

# **Instructor's Manual for Speech Studio<sup>TM</sup>**

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## INTEGRATION OF SPEECH STUDIO™ INTO CURRICULA

This document addresses the following four central topics related to integrating Speech Studio in communication curricula:

- **Instructor use of Speech Studio™** features to support and enhance a variety of communication classes by enabling online creation of courses, assignments, and sections as well as online review and grading of oral presentations
- **Student use of Speech Studio™** to upload and submit speeches, review instructor comments and grades, and perform peer reviews of other students' speeches (if appropriate)
- **Sample syllabi** that illustrate the incorporation of Speech Studio™ functions into actual course timelines and assignments
- **Instructor and student resources** that support effective use of Speech Studio™

### 1.0 INSTRUCTOR USE OF SPEECH STUDIO™

- This section describes a generic approach for fully exploiting Speech Studio™ and all of its features in planning, conducting, and grading a course section.
- Certain functions also can be useful as standalone capabilities and are noted accordingly.
- The organization of this section corresponds roughly to the timeline that instructors must follow for each class (i.e., advance class preparation, class sessions and grading, and end-of-term tasks).

### 1.1 Advantages of Speech Studio™ for Instructors

Speech Studio™ is designed to complement communication courses that require oral presentations. The software supports traditional onsite classes, exclusively online course sections, and hybrid classes. As always, instructors and students working online must be sensitive to the research-documented tendency to post online comments that would not be appropriate in face-to-face interactions.

The strengths of the Speech Studio™ software lie in features that enable the following:

- Secure 24/7 uploading of student speeches, including practice speeches, extra credit presentations, and final speeches
- Flexible online instructor grading based on criteria (rubrics) that are incorporated in Speech Studio™ or are created by the instructor (January 2009)
- Instructor capability to upload grades to common course management software or platforms (e.g., Excel, Blackboard, Angel, WebCT, Moodle)
- Easy 24/7 student access to class assignments, due dates, and status
- Easy 24/7 student access to one-on-one instructor critiques and grades, including specific comments time-stamped to the speech
- Instructor option to enable student peer reviews of student speeches
- Instructor and student dashboards that summarize class assignments and status
- Establish archives of high-quality speeches
- Support for team teaching and for cross-instructor consistency
- More effective use of in-class time to maximize high-level instruction and discussions

## 1.2 Class Preparation and Speech Studio™

Before the term begins, an instructor who plans to use Speech Studio™ should complete several tasks.

**Creation of an Instructor Login.** Like most online software platforms, Speech Studio requires each instructor to create an account and establish a login identification and password. To simplify instructor operations, this Speech Studio login functions as a single signon (SSO). That is, this one login gives the instructor access not only to the Speech Studio software, but also to individual class sections, assignments, student speeches, and all instructor functions (e.g., grading, enabling peer reviews).

- The instructor must complete only a few steps to register for Speech Studio™.
  - Login to the Cengage website (at <http://cengage.com/login>).
  - Where it asks you to “Add a Title to Your Bookshelf,” you should enter “Speech Studio.”
  - The registration for Speech Studio™ is now complete, and there is no expiration date for this instructor registration.
- Thereafter, to access Speech Studio™, an instructor simply enters the appropriate username and password and then clicks on the blue Speech Studio™ link that appears under Additional Resources on the Cengage home page.
- The student login procedures differ from instructor logins in two significant ways.
  - The student registration process requires two steps, as detailed in the student section.
  - The student registrations expire 180 days after registration.

**Development of Courses and Assignments.** After accessing Speech Studio™, the instructor first must define and electronically document a planned course (or courses) and associated assignments, using the Courses tab. By definition in Speech Studio™, a course and its associated assignments constitute the foundation (template) for establishing specific class sections offered during the term and associated assignment due dates.

This function allows the instructor to easily create and manage each course and its sections in a central online repository. The instructor thereby maximizes the utility and efficiency of course and assignment development by:

- Defining a single course and relevant assignments in Speech Studio™ and then using that work as a basis for setting up individual class sections
- As needed over time, modifying the definition of a course and its related assignments and then saving each version as a separate course that can be employed as a basis for new class sections

**Courses.** The basic process for defining and saving courses is simple for the instructor:

- Click the Courses tab.
- Click the Add a Course icon.
- Select the Create a Brand New Course radio button in the Create a Course window on the right side of the screen.
- Click the Continue to Step 2 button.
- Enter the name and description of the course.
- Click the Continue to Step 3 button to confirm and save the course.
- The course is then listed in the Courses Navigation Menu on the left side of the Courses screen.
- After the instructor creates a section based on the course, Speech Studio™ generates a section registration code that the instructor must provide to students so that they can successfully register for the appropriate section in Speech Studio.

**Assignments.** When devising a list of assignments for each course, the instructor uses the Courses tab to choose an appropriate name, enter a brief description of the assignment, specify assignment type (currently, the only option is video, to match uploaded speeches), and select the applicable rubric.

The basic process for defining and saving assignments requires the instructor to execute several basic and straightforward steps:

- Click the Courses tab.
- Click a specific course in the Courses Navigation Menu on the left side of the Courses screen.
- Select the Add a Brand New Assignment radio button in the Create an Assignment window at the right side of the screen.
- Then click the Continue to Step 2 button.
- Enter the assignment name and description in Step 2, and click the Continue to Step 3 button.
- Select the assignment type (video), and click on the Continue to Step 4 button.
- Select the applicable rubric, and click the Continue to Step 5 button.
- Enter assignment instructions, and then click on Continue to Step 6.
- Confirm and edit the assignment.
- Click the Confirm and Save button.
- Repeat this process for all assignments associated with the specific course.

