

Shanna Slavings

Assistant Professor, Communication

Department

Missouri Southern State University



Join the Pride!

Evolution of Teaching & Learning

A Brief History of Communication (1:49)

<http://www.youtube.com/watch?v=rDkxsNmKDGk>

Evolution of Oral Communication

- “[...] in paradigm choice – there is no standard higher than the assent of the relevant community” (Kuhn, 1996, p. 94).
- The use of online oral presentations is not a shift in paradigm
 - The basic fundamentals of public speaking remain
 - However, there is a speaker and an audience evolution that we must pay attention to

State of the Union

The screenshot shows a mobile browser interface on an iPad at 8:59 PM with 69% battery. The address bar shows www.bing.com/politics/stateoftheunion. The page title is "State Of The Union - Bing Politics".

STATE OF THE UNION NEWS ELECTIONS

LIVE

TODAY WE TALK BACK
Join the Nation
Bing in partnership with Fox News

bing PULSE
AVERAGE **-28**
NEGATIVE
TOTAL VOTES: 8782083

Start here: You are Democratic Independent or Other Republican | Male Female

Pulse taken. Vote again in 4 seconds

VERY NEGATIVE NEGATIVE NEUTRAL POSITIVE VERY POSITIVE

Audience pulse: Reactions to the State of the Union

Line graph showing audience pulse reactions from 9:56pm to 10:00pm. The Y-axis ranges from -100 (Negative) to 100 (Positive). The X-axis shows time points: 9:56pm, 9:58pm, and 10:00pm. The legend indicates: Democratic (blue), Independent or Other (black), and Republican (red).

Political experts
Tweets from a list by Bing Politics

- The Fix** @TheFix 5m
50 minutes (or so) in and no guns mention. It's coming but not near the top of the speech.
- MSN News** @MSNNews 5m
Obama: Offers number of moves to put people who have been unemployed for a long time back to work #SOTU
- Barack Obama** @BarackObama 5m
Obama: "Let's declare that in the wealthiest nation on Earth, no one who works full-time should have to live in poverty." #JobsNow
- Ruby Cramer** @rubycramer 5m
Obama Announces Trade Talks Between U.S. And Europe In State Of The Union
buzzfeed.com/rosiegray/obam... via

Tweets [Follow @FoxNews](#)

- Fox News** @FoxNews 2m
Obama: "Today, the organization that attacked us on 9/11 is a shadow of its former self."

Why Redesign?

- Problems with the original course
 - Course drift
 - Staffing
 - *The Internship* Interview:
<http://www.youtube.com/watch?v=vBIN6LJVYYo>
- Solutions provided by redesign
 - Standardized course objectives and assessments
 - Dramatic decrease in the need for adjunct instructors

Redesign Model

- Replacement Model
 - Reduces the number of in-class meetings
 - Replaces in-class time with online, interactive learning activities
 - Your SpeechClass
- Corley Auditorium
 - One weekly seminar session
- CALL
 - Communication Assessment and Learning Labs
 - Supervised with Learning Assistants
 - Gives all students online access

Redesign the Whole Course

- Syllabus
- Assignments
- Rubrics
- Class size
- Student accountability
- Flexible schedule for students
- Learning styles

Encourage Active Learning

:: MY OUTLINES
:: USER GUIDE
:: LOG OFF

TOPIC, TITLE, TYPE

AUDIENCE ANALYSIS
SPEECH PURPOSE
THESIS STATEMENT
ORGANIZATIONAL PATTERN
MAIN IDEAS
SUPPORT
TRANSITIONS
INTRODUCTION
CONCLUSION
VISUAL AIDS
BIBLIOGRAPHY

:: VIEW OUTLINE

Bedford Speech Outliner

Topic, Title, Type

Topic: Farming

Review your topic and other details for this speech, and revise them if you wish. Then click the arrow to proceed, or choose one of the tasks from the menu at the left.

