

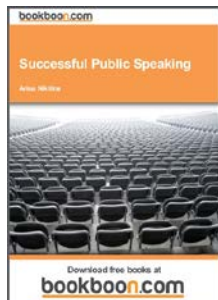


Faculty Review of Open eTextbooks

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:

Successful Public Speaking



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Find it: eTextbook Website

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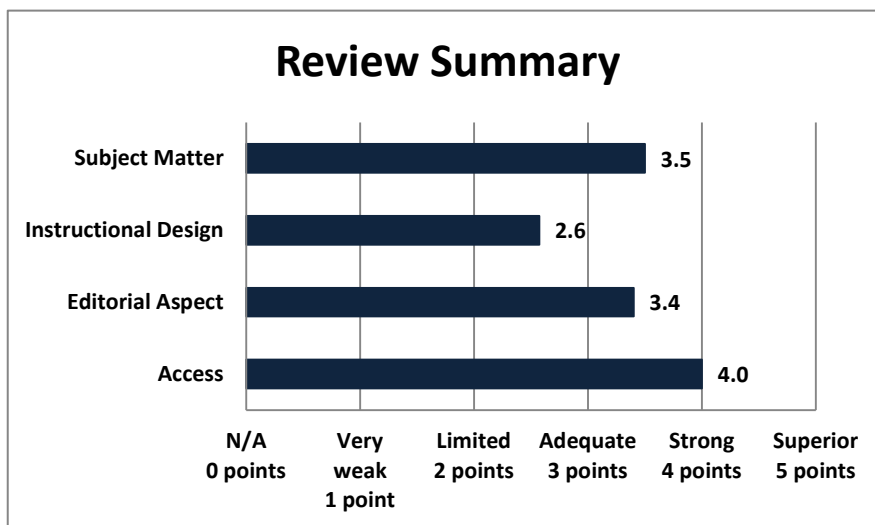
Format Reviewed:

[PDF](#)

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					X	

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
examples that are inclusive of a variety of races, ethnicities, and backgrounds?)						

Total Points: 21 out of 30

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

- This is a pop-culture publication geared towards business professionals. With this in mind, the integration of rhetorical history/theory is more developed than I expected.
- It contains a lot of good advice about presentations (specifically, business presentations) but doesn't delve into the construction of a speech in the detail I would expect in a textbook for a public speaking course.

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: 18 out of 35 points

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

- There are some graphics in the text, but limited images and no multimedia content.
- As this is a popular culture press-style book, there are no learning outcomes.
- There are also no ancillary materials.

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: 17 out of 25

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

- The text is inundated with clickable advertisements which on the surface look like graphic illustrations of the book's content.
- There are many spelling and grammatical errors in the content.
- The writing style is engaging, similar to a self-help manual. The text is short (only 47 pages) and without ads, this number might shrink to around 35 pages.
- For the entire text, only 13 references are used (two from other public speaking textbooks).

Access (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
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: 20 out of 30

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

- This is a clickable .pdf which uses Adobe Reader to access, which is compatible with campus computer labs. The .pdf seems to be the only available format, and it can be printed easily. The interface is intuitive.
- Instructors and students can annotate their own copy in Adobe Reader.

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?

- I might recommend this book as a supplemental resource to my colleagues.
- It's written in a popular (rather than academic) style, so it might work well for students who are struggling to understand their current textbooks.
- However, the material has limited depth so I would be reticent to recommend it as a textbook replacement.

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

- Removal of the ads, first and foremost.
- Then a good proofread, followed by development of content.
- A clearer explanation of the actual structure of a speech (i.e., what goes into a strong introduction? speech body, etc.) is needed.
- Then, adding more examples is key.
- Right now, there is a lot of advice (good advice, I might add) but very few examples of how that advice would be integrated into a strong speech.

This document is a good start (and it would be beneficial for a popular audience), but it's too underdeveloped for a college class.

We invite your feedback on the textbook or the review to the [textbook site in MERLOT](#).
(Please [register](#) in MERLOT to post your feedback.)



For questions or more information, contact the [CA Open Educational Resources Council](#)



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