Each assignment rubric not only includes descriptive material about the content of the assignment presentation, but also specifies grading criteria that the instructor scores (from 1 to 5) when reviewing and grading the speech. This feature supports efficient and more consistent speech critiques by individual instructors and across course sections taught by different instructors.

- The instructor chooses the rubric that best matches the presentation.
  - Speech Studio™ includes rubrics for narrative, impromptu introductory, informative, persuasive, invitational, ceremonial, and group presentations.
  - Instructors can create a new type of speech, but must choose one of the existing rubrics. In January 2009, ability to create your own will be provided.
  - In the current version of Speech Studio™, the instructor cannot modify the content of a rubric. In future versions, the instructor will be able to create and save a new rubric.
- To make rubrics more flexible, when grading, the instructor has the option of simply not assigning a score to one or more of the grading criteria if they do not apply to the instructor's assignment. When tallying the total score for each speech, the software does not include the unscored criteria; instructors thus must consistently score the same criteria across all assignment presentations.
- In addition, instructors can employ the time-stamped comment feature to convey a detailed critique of the presentation to the student and then post an overall grade at the top of the comment window.

Speech Studio™ permits instructors to modify or delete a course assignment, but that change does not populate to *existing* sections [in which all students will enroll] of the course, only subsequently established sections. Note that in the current version of Speech Studio™, instructors cannot modify or delete an assignment in a specific existing course section, although future versions should include this feature.

**Section Creation.** Once the instructor has defined a course and assignments, the Sections tab is used to create specific sections of the course online and to add assignment due dates (the latter activates student

access to the assignment). For example, if an instructor is teaching persuasive speaking in the upcoming term and intends to use the Speech Studio™ tool to support that class, the instructor must employ the Courses tab to create a persuasive speaking course and assignments and then use the Sections tab to add a section of the persuasive speaking course and set appropriate due dates for assignments specific to the section.

The basic process for creating and saving sections requires several instructor actions.

- Click the Sections tab.
- Click the Add a Section icon next to the name of the appropriate course in the Sections Navigation Menu on the left of the screen.
- Enter the name and optional description of the section in the Create a New Section window on the right of the screen.
- Click the Continue to Step 2 button.
- Use the calendars to set the Start Date and End Date for the section.
- Click the Continue to Step 3 button.
- Review the new section details, and then click the Confirm and Save button.
- In Step 4, Speech Studio™ displays and lists a student registration code for the new section. The instructor must copy this number to share with students (e.g. via campus email) in that section so that they can access and use Speech Studio™.
- The new section is listed under the appropriate course in the Sections Navigation Menu.

The basic process for setting assignment due dates requires the following instructor actions.

- Click the Sections tab.
- Click the name of the relevant section in the Sections Navigation Menu on the left side of the screen.
- Click the Assignment Dashboard icon (the round gauge) next to the “Assignments” list.
- In the Assignments dashboard that has expanded to the right, click the Calendar icon to set the Start Date and Due Date for the appropriate assignment (Speech Studio™ will automatically display calendars for assignments that do not yet have start and due dates specified).
- Click the Set Dates button to save the dates.

The Assignment Dashboard also enables the instructor to monitor the status of student assignments at any time.

- Click the Assignment dashboard icon next to the Assignments list under the relevant class section in the Sections Navigation Menu at the left of the screen.
- Click the name of the relevant assignment in the Assignments list in the dashboard at the right of the screen.
- The three icons next to the calendar summarize the number of student assignments that are submitted, graded, and past due.
- Click on the assignment bar, or an icon to the right and the far right populates with a list of students with grades and status.

***Standalone Option:*** When class is underway, students and instructors can use the Assignment dashboard to view status 24/7.

### 1.3 Class Sessions and Speech Studio™

After classes start, instructors and students employ Speech Studio™ to easily and securely upload, review, and grade assigned presentations. The software supports 24x7 access to accommodate busy instructors and students.

**Secure Uploading of Speeches.** Speech Studio™ emphasizes the secure uploading of student speeches. Thus, instructors and students alike can rest assured that no one will be able to capriciously or maliciously download, modify, and re-upload a speech once the assignment is submitted (i.e., uploaded to Speech Studio™). As a corollary, students must understand that once a speech is actually submitted to Speech Studio™, the software does not allow the student to delete or replace the submission—so the student must be particularly careful to confirm that the uploaded speech is the correct version before completing the electronic submission.

The capability to securely upload speeches gives instructors and students a powerful and flexible tool that can serve a number of objectives.

- The most obvious application is enabling students to upload their final assignment presentations for review and grading by the instructor and, if appropriate, for peer reviews.
- Students also can upload practice speeches for their own review, a preliminary review (graded or ungraded) by the instructor, or an unofficial peer review.
- Instructors can use Speech Studio™ as a venue for student submissions of extra credit speeches. Practice and extra credit assignments must be created at course level.

Instructors should consider the technical strengths and constraints of Speech Studio™ when assessing its utility and when deciding whether presentations should be uploaded directly by the students or by the instructor.

