focus on Civic Engagement feature, looking at the use of contrast in a story about the differences among candidates in the GOP presidential primaries

Chapter 8:
- Expanded examples illustrating how to promote clarity in organizing ideas
- A new example illustrating the categorical pattern of organization
- New examples of transitions and introductory devices, including previews, summaries, visualizing the future, and the use of quotations

Chapter 9:
- An expanded discussion of different types of outlines
- Clarification of the relationship between formal and keyword outlines
- Fresh information and statistics in all sample outlines

Chapter 10:
- A new feature, Highlighting Active and Interesting Language, showing how an advocate for the homeless made effective use of language to make his argument more emotionally compelling
Chapter 11:
- A new feature, *Highlighting Eye Contact*, about cultural differences relating to eye contact and gaze
- A new table listing patterns of eye contact that should be avoided
- A new table listing nonverbal behaviors to avoid when speaking
- Fresh new examples illustrating key principles of delivery

Chapter 12:
- A new *Highlighting* feature on *Prezi*, an increasingly popular alternative to *PowerPoint*
- New material comparing different methods of delivery and new advice on how to handle the question-and-answer period following your speech

Chapter 13:
- A new outline illustrating the spatial pattern of organization
- An expanded discussion of devices for capturing and maintaining your audience’s attention
- A new annotated speech illustrating the principles of informative speaking, “Preparing Students for Community Involvement”

Chapter 14:
- New examples from the 2012 State of the Union address, the Republican presidential primaries, the shooting of Representative Gabrielle Giffords, and other recent news events
- An updated *Focus on Civic Engagement* feature on the efforts of former presidents Bush and Clinton to promote civil discourse

Chapter 15:
- Clearer definitions and updated references to online sources on reasoning and fallacies

Chapter 16:
- New examples of vivid language and rhythmic phrasing in famous ceremonial speeches

Chapter 17:
- A new *Focus on Civic Engagement* feature on *A Crucible Moment*, a report from the U.S. Department of Education calling for a national effort to improve “civic learning” in colleges and universities
- An expanded and updated discussion of study circles and town hall meetings
- A new feature, *Highlighting Leadership*, with practical tips for running more efficient and productive meetings
- A new list of the various “task” and “building and maintenance” roles that group members might enact as members of a committee or other deliberative group
OUR APPROACH AND THEMES

Three convictions continue to guide our approach to *Public Speaking and Civic Engagement*:

- We believe that public speaking is not just a valuable personal skill but also an important part of engaged citizenship in a democracy. You will deliver many speeches in your life, but the most important will be those you deliver as a citizen.
- We approach public speaking as a collaborative partnership between the speaker and the audience. No speaker can succeed alone—the audience is crucial to the planning, delivery, and outcome of the speech.
- We view public speaking as more than a set of performance skills. Truly successful speakers have ideas or information worth communicating. They think critically and reason soundly, and they are not just effective speakers, but also careful and critical listeners, engaged citizens, and ethical human beings.

The Speaker as Citizen

Preparing a classroom speech should be no different from planning a speech for a business conference or a town hall meeting. The classroom is a public space, and your fellow students are citizens. You should treat a speech to your classmates as seriously as you would a speech to any other group of co-workers or citizens.

In treating public speaking as a type of civic engagement, this book encourages you to develop an ethic of active participation. It urges you to read widely and reflectively, and it holds you responsible for becoming well informed about your topic. As you begin to seek out opportunities to speak in public, you will learn to listen critically yet also to respond in a spirit of mutual respect and cooperation. You will learn to speak persuasively, but you also will be encouraged to join *with* your fellow citizens in a spirit of inquiry and common cause. As you work with others to find solutions to our common problems, you will come to understand what it means to deliberate “in good faith.”

The emphasis on civic engagement makes this book different from many public speaking books. Some books treat public speaking as a tool of personal success—a skill that you need to “beat the competition” or climb the ladder of success. We approach public speaking as something more than that. Emphasizing ethical and civic concerns, we view public speaking as an essential tool of democratic citizenship. Protected by the First Amendment to our Constitution, our right to free speech distinguishes us from citizens in totalitarian states and empowers us to govern ourselves. In this book, speech is treated as a means for defining our purposes and identity as a nation, discussing the choices we face, and resolving the differences and disagreements among us. Even ceremonial speeches are treated as important expressions of our democratic culture and traditions. Your course in public speaking will contribute to your personal and professional success. But the best reason to study public
speaking is that it will help you become a better citizen. By becoming a better speaker, you will be better prepared to participate in civic life.

