5. METHODOLOGY

This investigation main objective was to gather information from students and teachers to make easier the design of a textbook for the subject "Oratory and Protocol in English", as well as a teacher's guide for this subject. This research was developed with the students of the English Department, seventh semester of the English major at UTEC. There were male and females with an advance English level.

5.1 UNIVERSE

The universe of this research were the students from the English Major at Universidad Tecnológica. To achieve the purpose of this research, and taking into consideration that this project deals with contents that were not familiar to most faculty members, the researchers also made a questionnaire guided for the Coordinator of the English Department. The answers of this questionnaire guided us to enrich technical aspects such as: presentation, pedagogical form, general contents, etc.

5.2 POPULATION = SAMPLE

The population of this research were the students of the seventh semester in the period of 01-2003, the amount of students were 11, but the day that the questionnaires were presented there were only 8 students. However, their

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opinions were really valuable for this research. The sample was equal to the population because of the reduced number of students. Also, the opinion and expectations of the teacher of this subject was collected through a questionnaire. Besides, the Coordinator of the English Department was surveyed in order to gather some of her experiences while designing this kind of courses.

5.3 INSTRUMENTS

The instruments were a teachers questionnaire, a students´ questionnaire and one questionnaire for the Coordinator of the English Department. Each questionnaire had nine multiple-choice questions and one open question. Also, every question offered a space so that any of the addressed persons could add any other comment to each question. (See annexes).

5.4 DATA COLLECTION

With the purpose of collecting the data, the authors asked the permission of the teacher of the subject Oratory and Protocol to pass the questionnaires among the pupils attending to this class. At the same time, the authors requested the help of the teacher by filling out a questionnaire designed to gather his opinions regarding the subject Oratory and Protocol and aspects of the textbook to be created.

Also, the authors requested the opinion of the Coordinator of the English Department by filling out a questionnaire to display quality advices based on teaching experiences.

5.5 DATA ANALYSIS

The gathering was carried out in order to display the results related to the expectations and needs of the students and teacher of Protocol and Oratory. The results obtained from the questionnaires have been tabulated and presented on tables and pie charts. They reflected every answer provided by the students and teacher of the Oratory and Protocol class. Below the tables and charts each result is briefly interpreted.

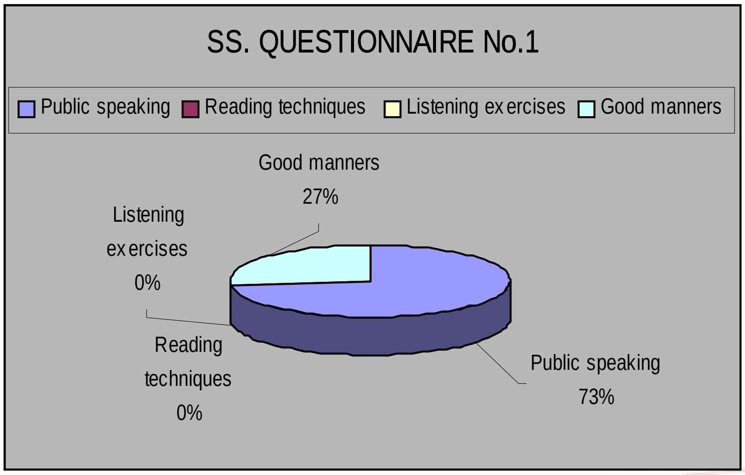
ANALYSIS OF STUDENTS´ QUESTIONNAIRE

Question No. 1

What do you expect to learn in the subject Oratory and Protocol?

Objective: To know what the students' expectations toward this subject are in order to consider them in the textbook content.