- Speech Studio™ supports file uploads in multiple formats (e.g., mov, mp4, avi).
- Speech Studio™ supports virtually any digitized video (e.g., flipcam, cell phone, iPhone, USB camera, Web cam) within these formats.
- Because of size limits (see below), whenever possible, students should set their digital capture technologies to the smallest possible file size (lowest resolution).
- The current version of Speech Studio™ places a size limit of 100 MB on each uploaded file.
  - If the instructor uploads the speeches, a single compression software package can be employed; more powerful institutional computers and networks can be used; and in-house IT experts can be consulted to establish a viable compression methodology. This approach is most useful for hybrid courses, sample speeches, and archives of exemplary speeches.
  - If students upload the speeches, they probably will need to acquire and use compression software packages. In addition, students should be encouraged to execute uploads during a period when Internet traffic is low and when the individual student can afford to dedicate a computer to the upload.
- The process for uploading videos is relatively simple for both instructors and students.
  - Click the Sections tab.
  - Click the appropriate course section in the Sections Navigation Menu on the left of the screen.
  - Click either the Assignments list or the Students list.
  - Click the name of the appropriate assignment or student from the drop down list. (i.e., the one for which a speech will be uploaded).

- In the Assignment Review window, enter the title of the speech (video) and the optional description of the speech, including any comments (e.g., instructions for the instructors and students who will view the speech).
- Click the Browse button to locate the appropriate video file on the computer.
- Be sure to confirm that the video is the correct one (e.g., the correct version of the speech, the correct assignment) because it is not possible to undo the video upload (or delete the video file) when the upload and submission process is complete.
- Click the Upload button, and follow any Speech Studio™ prompts to complete the assignment submission.

**Standalone Option:** After establishing a section and assignments, the instructor can use Speech Studio™ as a standalone site for posting and reviewing practice speeches, extra credit speeches, and final presentations. Peer reviews can be enabled without completing the grading elements.

**Instructor Reviews and Grading.** One of the prominent Speech Studio™ features is the capability for the instructor and the student to interact via one-on-one reviews of student presentations. The software is designed to simplify such reviews for both the instructor and the students.

- Students (or instructors) who are uploading speeches can submit the video files at any time, 24x7.
- Instructors can access, review, and grade assignment submissions at their convenience, 24x7. Speech Studio™ thus supports rolling reviews and grading by busy instructors.
- Individual students can monitor the progress of their submissions via the Assignment Dashboard and can review instructor and peer comments when available and as convenient for the student.
- If peer reviews are enabled, students can access and critique speeches 24/7 and can schedule rolling reviews that mesh with other commitments.

The flexible Speech Studio™ grading feature enables the instructor to easily and consistently evaluate student speeches.

- The software accommodates reviews 24/7 and supports rolling reviews of available student assignment submissions.
- In the Assignment Review page, the software displays the speech video window (with typical video player control buttons) side by side with options to enter and display the instructor's grading criteria and comments (and peer review ratings and comments if relevant).
- After the instructor selects a student's speech and clicks on the Rubric icon, the grading criteria are displayed. The instructor inserts a score of 1 to 5 (or 0 to 5) for each criterion (or leaves the default NA if the criterion does not apply to the speech). The instructor also can enter comments relevant to each specific rubric grading criterion.
- When playing the speech video, the instructor can pause the speech and enter specific comments and suggestions by using the My Comment field. In addition, Speech Studio™ includes a useful time-stamp feature so that the instructor can peg such comments to specific points in the speech by pausing the speech, inserting a time-stamp, and then entering the associated comment.
- This Speech Studio™ design gives instructors a grading alternative to currently available rubrics. Thus, instructors can employ the time-stamped comment feature to convey a detailed critique of the presentation to the student and then post an overall grade at the top of the comment window.
- When the instructor has completed and saved the scores for the rubric grading criteria, Speech Studio™ tallies all scored rubric criteria. The instructor has the option to designate that score as the final grade or to use the "set grade to" grading option to adjust the final grade based on other relevant factors (e.g., to adjust for grading on the curve or to incorporate a peer review factor).

- By default, the speech grade will only be visible to the submitting student and the instructor. However, Speech Studio™ also enables instructors to hide grades when appropriate (e.g., for the exemplary sample speeches in an archive or for peer reviews so that students do not see instructor grades) when viewing on Instructor side.

**Peer Reviews.** Speech Studio™ includes a flexible peer review feature that enhances the learning experience for both the speaker and the peer reviewers.

- The instructor can enable peer reviews for individual speeches by clicking “yes” at the bottom of the Assignment Review page. If the instructor does not want to release a student’s speech for peer review, the instructor can choose to leave the default “no” option for peer review of that specific speech.
- As all instructors recognize, the student’s learning experience is significantly enhanced when the student serves as a peer reviewer and is compelled to apply the abstract principles learned during the class to develop articulate critiques of, and suggestions for improving, speeches that the peer reviewer has not written.
- The instructor can choose to use the peer review ratings as a component of final grades (e.g., by using an average peer review rating when calculating the “set grade to” grade).
- Speech Studio™ allows instructors to view all peer review comments and also to delete any inappropriate peer review comments. However, the software permits the peer reviewer to resubmit comments after such a deletion. Because such peer reviews are potentially a component of the student’s grade, the incidence of inappropriate critiques should be relatively low.

