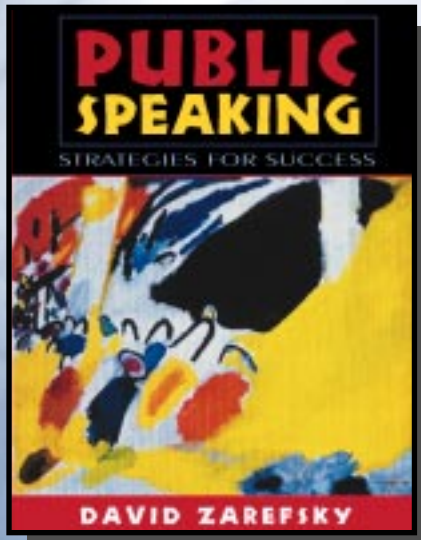


ALLYN AND BACON

# Interactive Edition



## *Public Speaking*

Strategies for Success

Second Edition





David Zarefsky

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NEXT 

# Choose a Destination

-  **What is the Interactive Edition?**
-  **Table of Contents**
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# What Is the Interactive Edition?

*The Allyn & Bacon Interactive Edition* is an exciting new way to learn that combines a textbook with the latest in multimedia. It takes your students beyond the traditional learning experience!

When your students buy an *Allyn & Bacon Interactive Edition*, they receive a full color textbook packaged together with an interactive CD-ROM. The Interactive Edition CD-ROM contains the complete book, page by page, in full color, as well as contextually placed media links (often more than 200 per book).

All of the media links take students to additional content that directly relates to key concepts in the text. There are video and audio clips, activities, practice tests, content updates, and links to Websites. The links expand chapter content, get students involved in the subject material, and help them remember what they've learned.

Throughout the Interactive Edition, students will find icons next to passages of text, as well as highlighted words within the text. Clicking on any icon or highlighted word will take them beyond the content of the textbook!

The image shows a screenshot of a digital textbook page with several interactive icons overlaid. The page content includes a 'WEBLINK' icon at the top, an 'ACTIVITY' icon on the left, an 'AUDIO' icon on the right, and a 'PRACTICE TEST' icon on the right side of the page. The page itself features a 'Chapter 2' header, a '40' page number, and a 'Section 2.1' header. The main text discusses the structure of the brain, mentioning the cerebrum, cerebellum, and brainstem. A diagram of the brain is visible at the bottom of the page. The background of the entire image is a faint, light blue illustration of a computer monitor and keyboard.

**WEBLINK**

**ACTIVITY**

**AUDIO**

**VIDEO**

**PRACTICE TEST**

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To hear an actual audio clip, click on the AUDIO icon.

*NOTE: You must have QuickTime installed on your computer to use this feature.*

*Need help?  
Click here.*



**AUDIO**



# The Audio

When your students click on an Audio icon, they'll hear either the author of the textbook or a specialist in the field speaking directly to them about concepts in the book. Often the "voice" will add background information or give examples—material that enhances and extends the chapter material.

To see an actual video clip, click on the VIDEO icon.

*NOTE: You must have QuickTime installed on your computer to use this feature.*

*Need help?  
Click here.*



**VIDEO**



# The Video

When your students click on a Video icon, they'll be captivated by the sights and sounds of video segments that are directly related to the material they just read. For some textbooks, these segments come from leading news sources. For others, they are part of custom videos developed by the publisher to demonstrate concepts in the discipline.

*To see a sample of a weblink, click on the WEBLINK icon.*

*NOTE: You must have a Web browser application installed on your computer to open Web links and you must be connected to the Internet.*



**WEBLINK**

# The Weblink

With the benefit of an Internet connection, students clicking on a Weblink icon will jump to current Web sites that provide them with additional information about the specific topics that they're studying. Web links are continuously monitored and updated by Allyn & Bacon.

To see an actual practice test, click on the **PRACTICE TEST** icon.

**NOTE:** You must have a Web browser installed on your computer to use this feature.



# The Practice Test

When your students click on a Practice Test icon, they'll be able to test their understanding of the chapter material by completing a self-scoring practice test.