Speech Topic:

Farming

Speech Title:

Farming for the Future

Speech Type:

- Informative
 Persuasive
 Special Occasion

Start Date (optional):

Due Date (optional):

Encourage Active Learning

SpeechClass Rubric Functionality

Comments Description Rubric

Rubric: Special Occasion Speech

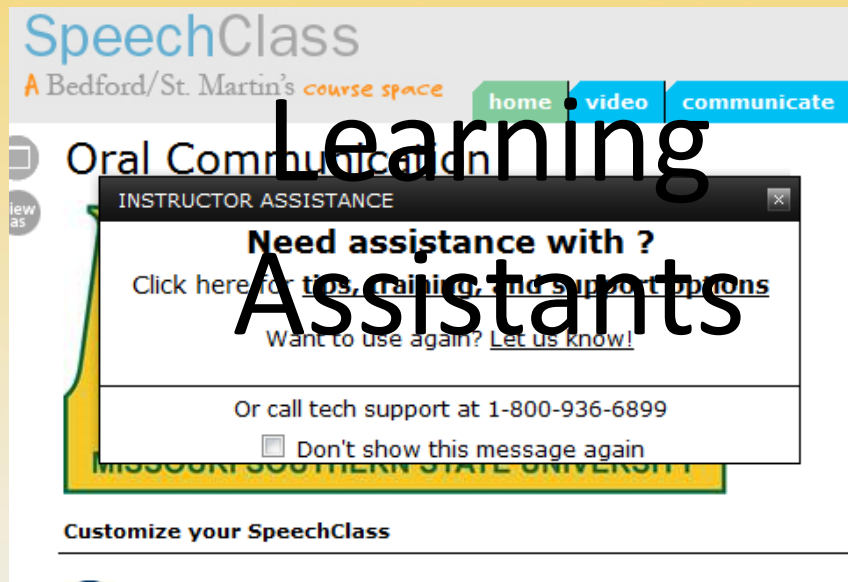
Click cell to edit text	Choose points
AUDIENCE ANALYSIS	(00)
interesting and creative topic	0 1 2 3 4 5
tone of speech proper for speech type	0 1 2 3 4 5
INTRODUCTION	(00)
gained attention	0 1 2 3 4 5
clear thesis statement	0 1 2 3 4 5
BODY	(00)
organizational pattern that explains key ideas	0 1 2 3 4 5
created a vivid, memorable image about topic	0 1 2 3 4 5
CONCLUSION	(00)
summarized main theme	0 1 2 3 4 5
creative	0 1 2 3 4 5
DELIVERY	(00)
adequate eye contact	0 1 2 3 4 5
vocally expressive	0 1 2 3 4 5
used purposeful gestures and movements	0 1 2 3 4 5
avoided nervous mannerisms	0 1 2 3 4 5
general effectiveness	0 1 2 3 4 5

TOTAL POINTS AVAILABLE:

Save rubric as... or Cancel

Provide Students with Individualized Assistance

Bedford Tech Support



The screenshot shows a web browser window with the title 'SpeechClass' and a sub-header 'A Bedford/St. Martin's course space'. The page has navigation tabs for 'home', 'video', and 'communicate'. A large, semi-transparent text overlay reads 'Learning Assistants'. A pop-up window titled 'INSTRUCTOR ASSISTANCE' is open, containing the text: 'Need assistance with ? Click here for tips, training, and support options. Want to use again? [Let us know!](#)'. Below this, it says 'Or call tech support at 1-800-936-6899' and has a checkbox for 'Don't show this message again'. At the bottom of the page, there is a link to 'Customize your SpeechClass'.



Progress Reports

Build in Ongoing Assessment and Prompt Feedback

- Students:
 - Course reports through SpeechClass
- Course:
 - iDEA forms
 - Progress on relevant objectives
 - Raw = 3.5 & Adj. = **4.0**
 - Learning to apply course material (to improve thinking, problem solving, and decisions)
 - 57% reported substantial or exceptional progress
 - Developing skill in expressing myself orally or in writing
 - 63% reported substantial or exceptional progress

Build in Ongoing Assessment and Prompt Feedback

✓ Video 3: Ethics, Supporting Materials, Language, and



SpeechClass Video Quizzes

1. The speaker's account of Dwight D. Eisenhower illustrates the use of
 - A. ethos.
 - B. pathos.
 - C. logos.
 - D. the expectancy-outcome values theory.

Build in Ongoing Assessment and Prompt Feedback

ROLES SPEECH

Bedford Speech Annotator



Comments

Description

Rubric



Add comment

(clip will pause)



Settings ▾

You refer to you note cards too much try to make better eye contact

[Edit](#)

Marc Barrington posted: 5/17/2012

[00:07 - 00:12](#) ✕

eye contact not as good here.