**Standalone Option:** The instructor can use the peer review feature to enable students to review each other’s practice or final speeches without any submitted video, or instructor grading, as long as the assignment appears on the section level (if created at the course level).

**Specialized Uses.** The current version of Speech Studio™ (and upcoming upgrades) also can support specialized objectives and tasks, as illustrated by several examples.

First, instructors can use the “Instructor” listed as a student in the assignment folders, and exploit the secure uploading functionality of Speech Studio™ to post instructor instructions on video. Such instructions can specify or modify assignment details, alert students to new requirements, or convey other timely information. Instructors can use this capability as a standalone tool.

Second, instructors can apply Speech Studio™ capabilities to support team teaching.

- The lead instructor can share the SSO login ID and password with other team teachers and divide grading responsibilities among the teaching team members. The current version of Speech Studio™ does not allow multiple instructors to grade the same speech.
- The common rubrics and grading criteria also enhance review consistency in cross-institution courses and class sections (e.g., courses offered by coops of local universities and colleges or course sections that are taught by different instructors depending on the time frame).

Third, Speech Studio™ might be useful as a tool for judging competitive activities (e.g., debates, individual events), subject to the 100 MB limit on uploaded files.

- The instructor could adapt the course and section paradigm to accommodate a debate tournament or an individual event tournament (or single debates or IE speeches).
- The entire debate could be uploaded as one large file, or individual speeches could be uploaded as separate files. IE speeches could be uploaded as individual files.

- The instructor could create a rubric specific to debate (or IE) judging criteria (in future software versions).
- This capability would be particularly useful for debate teams or IE competitors who are geographically isolated, subject to resource limitations that prevent traveling to tournaments, or both.

## 1.4 End-of-Term Tasks and Speech Studio™

**Grading.** Speech Studio™ grading capabilities support instructor requirements for individual courses and for institutional management and reporting.

- As noted previously, Speech Studio™ offers instructors a flexible tool for grading class assignments and individual presentations.
- Speech Studio™ also incorporates flexible assignment export options (accessed by clicking the Export Assignments button in the Assignments Dashboard) that allow instructors to easily transfer Speech Studio™ grades to a number of software programs or platforms, including:
  - Excel™
  - Blackboard™
  - Angel™
  - Web CT™

**Archives.** Instructors can employ Speech Studio™ to create archives that instructors and students can access to support future courses and sections.

- Instructors can cull exemplary speeches from multiple class sections, across class terms, to assemble an archive of sample speeches that future students can access and study 24x7 (e.g., by creating an Exemplary Speeches section and providing the registration code to all students). In the current version of Speech Studio™, such an archive would require that the instructor or student re-upload each exemplary speech.
- The instructor also can choose to replay an exemplary speech during in-class time to provide a common base of knowledge for class members.
- As a more immediate fallback option, because class sections and associated presentations remain in Speech Studio™ after the class terms end, instructors can furnish registration codes to students so that they can view specific exemplary speeches.
- Instructors can compile their across-section and across-term instructions for students and training insights for team teachers, thereby creating an archive for future reference. In the current version of Speech Studio™, such an archive would require that the instructor re-uploading the relevant videos.

**Standalone Option:** Instructors can choose to use Speech Studio™ to establish an archive of exemplary speeches or instructions that students (and other instructors) can easily access online, 24/7.

## 2.0 STUDENT USE OF SPEECH STUDIO™

Speech Studio™ enables students to practice and perform the oral presentations required by numerous communications courses. This approach advances the objectives of individual students (and thus those of the instructors).

## Advantages of Speech Studio™ for Students

When an instructor fully implements Speech Studio™ to support a class, the students benefit from features such as the following:

- Secure 24/7 uploading of speeches, including practice speeches, extra credit presentations, and final speeches
- Easy 24/7 student access to class assignments, due dates, and status (through the Assignment Dashboard, which is accessed by clicking on the round gauge icon next to the Assignments list for the class section).
- Simplified 24/7 student access to one-on-one instructor critiques and grades, including specific comments time-stamped to the speech, and to peer review comments (if available)

## Student Use of Speech Studio™ During the Class Term

During the class term, students access Speech Studio™ to monitor assignments, upload speeches, review speeches, perform peer reviews, view instructor and peer reviewer comments, and learn their grades.

**Login.** To access and use Speech Studio™, students must complete a two-step login process.

- Each student must create a new account on first use of the software. The student will use this login to access the Speech Studio™ software throughout the class term. The login expires 180 days after it is registered by the student.
  - Access the Cengage website (at <http://cengage.com/login>).
  - Under New Users, click the Create My Account button.
  - Click the Student button, and enter the Speech Studio™ software Access Code provided by the instructor. Note that this access code is **not the section registration number**, which is used in the second step of student registration. It is specific to each student and is a 14 digit code starting with pp.
  - Enter the required account information.
  - Select the appropriate educational institution.
  - Click the Register button to complete the student software registration (in contrast to the section registration).
- To access the specific class section that the student is attending, the student must complete a **one-time entry** of the section registration code furnished by the instructor.
  - Access the Cengage website (at <http://cengage.com/login>).
  - Sign in, using the email address and password created above.
  - Click the Speech Studio™ link under Additional Resources.
  - In the Getting Started window on the left of the screen, enter the **section registration code** furnished by the instructor.
  - Click the Submit button.
  - After entering the section registration code during the first login, the student is automatically enrolled in the section and can access section details by simply logging in to Speech Studio™, clicking the Sections tab, and clicking the appropriate class section in the Sections Navigation Menu on the left of the screen.