The Speaker-Audience Partnership

This book does not treat the audience as something to be changed or manipulated, but rather as an active partner in the communicative process. From the earliest stages of planning a speech to the question-and-answer period that may follow, your listeners will be important to your success. You need to consider your listeners’ needs and interests in tandem with your own. You need to ask these questions: What are my listeners’ priorities and concerns? How can I persuasively advance my own ideas while still respecting their values and beliefs? Am I open to being influenced by my audience even as I try to persuade them? What can I do to promote a genuine spirit of democratic deliberation in which my audience and I have a shared interest in finding common ground?

When considering your audience, it is important to recognize that our society is now more diverse than ever before. Your audience may consist of people of all genders, races, and religions. It may even include people from other parts of the world. At the very least, your audience will have widely varying interests and values and hold differing political or religious opinions. Respecting this diversity is crucial to connecting with your audience. In this book, we recognize the challenges of communicating in an increasingly diverse society, yet we also stress the need for people to come together in a spirit of dialogue and collaboration. If we hope to find solutions to our common problems, we need to communicate effectively and work together to realize our shared goals.

Respecting the speaker-listener partnership is more than a practical necessity; it is an ethical obligation. Ethical speakers keep in touch with the audience’s needs, concerns, and welfare, even as they pursue their own purposes in speaking. In *Public Speaking and Civic Engagement*, we treat the speaker-listener partnership as both a practical necessity and an ethical responsibility.

The Citizen-Critic

By studying public speaking, you will become not only a better speaker but also a more careful and engaged listener—one who pays close attention when other people speak and thinks carefully about what they are saying. In our mass-mediated society, we can point to any number of speakers who try to fool the public with a “slick” delivery or deceptive, even manipulative speeches. As a student of public speaking, you will learn to recognize and resist the techniques of these demagogues and propagandists. You will learn to be a more critical consumer in the “marketplace of ideas.”

Our democracy rests on the assumption that ordinary citizens are smart enough to govern themselves. Yet it is not always easy to distinguish between sound, well-reasoned arguments and speeches carefully designed to distract or mislead us. Part of your responsibility as a citizen is to learn how to distinguish between good and bad arguments, between speeches that contribute something valuable to public discussion and those that serve only the selfish interests of
the speaker. By studying public speaking, you will learn to listen carefully and think critically about the speeches you hear. You will learn how to evaluate the quality of a speaker’s evidence and reasoning. You will study ethical principles that have been part of the study of speech for centuries, and you will become familiar with famous speeches in history that both promoted and violated those principles. In short, you will become a “citizen-critic”—a careful and informed listener who holds all who speak in public to high intellectual and ethical standards.

**SPECIAL FEATURES**

*Public Speaking and Civic Engagement* offers a number of distinguishing features designed to make the book an engaging teaching and learning tool.

**A Unique Approach**

A strong introductory chapter establishes the unique framework of the book by highlighting the connections between public speaking and democratic citizenship. From the start, you will be encouraged to think of public speaking not just as a tool of personal success, but also as a way to serve others in a democratic society. The introductory chapter also sets a strong ethical tone for the book, introducing the theme that public speaking entails certain responsibilities beyond your personal interests: the responsibility to become well informed on your topic, for example, and to respect those who sincerely disagree with your views. The book includes chapters on all the topics typically addressed in a public speaking textbook, including communication apprehension, audience analysis, organization, and style. Yet throughout the book, the focus on civic engagement is sustained by an emphasis on the ethics as well as the techniques of public speaking and by historical and contemporary examples of both responsible and irresponsible speakers.