Answers	No.	%
Public speaking	8	73%
Reading techniques	0	0%
Listening exercises	0	0%
Good manners	3	27%
Total	**11**	**100%**



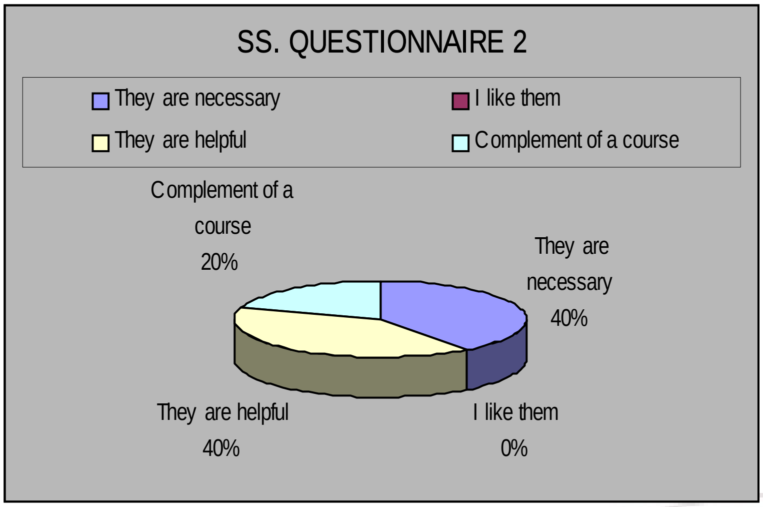
Interpretation: The entire population surveyed expects to learn public speaking techniques adding some other elements like body language, good manners and Protocol techniques.

Question No. 2

What do you think about textbooks?

Objective: To obtain students' opinion about textbooks in order to reinforce the necessity of having one for the subject Oratory and Protocol.

Answers	No.	%
They are necessary	4	40%
I like them	0	0%
They are helpful	4	40%
Complement of a course	2	20%
Total	**10**	**100%**



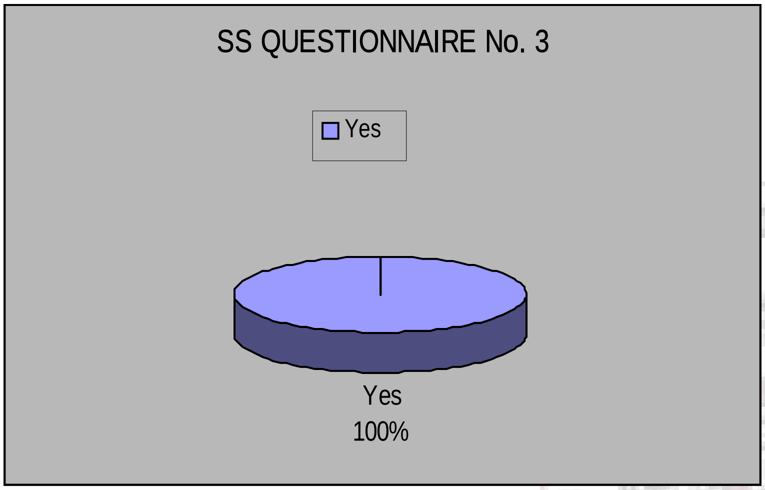
Interpretation: The variety of opinions is shown in these results. However, the answers showed that students are conscious of the necessity of textbooks and that they represent a complement of a course. There are not available textbooks for that specific subject that is a consideration mentioned in the theoretical framework

Question No. 3

Do you consider necessary to create a textbook for the subject Oratory and Protocol?

Objective: To reinforce the necessity of having a special textbook designed for this subject.

Answers	No.	%
Yes	8	100%
No	0	0%
Total	**8**	**100%**



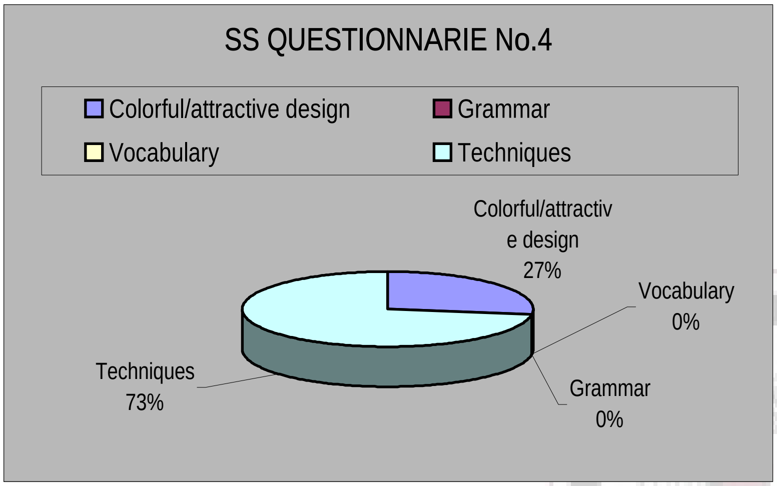
Interpretation*:* Students have expressed their need regarding the appropriate material for this subject. They emphasized the urgent need of textbooks that reinforce the knowledge taught in the classroom.