**Assignment Monitoring.** Speech Studio™ serves as a central location where students can monitor class assignments, due dates, and status.

The real-time Assignments Dashboard enables students to access assignment details online, 24/7.

- Students can view assignments and associated due dates.
- Students can monitor specific assignment status (e.g., overdue, submitted, graded, and peer-reviewed assignments).

**Speech Uploading.** Speech Studio™ is designed to support 24/7 access for simple and secure uploading of practice, final, or extra credit speeches. As noted previously, instructors can create standalone capabilities for the submission and use of such speeches.

- Speech Studio™ supports file uploads in multiple formats (e.g., mov, mp4, avi).
- Students who upload their own speech video files thus will need to convert to these file types if necessary.
- Speech Studio™ supports virtually any digitized video (e.g., flipcam, cell phone, iPhone, USB camera, Web cam). Because of size limits (see below), whenever possible, students should set their digital capture technologies to the smallest possible file size (lowest resolution).
- Secure uploading means that once a student formally submits the uploaded file, the student cannot delete or replace the file. The student therefore must rigorously confirm, when prompted, that the uploaded speech is the correct version before submitting it.
- The current version of Speech Studio™ imposes a 100 MB limit on file size and executes a lengthy conversion process (e.g., a 45 MB file can entail a 90-minute conversion before the upload can be completed).
  - The previously discussed option of instructor uploads should be considered as a primary or backup approach if students encounter time-consuming problems in uploading files.
- The uploading process, which is the same for students and instructors, is explained in the instructor section of this document (see Secure Uploading of Speeches in Section 1.3).

**Review of Speeches.** Speech Studio™ gives students the 24/7 opportunity to review student speeches.

- Students can access and review practice and final speeches that they previously submitted for the class.
- Students can review speeches submitted by their classmates if the instructor enables peer review of those speeches. If the objective is merely to view the speeches (rather than to rate them), peer reviewers could post a comment that simply acknowledges completion of the review.
- Students can reference archives of sample exemplary speeches or assignment instructions (assuming that the instructor has created such archives).

**Peer Reviews.** When the instructor enables the peer review option, students can assume the role of instructor and critique other students' speeches.

- Applying the abstract principles that underlie a good presentation to an actual speech represents a powerful learning experience for students.
- Students basically have the same comment functionality as the instructor. That is, student peer reviewers can view an Assignment Review page (similar to that displayed for instructors) and can assign a rating of 1 to 5, post comments on the speech, and time-stamp such comments as warranted. Students do not have the rubric tool in peer review.

**Grade Monitoring.** Speech Studio™ is specifically designed to simplify entry of, and 24x7 student access to, instructor comments and grades. This information not only satisfies natural student interest in grades, but also provides useful insights for improving the next assigned speech or the final version of a practice speech.

- The Assignment Dashboard gives students a concise overview of previously submitted speeches and displays a Graded icon when the instructor has completed the review and grading process. The Assignment Dashboard also allows the student to access their assignment.
- The Speech Studio™ Assignment Review page for students (similar to the page for instructors) shows the speech video side by side with the instructor's overall grade, rubric criteria grades and associated comments, speech-specific and time-stamped comments, and peer review comments (if relevant).
- Students also can view the class average grade on a specific assignment (in the Assignment Dashboard).
- Students can review the relevant rubrics and grading criteria before constructing and finalizing their speeches. On the instructor side,
  - The Help screen includes a link to a reference document on generic Speech Studio™ rubrics.
  - The Section assignments note the specific rubrics that apply to each assignment.

### 3.0 SAMPLE SYLLABI

This document includes two examples of class syllabi that incorporate Speech Studio™ interfaces and functionality.

- The first sample syllabus, included as Attachment 1, illustrates the use of Speech Studio™ in an online public speaking class.
- The second sample syllabus, included as Attachment 2, illustrates the use of Speech Studio™ in a partial online hybrid public speaking class.

### 4.0 INSTRUCTOR AND STUDENT RESOURCES

The Speech Studio™ software includes a number of readily accessible useful resources.











**Tutorials.** Through the Home tab or the Help tab, instructors and students can access tutorials on the following:

- Creating a course and assignments
- Creating a section
- Uploading a video
- Grading an assignment
- Conducting peer reviews (students)
- Viewing peer reviews (instructor)
- Recognizing Speech Studio™ icons

**Reference Documents.** Through the Help tab, instructors and students can link to several useful reference documents.

- Assignments and Rubrics for Reference
- Guidelines for Videotaping Your Speech
- Instructor User Guide
- Student User Guide

**Icons.** Speech Studio™ offers a tutorial on recognizing common icons, including the following central icons:

- Home (a small house) 
- Sections (a row of books with a student figure to the right) 
- Courses (a row of books) 
- Students (a row of student figures) 
- Student (a single student figure) 
- Submitted (a page with a blue button in the bottom right) 
- Not Submitted (a page with an orange button) 
- Past Due (a page with an orange button and an embedded exclamation point) 
- Graded (a page with a blue button and an embedded check mark) 
- Assignments Dashboard (a round gauge next to the assignments list for a specific section) 

