

# ARKANSAS STATE COMMUNICATION ASSOCIATION

## ASCA Guidelines for Distance Education Performance-Based Oral Communication Courses

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### Public Speaking

The ASCA recommends that the following three (3) major elements of oral communication performance be included in any web-based, CIV, or other distance-learning delivery of the public speaking course:

- 1) Actual performance of speeches
  - 2) Instructor modeling of public speaking behaviors
  - 3) Elements of student response to speaker performance
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1) A public speaking course must include a minimum of 3-5 actual speeches by each student enrolled in the course.

#### A. Videotaped speeches

1. The video must be a whole-body shot to allow for platform movement, use of gesture, and other non-verbal speaker elements.
2. Videotapes are to be watched once - and once only - by instructors for grading purposes. The intent is to replicate the classroom situation for grading performance.
3. Videotaped speeches are to be made available for other students in the class to view and react to just as they would in a classroom setting.
4. Visual aids must be appropriate for videotape viewing and visible in the finished tape.

#### B. Proctored speeches

1. Proctor must have adequate training in teaching oral communication.
2. Proctor must use approved rating instruments provided by the instructor.

#### C. Instructor grading of live speeches

1. Students within reach of the institution come to campus at regular, appointed intervals to give speeches in front of the instructor.
2. When possible, small groups of students or all "local" students gather to watch and critique one another's speeches with the instructor in attendance.

2) Instructor must model those public speaking behaviors demanded of the student.

A. Videotape preparation

1. Instructor-prepared videotape with 1 or more lectures that model speaking behavior expected of students.
2. Publisher prepared sample speech videotapes for required purchase by students in the course.

B. Web-based "Quick Time" or other video programming with full-body images of the instructor lecturing and modeling speaking behavior.

C. CIV delivery should include "long shots" of the instructor for modeling purposes.

3) Student response

A. Outlines of all student speeches should be available to all enrolled class participants.

B. All student performances should be available for viewing and critiquing by all enrolled class participants.

C. All students should respond critically to all other student performances.

**Summary:**

Regardless of the distance delivery technology, all public speaking courses must have these three (3) elements of instruction at their core.

Respectfully submitted,

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ASCA Ad Hoc Committee On Distance Learning