Question No. 4

What do you expect to learn in the subject Oratory and Protocol?

Objective: To know what the students´ expectations toward this subject are.

Answers	No.	%
Colorful/attractive design	3	27%
Grammar	0	0%
Vocabulary	0	0%
Techniques	8	73%
Total	**11**	**100%**



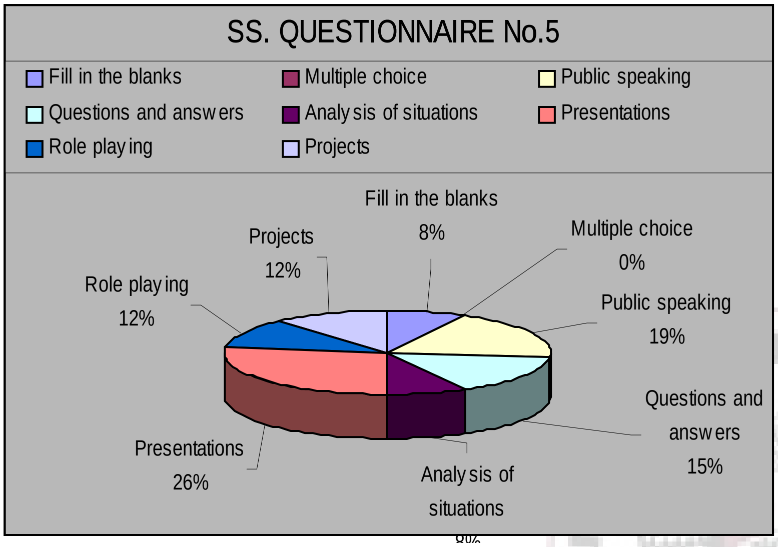
Interpretation: Definitely, the students responses were directed to the development of techniques in Oratory and Protocol. Besides, they pointed out that it is important to have a colorful design in order to make it interesting and attractive.

Question No. 5

What kind of exercises would you like to do in this subject?

Objective: To gather students' likes and dislikes about specific activities to use in the teaching learning process.

Answers	No.	%
Fill in the blanks	2	8%
Multiple choice	0	0%
Public speaking	5	19%
Questions and answers	4	15%
Analysis of situations	2	8%
Presentations	7	26%
Role playing	3	12%
Projects	3	12%
Total	**26**	**100%**



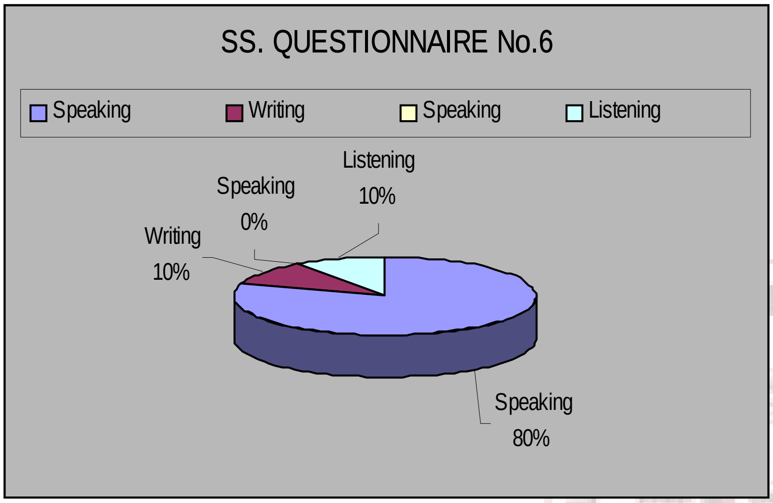
Interpretation: The results showed a variety of preferences from students while working with a textbook. All the students´ preferences showed above will be taken into account to design an interactive textbook for this subject.