**Preset Options.** Speech Studio™ incorporates a number of preset options and responses.

- Assignments and rubrics for common types of speeches and presentations
- A drop-down menu of typical review comments

SAMPLE SYLLABUS 1  
ONLINE PUBLIC SPEAKING

### Course Description

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(Insert catalog description here)

### Instructional Objectives

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- Identify major speech types and delivery styles
- Demonstrate mastery of the skills of speechmaking
- Implement the principles of audience analysis in speech construction
- Practice the rules of proper courtesy in peer review
- Recognize the role of ethics in constructing a speech
- Research, prepare, and present persuasive, informative, and special occasion speeches

### Course Outcomes

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- Students will gain experience by delivering three major types of speeches.
- Students will critique and evaluate their own and others' speeches.
- Students will become proficient at organizing, outlining, and delivering a speech, including learning to describe their own strengths and weaknesses as a public speaker.

### Extra Credit [Speech Studio™]

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Extra credit opportunities are available that use *Speech Studio*™ to make up for missed classes. You may submit an extra credit speech, perform extra peer reviews of online speeches, or both.

### Speaking Assignment Policies [Speech Studio™]

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- Speeches will be given online, using *Speech Studio*.™
- You are responsible for arranging an audience of no fewer than five people, obtaining or reserving equipment, and videotaping your session outside of class.
- Each speech requires an outline, manuscript, or analysis. **Your speech will not be considered complete until you have submitted the required outline, manuscript, or analysis on the day of the scheduled speech.**
- **To receive a passing grade, you must give all assigned speeches.**
- **You are expected to submit all speeches on time.** All late speeches will be penalized (lost points on your speech grade), and you must provide twice the number of sources usually required in the bibliography.

- Students have 2 weeks to make up late speeches. Severely late speeches will only be accepted at the discretion of the instructor.

### A Note on Speech Evaluation

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Persuasive and Informative speeches are to be delivered extemporaneously. This means that the speeches are prepared ahead of time, but students do not read them word for word from a manuscript. This method of delivery applies to all speeches except the Special Occasion speech, which is delivered from a manuscript. The Final speech is a “speaker’s choice” assignment, either informative or persuasive.

### Audience Requirements

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You are expected to arrange an acceptable audience for all speeches. You can ask friends and/or family, but there should be a minimum audience of five people present for each speech. You can pan the camera to the audience before and after the speech, ask them to perform an audio “roll call” before and after the speech, or use some other acceptable form of demonstrating the presence of a suitable audience.

### Peer Reviews [Speech Studio™]

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In addition to delivering your speeches using *Speech Studio™*, you will receive peer review assignments from time to time, and you will be expected to give constructive and positive feedback to your fellow students. **Abusive comments and personal attacks will not be tolerated.** Students behaving inappropriately will be banned from the online environment, and their grades will reflect their inability to participate.

### Self-Critiques [Speech Studio™]

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You are required to submit an honest self-assessment of your first and last speeches. Using *Speech Studio™*, you will watch your informative speech and identify the areas that you would like to work on and improve during the semester. At the end of the semester, you will watch your Final speech and assess your progress on those and other public speaking skills. You should use the rubrics provided in *Speech Studio™* to support this analysis.

### Exams

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There will be three exams. The exams will be multiple choice and short essay and will be delivered through the online course management system at the college or by arrangements with the distance learning office to proctor the exam. There are no make-ups, but **you get to drop your lowest grade.** Students may not leave the room during an exam.

## Final [Speech Studio™]

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Instead of a final exam, there will be a Final speech, submitted through *Speech Studio*™. This Final speech may be (1) an extensive rewriting of either the informative or persuasive speech or (2) a new speech based on a topic of the speaker's choice.

## Grading System

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Students **must** complete all assignments to receive a passing grade. The relative importance of speaking and writing assignments is detailed below.

### **Speaking Assignments**

Informative speech	10%
Persuasive speech	15%
Special occasion	5%
<u>Final speech</u>	<u>15%</u>
	45%

### **Written Assignments**

Self-critiques	10%
Informative outline	5%
Persuasive outline	5%
Exams	15%
Peer reviews	10%
Final analysis	5%
	55%

## CRITERIA USED FOR EVALUATING SPEECHES

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The *average speech [grade C]* should meet the following criteria:

1. Conform to the kind of speech assigned (informative, persuasive, etc.)
2. Be ready for presentation on the assigned date
3. Conform to the time limit
4. Fulfill any special requirements of the assignments (preparing an outline, etc.)
5. Have a clear, specific purpose and central idea
6. Have an identifiable introduction, body, and conclusion
7. Show reasonable directness and competence in delivery
8. Be free of serious errors in grammar, pronunciation, and word usage

The *above average speech [grade B]* should meet the preceding criteria and also should:

1. Deal with a challenging topic
2. Fulfill all major functions of a speech introduction and conclusion
3. Display clear organization of main points and supporting materials
4. Support main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency
5. Exhibit proficient use of connectives such as transitions, internal previews, internal summaries, and signposts
6. Be delivered with sufficient skill so as not to distract attention from the speaker's message

The *superior speech [grade A]* should meet all of the preceding criteria and also should:

1. Constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience
2. Sustain positive interest, feeling, and/or commitment among audience members
3. Contain elements of vividness and special interest in the use of language
4. Be delivered in a fluent, polished manner that strengthens the impact of the speaker's message

The *below average speech [grade D or F]* is seriously deficient in the criteria required for the grade C speech.