Among the unique chapters of the book are those discussing the various types of public speaking. Distinguishing persuasive from informative speaking in terms of the situations that “invite” persuasion, the book defines *public controversy* and discusses a speaker’s *burden of proof* in various situations. It also discusses different ways to prove your claims and to make reasonable arguments based on sound evidence and reasoning. At the same time, it sustains a strong emphasis on the ethics of persuasion, distinguishing between responsible persuasion and the manipulative and deceptive techniques of the propagandist or demagogue. The book also offers the first serious treatment of ceremonial speaking as a mode of civic engagement and community building, and its chapter on communicating in groups focuses on town hall meetings and other deliberative forums. In these chapters and throughout the book, the emphasis is not only on how to prepare an effective speech but also on the importance of being a committed and responsible speaker. That is what makes this book unique: it combines sound instruction in the techniques of public speaking with a sustained emphasis on the ethics of speech and the importance of public speaking and civic engagement in our democratic society.
Focus on Civic Engagement

Most chapters include boxed special features showcasing real-world examples of politicians, celebrities, students, and ordinary citizens who have made a difference by speaking out or otherwise getting involved in the civic life of their community or their nation. These stories about real people—young and old, famous and not so famous—are designed both to illustrate course concepts and to inspire students to get involved themselves.

Highlighting Key Concepts

Extended examples of key concepts such as ethos, visual literacy, critical listening, fallacies, and cultural diversity are illustrated through special “highlighting” features throughout the book.

Annotated Speeches

Nearly half of the book’s chapters conclude with an annotated speech that offers critical commentary and analysis. Each speech deals with a substantive issue and provides a real-world illustration of civic engagement. The speakers include political figures, celebrities, students, and ordinary citizens, and the speeches cover a range of issues such as global climate change, health care reform, and the role of young people in politics.
Pedagogical Features in Each Chapter

Within the text, we provide a variety of pedagogical features that clarify and reinforce the material or summarize key points. Specifically, each chapter contains:

- An *Overview* and numbered Learning Objectives to emphasize key topics addressed in the chapter
- *Previews* to give readers a map of the material in each section of the chapter
- *Real-world examples* to illustrate, highlight, and clarify principles discussed
- A *Summary* to reiterate the chapter’s core concepts
- *Questions for Review and Reflection* to help students review the ideas presented in each chapter and to assist them in test preparation

At the end of the book, a Glossary defines key terms and technical language appearing throughout the book. Another useful pedagogical tool, Questions for Application and Analysis, can be found in the Instructor’s Resource Manual.

Instructor and Student Resources

Key instructor resources include the following:

- Teacher Training Video
- MyTest online test generating software (available at www.pearsonmytest.com; instructor login required) ISBN: 0205931464
- Pearson Public Speaking Video Library

For a complete listing of the instructor and student resources available with this text, please visit our online catalog at www.pearsonhighered.com/communication.

Service-Learning Resources

For those interested in approaching the course from a service-learning perspective, the Instructor’s Manual includes a sample syllabus for a service-learning approach to public speaking. The manual also suggests activities and assignments for a service-learning approach to the course and provides a list of organizations, Web sites, and other resources on service learning.
**MyCommunicationLab®**

Our MyLab products have been designed and refined with a single purpose in mind—to help educators create that moment of understanding with their students.

**MyCommunicationLab** is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. And, MyCommunicationLab comes from Pearson, your partner in providing the best digital learning experiences.

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- **The Pearson eText:** Identical in content and design to the printed text, the Pearson eText lets students access their textbook anytime, anywhere, and any way they want—including downloading to an iPad. Students can take notes and highlight, just like a traditional text.

- **Videos and Video Quizzes:** Videos provide students with the opportunity to watch and evaluate chapter-related multimedia. Many videos include automatically graded quiz questions.

- **Personality Profile:** PersonalityProfile is Pearson’s online library for self-assessment and analysis. Online resources provide students with opportunities to evaluate their own and others’ communication styles. Instructors can use these tools to show learning and growth over the duration of the course.

- **Study Tools:** A personalized study plan, chapter assessment, key term flashcards, an audio version of the text, and more provide a robust range of study tools to focus students on what they need to know, helping them succeed in the course and beyond.

- **Class Preparation Tool:** Finding, organizing, and presenting your instructor resources is fast and easy with Pearson’s class preparation tool. This fully searchable database contains hundreds of resources such as lecture launchers, discussion topics, activities, assignments, and video clips. Instructors can search or browse by topic and sort the results by type. Personalized folders can be created to organize and store content or download resources, as well as upload your own content.

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