Question No. 6

What abilities do you expect to develop in this class?

Objective: To know students' interests toward the abilities that they want to develop in this subject.

Answers	No.	%
Speaking	8	80%
Writing	1	10%
Speaking	0	0%
Listening	1	10%
Total	**10**	**100%**



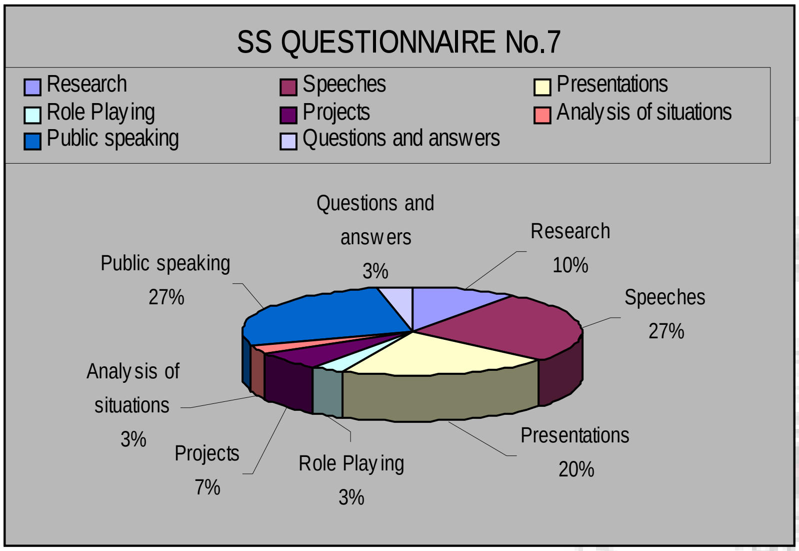
Interpretation: The specific objective of this subject is to speak in public in a persuasive manner, that is why students showed the necessity to specialize the vocabulary that they already have. Also, it is important to mention that they are expecting to have knowledge about how to dress well for special events, this means interest in personal appearance.

Question No. 7

What activities will be developed in this class?

Objective: To consider students' opinions about the activities that they like the most and are more appropriate for the subject Oratory and Protocol.

Answers	No.	%
Research	3	10%
Speeches	8	27%
Presentations	6	20%
Role Playing	1	3%
Projects	2	7%
Analysis of situations	1	3%
Public speaking	8	27%
Questions and answers	1	3%
Total	**30**	**100%**



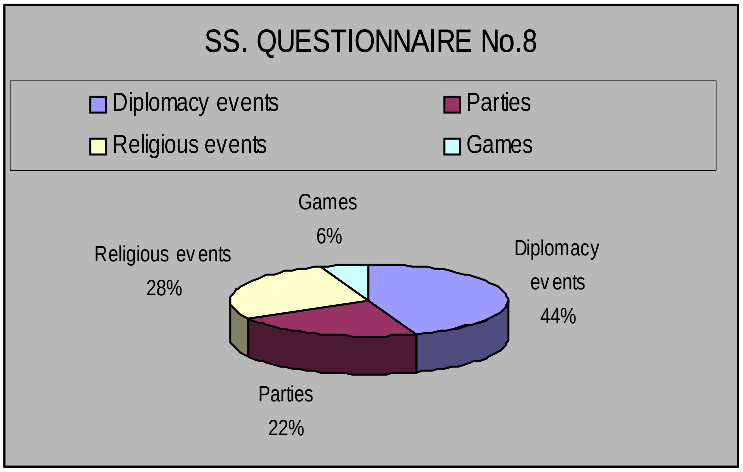
Interpretation: There are a variety of activities as shown in this chart to consider in order to practice the theory learned in class. The textbook for this subject must be really interactive to accomplish the goals that students mentioned, based on that this textbook should have all the activities pointed out.

Question No. 8

What kind of situations is the use of Protocol rules demanded?

Objective: To collect students' background about the use of Protocol rules in order to design a textbook that goes from the simple to the complex situations and contents.