[Edit](#)

Marc Barrington posted: 8/14/2012

[00:07 - 00:11](#) ✕

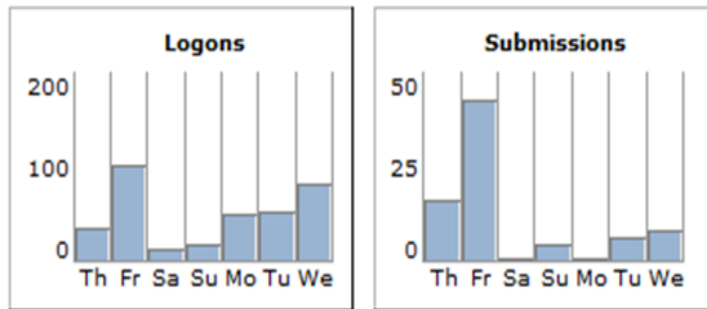
good use of eye contact

Ensure Sufficient Time on Task and Monitor Student Progress

Class Reports

edit

Activity summary for past 7 days:

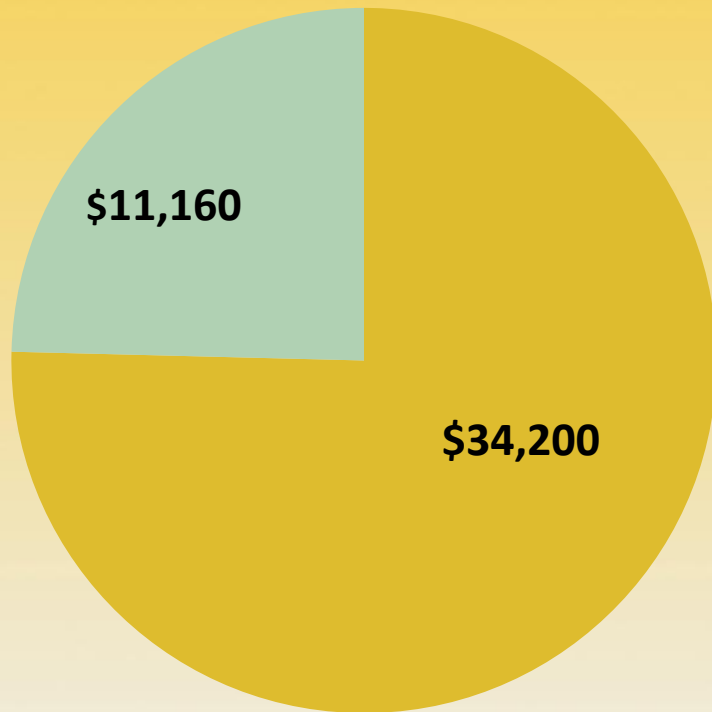


[Open Class Overview Report](#) **BETA**

For reports on individual assignments, click the Intouch tab above, then click the "Report" button next to the assignment you're interested in.

- The class reports functionality lets us run quick and easy reports to monitor student:
 - Progress
 - Participation
- Identifies students who:
 - Are at risk in the course
 - Have high speech anxiety
 - Procrastinate

Savings



■ Fall 2011 ■ Fall 2013

Fall 2011

19 adjuncts at \$1800 per section = \$34,200

Fall 2013

5 LAs at 15 hrs. a week for 16 weeks = \$11,160

Total savings =
\$23,040

Learning Assessment

	Fall 2011	Spring 2012 (pilot)	Spring 2012
A	34	18	13
B	29	30	27
C	12	16	19
D	3	6	8
F	16	24	33
C or better	75	64	59

Advice

Do

- Get campus buy in
- Find a champion in leadership
- Built a strong team
- Keep student learning first

Do Not

- Do too much too fast
- Expect it to be perfect
- Redesign once and simply repeat
- Lower learning expectations

Evolution of Teaching & Learning

- The basic fundamentals of public speaking remain the same = language

Carrier pigeons

<http://www.youtube.com/watch?v=pFGq0j4u15s>

Evolution of Oral Communication

“the art of finding in any given situation the available means of persuasion”

~ Aristotle ~

Flash forward to look at **2013 & 2020**

Literacy in 2020

- New Media Literacy
 - ***“ability to critically assess and develop content that uses new media forms, and to leverage these media for persuasive communication”***

Tree Octopus: (4:01)

<http://www.cnn.com/video/#/video/bestoftv/2011/02/04/exp.nr.tree.octopus.professor.cnn?iref=videosearch>