**Requests for Changes:** All requests for changing speech dates or making other exceptions *must* be made in writing by e-mail within 24 hours of the missed assignment.

## SAMPLE SCHEDULE, ONLINE PUBLIC SPEAKING

- (1) All graded assignments are in **bold**. (2) Schedule is subject to change.  
(3) All speeches are to be submitted using *Speech Studio*<sup>TM</sup>.

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### *Class Schedule Topics and Assignments*

Week 1	Introduction to course, speeches of introduction [2 min., ungraded]
Week 2	Gaining confidence in public speaking Audience, topic, purpose / organizing and outlining Informative speaking
Week 3	<b>Informative speeches: topics and draft outlines due</b> Researching your speech, using supporting materials
Week 4	<b>Exam #1</b> Speech ethics and listening
Week 5	<b>Informative speeches</b> [5 min., typed outline, 3 note cards (4x6)]
Week 6	<b>Informative speeches: self-critique and peer reviews due</b> Audience analysis Selecting your topic for Persuasive speeches
Week 7	<b>Exam #2</b> <b>Persuasive speeches: topics due</b> Persuasive speaking
Week 8	<b>Persuasive speeches: outlines due</b> Organizing and outlining Introductions and conclusions Methods of persuasion
Week 9	<b>Persuasive speeches</b> [6 min., typed outline, 3 note cards (4x6)] Introduction to special occasion speeches
Week 10	<b>Special Occasion speeches: topic and outline due</b> <b>Persuasive speeches: peer reviews due</b> Language and Delivery, Audiovisual aids
Week 11	<b>Special Occasion Speeches</b> [4 to 5 min.]
Week 12	<b>Exam #3</b> <b>Persuasive analysis due</b> <b>Final speeches: topics and outlines due</b>

Week 13      **Final Speeches\* [10 min]**

Week 14      **Final speeches: peer reviews and self-critiques due**

- \* The Final speech may be (1) an extensive rewriting of the extemporaneously delivered Informative or Persuasive speech or (2) a new speech using a topic of the speaker's choice.

SAMPLE SYLLABUS 2  
PUBLIC SPEAKING, PARTIAL ONLINE HYBRID

### Course Description

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(Insert catalog description here)

### Instructional Objectives

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- Identify major speech types and delivery styles
- Demonstrate mastery of the skills of speechmaking
- Implement the principles of audience analysis in speech construction
- Practice the rules of proper audience courtesy
- Recognize the role of ethics in constructing a speech
- Research, prepare, and present persuasive, informative, impromptu, and special occasion speeches in multiple formats (video and face to face)

### Course Outcomes

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- Students will gain experience by delivering four major types of speeches.
- Students will critique and evaluate their own and others' speeches.
- Students will become proficient at organizing, outlining, and delivering a speech, including learning to describe their own strengths and weaknesses as a public speaker.

### Extra Credit [Speech Studio™]

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Extra credit opportunities are available that use *Speech Studio*™ to make up for missed classes. You may submit an extra credit speech, perform extra peer reviews of online speeches, or both.

### Speaking Assignment Policies [Speech Studio]

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- Speeches will be given both in class and online (using *Speech Studio*™).
- Each speech requires an outline, manuscript, or analysis. **If you do not have the required outline, manuscript, or analysis on the day of the scheduled speech, you will not be allowed to give the speech that day.**
- **To receive a passing grade, you must give all assigned speeches.**
- **You are expected to submit all speeches on time, regardless of the delivery mode (i.e., whether they are submitted online or face to face).**
- Students have 2 weeks to make up late speeches. Severely late speeches will only be accepted at the discretion of the instructor.
- All late speeches will be penalized (lost points on your speech grade), and you must provide twice the number of sources usually required in the bibliography.

- If you fail to give an **in-class presentation** on the assigned date, you are responsible for arranging an audience of no fewer than five people, obtaining or reserving equipment, and videotaping your presentation outside of class. In addition, you must document the audience by panning the camera to the audience before and after the speech, asking them to perform an audio “roll call” before and after the speech, or using some other acceptable form of demonstrating the presence of a suitable audience.

There are several reasons for the speech attendance policy. For example, a definite time has been set aside for the speech, and nothing has been scheduled (or is available) to replace it. Moreover, in real-world settings, audiences do not wait for a speaker to be “ready.”

### [A Note on Speech Evaluation](#)

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Persuasive and Informative speeches are to be delivered extemporaneously. This means that the speeches are prepared ahead of time, but students do not read them word for word from a manuscript. This method of delivery applies to all speeches except the Special Occasion speech, which is delivered from a manuscript. The Final speech is a “speaker’s choice” assignment, either informative or persuasive.

### [Audience Requirements for In-Class Presentations](#)

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You are expected to display acceptable audience behavior for all speakers. Proper decorum includes arriving on time, waiting for formal dismissal, not leaving class during speeches (except for an emergency), setting cell phones to vibrate, and not entering the classroom when a student speech is in progress. Students who leave class for any reason should listen for applause before returning to class. After the first failure to display the above behaviors, a student will receive a warning. The second incident will result in a negative mark for the day on your attendance grade.