Answers	No.	%
Diplomacy events	8	44%
Parties	4	22%
Religious events	5	28%
Games	1	6%
Total	**18**	**100%**



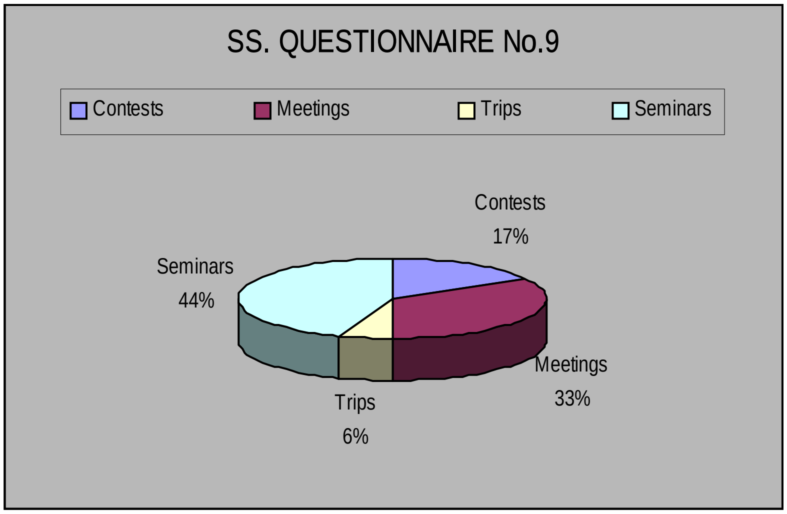
Interpretation: All the elements combined above are the ones which students considered important.

Question No. 9

What kind of situations require the use of public speaking or Oratory techniques?

Objective: To gather students' opinion about the use of Oratory in different activities that they may have to face.

Answers	No.	%
Contests	3	17%
Meetings	6	33%
Trips	1	6%
Seminars	8	44%
Total	**18**	**100%**



Interpretation: The answers above show that students consider that the use of Oratory and Protocol will become a main tool to succeed in many situations that they will experience.

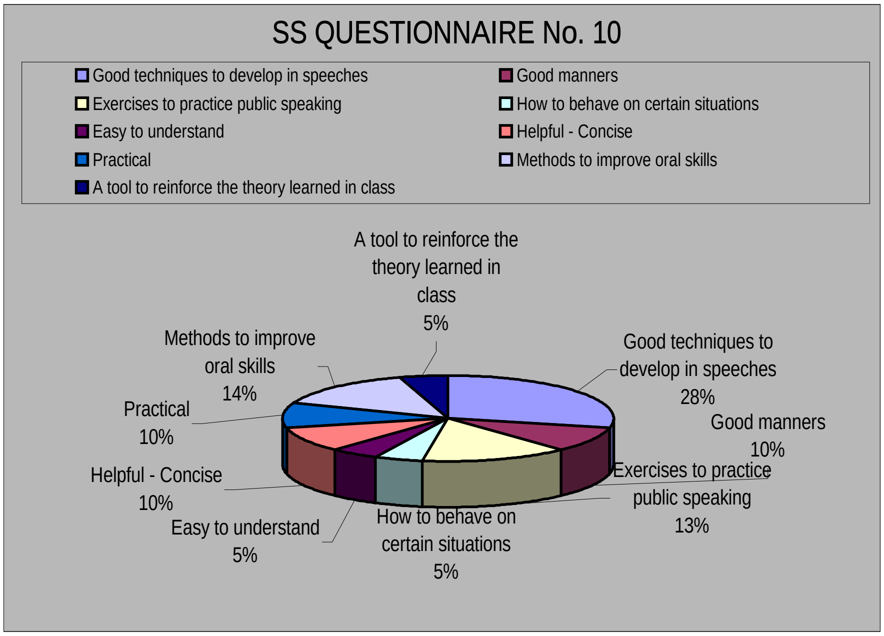
Question No. 10

Mention some especial characteristics that you expect from a textbook in this subject

Objective: To increase the suggestions that each student might have about the characteristics that they expect from a textbook of this kind.

