



Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](http://www.cool4ed.org) has designed and implemented a faculty review process of the free and open eTextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected no/low cost and open eTextbooks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

The ACA Open Knowledge Guide to Public Speaking



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Find it: [eTextbook Website](#)

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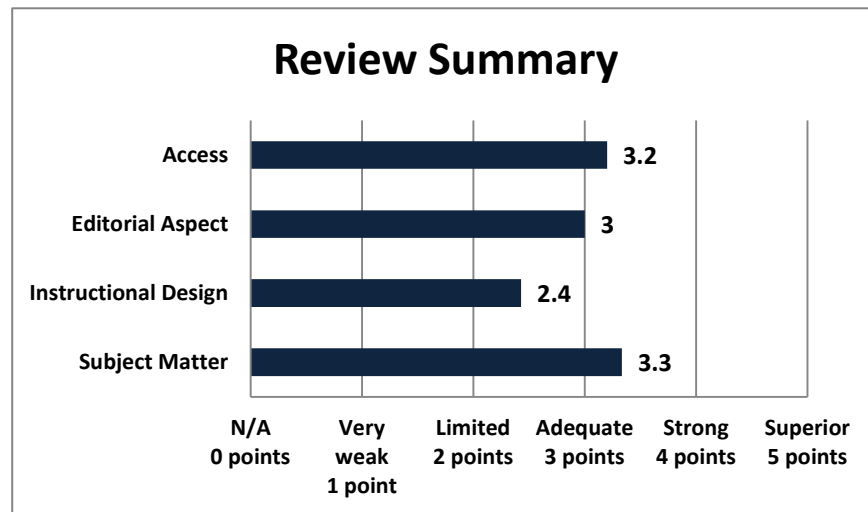
Format Reviewed:

[Online](#)

A small fee may be associated with various formats.

Date Reviewed:

August, 2014



California OER Council eTextbook Evaluation Rubric

CA Course ID: [COMM 110](#)

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the content accurate, error-free, and unbiased?					X	
Does the text adequately cover the designated course with a sufficient degree of depth and scope?			X			
Does the textbook use sufficient and relevant examples to present its subject matter?				X		
Does the textbook use a clear, consistent terminology to present its subject matter?					X	
Does the textbook reflect current knowledge of the subject matter?				X		
Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?)					X	

Total Points: 20 out of 30

Please provide comments on any aspect of the subject matter of this textbook.

- The interactive public speaking online guide modules are limited in scope and don't cover important elements of public speaking, including: PSA management, planning the speech, creating the speech body (including organizational patterns), outlining, delivery, presentation aids, or persuasive speaking.
- The titles of the .pdf format modules on the right hand sign intimate that some of these missing elements have been added to the page, but all the links are currently broken (they take you to <http://www4.textcommons.com/>) so I am unable to offer feedback about these additional modules.

Instructional Design (35 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Does the textbook present its subject materials at appropriate reading levels for undergrad use?					X	
Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)		X				
Does the textbook present explicit learning outcomes aligned with the course and curriculum?			X			
Is a coherent organization of the textbook evident to the reader/student?						X
Does the textbook reflect best practices in the instruction of the designated course?				X		
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)		X				
Is the textbook searchable?		X				

Total Points: 17 out of 35 points

Please provide comments on any aspect of the subject matter of this textbook.

- This public speaking resource is primarily text-based.
- In the interactive modules, only two graphics are included (in the "Informative Speaking" module).
- There are no visible ancillary materials, and a post on the associated forum asking about these materials is unanswered.
- None of the links to the .pdf modules work.

Editorial Aspects (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the language of the textbook free of grammatical, spelling, usage, and typographical errors?					X	
Is the textbook written in a clear, engaging style?				X		
Does the textbook adhere to effective principles of design? (e.g. are pages laid out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?)			X			
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)						X
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)		X				

Total Points: 15 out of 25

Please provide comments on any aspect of the subject matter of this textbook.

- As I mentioned above, this is primarily a text-based resource.
- The clickable features of the layout are nice for moving through the content and help to keep the reader engaged. However, their impact is lessened because the material itself is not aesthetically pleasing or inviting.

Access (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
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Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs?						X
Is the textbook accessible in a variety of different electronic formats? (e.g. .txt, .pdf, .epub, etc.)				X		
Can the textbook be printed easily?			X			
Does the user interface implicitly inform the reader how to interact with and navigate the textbook?					X	
How easily can the textbook be annotated by students and instructors?			X			

Total Points: 16 out of 30

Please provide comments on any aspect of the subject matter of this textbook.

- There are links to .pdf copies of this textbook, but they are currently broken. If they worked, it should be easy to print the textbook and students (and faculty) should be able to annotate their own copies using Adobe Reader. However, this is all theoretical because the .pdf copies do not work right now.
- The resources is embedded in a webpage, which should make it accessible on most systems.

Overall Ratings (10 possible points)	Not at all (0 pts)	Very Weak (1 pt)	Limited (2 pts)	Adequate (3 pts)	Strong (4 pts)	Superior (5 pts)
What is your overall impression of the textbook?			X			
	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
How willing would you be to adopt this book?			X			

Overall Comments

If you were to recommend this textbook to colleagues, what merits of the textbook would you highlight?

- Because this resource is partial and misses some fundamental aspects of public speaking, I wouldn't recommend it as the sole textbook for a colleague's course. Instead of recommending the resource as a whole to my colleagues, I might recommend individual modules as supplementary material. For example, if my colleague's textbook doesn't go into detail about rhetoric in ancient Greece or Rome, I might recommend that s/he use the "Public Speaking in Context" module to supplement his/her textbook.

What areas of this textbook require improvement in order for it to be used in your courses?

- Modules would need to be added which cover PSA management, planning the speech, creating the speech body (including organizational patterns), outlining, delivery, presentation aids, and persuasive speaking.
- Ancillary materials like test banks would need to be created to aide instructors in running the course. The layout would need to be overhauled with more visual (and multimedia) reinforcement..

We invite your feedback on the textbook or the review to the [textbook site in MERLOT](#).
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For questions or more information, contact the [CA Open Educational Resources Council](#)



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