### [Peer Reviews \[Speech Studio™\]](#)

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Several speeches will be presented by using *Speech Studio*™. All students will deliver their Persuasive speeches online. In addition, any extra credit or makeup speeches will be delivered by using the online format. Students will receive peer review assignments from time to time and will be expected to give constructive and positive feedback to fellow students. **Abusive comments and personal attacks will not be tolerated.** Students behaving inappropriately will be banned from the online environment, and their grades will reflect their inability to participate.

### [Self-Critiques \[Speech Studio\]](#)

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You are required to submit a practice speech via *Speech Studio*™ no later than one week before the due date of your first speech. You will then watch your recorded speech online and submit an honest self-assessment of your speech. Use the provided rubrics for analysis and identify skills that you can improve before you actually deliver the assigned speech.

## Exams

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There will be three exams. Each is multiple choice and short essay. There are no make-ups, but **you get to drop your lowest grade.** Students may not leave the room during an exam.

## Final

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Instead of a final exam, there will be a Final speech, which can be (1) an extensive rewriting of either the informative or persuasive speech or (2) a new speech based on a topic of the speaker's choice.

## Grading System

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Students **must** complete all assignments to receive a passing grade. The relative importance of speaking and writing assignments is detailed below.

<b>Speaking Assignments</b>		<b>Written Assignments</b>	
Practice speech	5%	Practice speech critique	5%
Informative speech	10%	Informative outline	5%
Persuasive speech	15%	Persuasive outline	5%
Impromptu	5%	Exams	15%
Special occasion	5%	Persuasive analysis	5%
<u>Final speech</u>	<u>15%</u>	Peer reviews	5%
	55%	<u>Final analysis</u>	<u>5%</u>
			45%

## CRITERIA USED FOR EVALUATING SPEECHES

---

The *average speech [grade C]* should meet the following criteria:

1. Conform to the kind of speech assigned (informative, persuasive, etc.)
2. Be ready for presentation on the assigned date
3. Conform to the time limit
4. Fulfill any special requirements of the assignments (preparing an outline, etc.)
5. Have a clear, specific purpose and central idea
6. Have an identifiable introduction, body, and conclusion
7. Show reasonable directness and competence in delivery
8. Be free of serious errors in grammar, pronunciation, and word usage

The *above average speech [grade B]* should meet the preceding criteria and also should:

1. Deal with a challenging topic
2. Fulfill all major functions of a speech introduction and conclusion
3. Display clear organization of main points and supporting materials
4. Support main points with evidence that meets the tests of accuracy, relevance, objectivity, and sufficiency
5. Exhibit proficient use of connectives such as transitions, internal previews, internal summaries, and signposts
6. Be delivered with sufficient skill so as not to distract attention from the speaker's message

The *superior speech [grade A]* should meet all of the preceding criteria and also should:

1. Constitute a genuine contribution by the speaker to the knowledge or beliefs of the audience
2. Sustain positive interest, feeling, and/or commitment among audience members
3. Contain elements of vividness and special interest in the use of language
4. Be delivered in a fluent, polished manner that strengthens the impact of the speaker's message

The *below average speech [grade D or F]* is seriously deficient in the criteria required for the grade C speech.

**Requests for Changes:** All requests for changing speech dates or other exceptions *must* be made in writing by e-mail within 24 hours of the missed assignment.

## SAMPLE SCHEDULE, PARTIAL ONLINE HYBRID

(1) All graded assignments are in **bold**. (2) Schedule is subject to change.

### *Class Schedule Topics and Assignments*

Week 1	Introduction to course, speeches of introduction [2 min., ungraded]
Week 2	Gaining confidence in public speaking Audience, topic, purpose / organizing and outlining Informative speaking
Week 3	<b>Informative speeches: topics and draft outlines due</b> Researching your speech, using supporting materials
Week 4	<b>Exam #1</b> <b>Informative speeches: practice speeches due (<i>Speech Studio</i><sup>TM</sup>)</b> Speech ethics and listening
Weeks 5, 6	<b>Informative speeches, in class</b> [5 min., typed outline, 3 note cards (4x6)]
Week 7	Audience analysis Selecting your topic for Persuasive speeches
Week 8	<b>Exam #2</b> <b>Persuasive speeches: topics due</b> (audience pre-test) Persuasive speaking
Week 9	<b>Persuasive speeches: outlines due</b> Organizing and outlining Introductions and conclusions Methods of persuasion
Week 10	<b>Persuasive speeches (<i>Speech Studio</i><sup>TM</sup>)</b> [6 min., typed outline, 3 (4x6) note cards] Introduction to Special Occasion speeches
Week 11	<b>Special Occasion speeches: topic and outline due</b> <b>Persuasive speeches: peer reviews due (<i>Speech Studio</i><sup>TM</sup>)</b> Language and delivery, audiovisual aids
Week 12	<b>Special Occasion speeches (<i>Speech Studio</i><sup>TM</sup>)</b> [4 to 5 min.]
Week 13	<b>Exam #3</b> <b>Impromptu speeches, in class</b> [2 to 3 min.] <b>Persuasive analysis due</b>
Week 14	<b>Final speech*</b> [10 min. 3 min. of questions, after-speech analysis]

- \* The Final speech may be (1) an extensive rewriting of the extemporaneously delivered Informative or Persuasive speech or (2) a new speech using a topic of the speaker's choice.