Answers	No.	%
Good techniques to develop in speeches	6	28%
Good manners	2	10%
Exercises to practice public speaking	3	13%
How to behave on certain situations	1	5%
Easy to understand	1	5%
Helpful - Concise	2	10%
Practical	2	10%
Methods to improve oral skills	3	14%
A tool to reinforce the theory learned in	1	5%

class		
Total	**21**	**100%**



Interpretation: Since this was an open question, the students mentioned all the aspects presented above. This textbook´ special characteristic is that it is designed to meet students suggestions on how they expect the textbook, anyhow they will use the textbook, and they have to decide whether they like the most. They have to say how it will be easier for them to learn and there are all the options presented in this chart.

ANALYSIS OF TEACHER´S QUESTIONNAIRE

Question No. 1

What do you think the main purpose of the English Department and/or UTEC is for including the subject Oratory and Protocol?

Objective: To know what the teacher's opinion is about the objectives of UTEC and the School of Languages for including this subject in the curriculum.

Answers	No.	%
Prepare skillful ss.	1	100%
Leader this field	0	0%
Obtain more ss.	0	0%
Update its curricula	0	0%
Total	**1**	**100%**

Interpretation: The authors decided that graphs were not necessary for this analysis because the questionnaire was directed to one teacher and as the response is specific it is not necessary to show it on charts, except when more than one answer was provided.

In this response the teacher shares the mission and vision of UTEC of preparing skillful students by implementing some new subjects in the majors. UTEC is a leading university in El Salvador because of its visionary and effective way of guiding its students, providing them with modern tools to get their goals.

Question No. 2

Do you consider necessary to create a textbook for this subject?

Objective: To know what the teacher's opinion is about textbooks in order to reinforce the presented necessity.

Answers	No.	%
Yes	0	0%
No	1	100%
Total	**1**	**100%**

Interpretation: Teacher's response is that no textbook is necessary for this subject. However a textbook can serve different purposes for teachers, some use them as a guide for classroom activities. Some others use textbooks to reinforce the class, and as a source of supplemental material, however there are some teachers that like to be more creative, and freely decide what activities and exercises they could have in their class.

Question No. 3

In your opinion, what would be the objective to create a textbook for this subject?

Objective: To obtain teacher's opinion about the objectives to create a textbook for this new subject.

Answers	No.	%
To reinforce the class	1	100%
To develop activities	0	0%
To provide techniques	0	0%
To provide practices	0	0%
Total	**1**	**100%**

Interpretation: Regarding to teacher's response to this questions, even though the teacher said that a textbook for this subject might not be necessary, he marked that the objective to create it might be to reinforce the class, which is one of the purposes that this textbook has.

Question No. 4

What type of readings should be included in an Oratory and Protocol textbook?

Objective: To increase the information about what type of readings according to teacher's experiences should be included in a textbook for this subject.

Answers	No.	%
Study cases	0	0%
True stories	0	0%
Media	1	100%
Business stories	0	0%
Total	**1**	**100%**

Interpretation: The teacher considers that famous speeches should be presented and analyzed by the class. Certainly, the use of famous speeches like a model for students to learn about how great speakers have persuaded to their audiences in their time life.

Question No. 5

What topics will be developed in this subject ?

Objective: To meet and analyze what contents are the ones that this subject will focus on.

Answers	No.	%
Family	0	0%
Society	0	0%
Enterprises	0	0%
Public speaking	1	100%
Total	**1**	**100%**