To view an actual activity, click on the **ACTIVITY** icon.

*NOTE: You must have a Web browser installed on your computer to use this feature.*

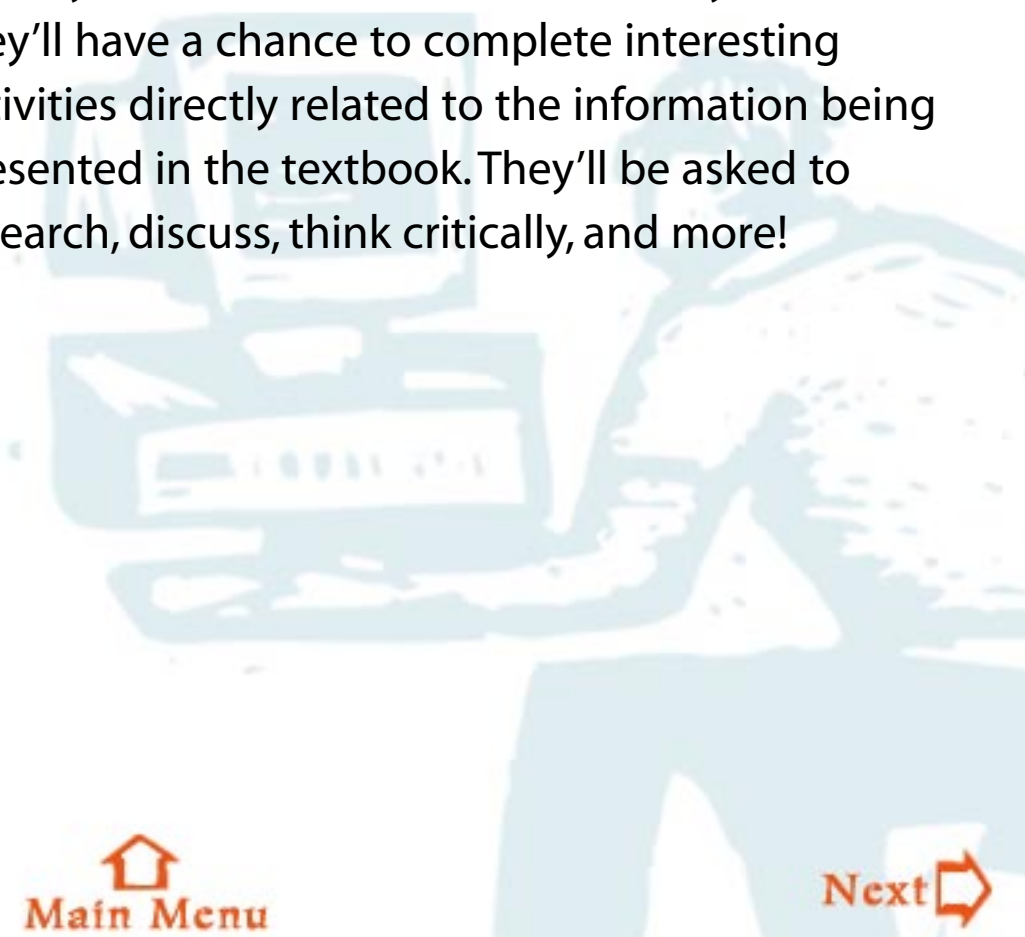


**ACTIVITY**



# The Activity

When your students click on an Activity icon, they'll have a chance to complete interesting activities directly related to the information being presented in the textbook. They'll be asked to research, discuss, think critically, and more!



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To view an actual speech preparation, click on the **SPEECH PREP** icon.

**NOTE:** You must have a Web browser installed on your computer to use this feature.



# Speech Preparations

When your students click on a **SPEECH PREP** **ICON**, they'll have a chance to complete exercises—from Jennifer Dreyer and Gregory H. Patton's *Speech Preparation Workbook*—which are related to specific aspects of the process of putting together a speech for class.