This section of 103 section will use the FIRST edition (2014) of William Keith and Christian O. Lundberg’s textbook *Public Speaking: Choices and Responsibilities* (Isbn: 9780495569862) or may buy the MILWAUKEE edition of this same book (which is identical in content but just has a custom cover Isbn: 9781285829821). Both are published by CENGAGE. This choice should be cheaper for students than using the more recent edition, and there are many used copies available. Students do NOT need to purchase any of the accompanying MindTap or other accessories that will be offered from the publisher or that may be used by other sections.