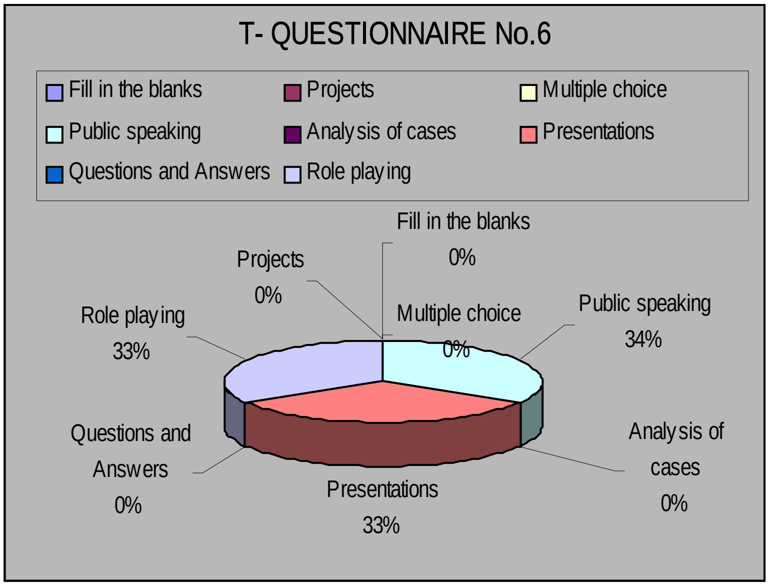
Interpretation: Teacher’s response is that public speaking is the main content to be developed in this class. Students have to focus on the main skill that they will practice in this subject. Moreover, the textbook will serve to reinforce and develop the speaking abilities providing the correct activities and exercises.

Question No. 6

What kind of exercises should this book have?

Objective: To know what the teacher could advise regarding the kind of exercises that a textbook for this subject should have.

Answers	No.	%
Fill in the blanks	0	0%
Projects	0	0%
Multiple choice	0	0%
Public speaking	1	33.34%
Analysis of cases	0	0%
Presentations	1	33.33%
Questions and Answers	0	0%
Role playing	1	33.33%
Total	**10**	**100%**



Interpretation: Teacher's experiences in the classroom stage gave him the opportunity to be more conscious of how students could answer to some kind of exercises and he can give advice to other professionals on what type are the most appropriate to reach their objectives. The teacher chose all the activities that are related to the use of the language which is the main purpose of this class. A textbook to teach reading skills focuses on involving students in critical analysis of different types of texts, rather than in any other skills.

Question No. 7

What type of visual aids should accompany this textbook?

Objective: To ensure that the use of visual aids is necessary to be use with the textbook in order to support the acquired knowledge.

Answers	No.	%
Media	0	0%
Photos	1	100%
Slides	0	0%
Flashcards	0	0%
Total	**30**	**100%**

Interpretation: The teacher answers that a textbook for this subject should have photos.

Question No. 8

What kind of group exercises should this textbook have?

Objective: To get teacher's opinion regarding the kind of group exercises that a textbook like this must have.

Answers	No.	%
Speeches	1	100%
Field trips	0	0%
Research projects	0	0%
Interviews	0	0%
Total	**1**	**100%**

Interpretation: According to the teacher's experiences, he marked that speeches could be good group exercises that this textbook should have.

Question No. 9

Do you think that multimedia instruments should be used in this subject?

Objective: To know the teachers´ opinion regarding the use of technology in order to reach the curriculum objectives.

Answers	No.	%
Yes	1	100%
Maybe	0	0%
I do not know	0	0%
No	0	0%
Total	**1**	**100%**

Interpretation: The teacher response is that the use of technological instruments are necessary in order that students develop exercises and activities that could build on and reinforce what they have already learned, and progress from simple to complex. Also, he added that multimedia instruments help a lot to avoid boredom and disinterest.

Question No. 10

What would you suggest in order to make this book attractive to the students and teachers?

Objective: To consider the teacher's suggestions in the design and elaboration of this textbook for Oratory and Protocol.

Interpretation: The answer to this open question is that perhaps this textbook should include real situations where people can follow certain examples.

ANALYSIS OF COORDINATOR OF THE ENGLISH DEPARTMENT´S QUESTIONNAIRE

Question No. 1

What do you think is the main purpose of the Language Department and/or UTEC by including the subject Oratory and Protocol?

Objective: To know the opinion of the Coordinator of the English Department and/or UTEC and the School of languages by including this subject in the curricula.

Answers	No.	%
Prepare skillful ss.	1	100%
Leader this field	0	0%
Obtain more ss.	0	0%
Update its curricula	0	0%
Total	**1**	**100%**

Interpretation: The Coordinator of the English Department answered that UTEC objective is to prepare skillful students. That is why UTEC considered to implement some new subjects in the majors.

Question No. 2

In your opinion, what would be the objective to create a textbook for this subject?

Objective: To gather the experiences of the Coordinator of the English Department during her years of duties organizing the curriculum of this department.

Answers	No.	%
To reinforce the class	1	100%
To develop activities	0	0%
To provide techniques	0	0%
To provide practices	0	0%
Total	**1**	**100%**

Interpretation: The coordinator of the English Department marked that one of the objectives for the design of a textbook for this subject is to reinforce the class, but also to provide with relevant and interesting non-commercial material. Also, she added that it must contain useful information for student's performance in the field.

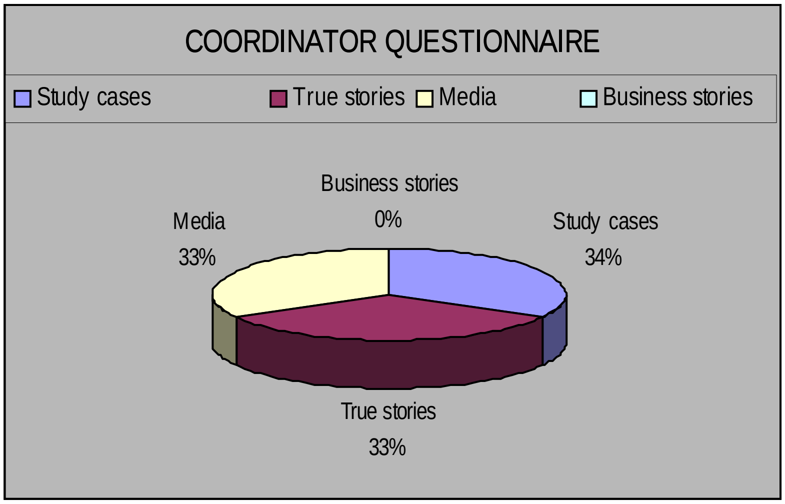
Question No. 3

What type of readings could be included in an Oratory and Protocol textbook?

Objective: To increase the information about what type of readings according to the experiences of the Coordinator of the English Department should be included in a textbook for this subject.

Answers	No.	%
Study cases	1	33.34%

True stories	1	33.33%
Media	1	33.33%
Business stories	0	0%
Total	**3**	**100%**



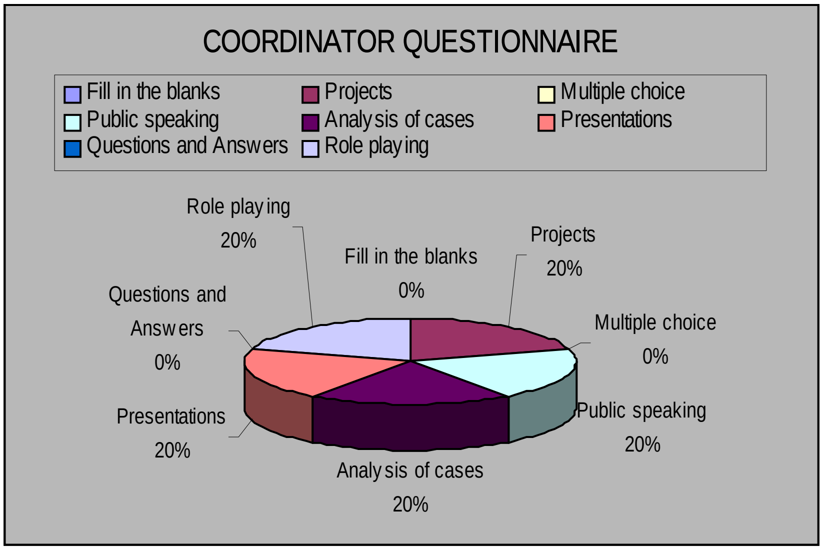
Interpretation: Media is used to make easier the way to transmit messages and tips for public speaking in a subject that is brand new. Also, the teacher considers that famous speeches could be presented and analyzed by the class.

Question No. 5

What kind of exercises should this book have?

Objective: To know what the Coordinator of the English Department could advice regarding the kind of exercises that a textbook for this subject should have according to her experience while selecting exercises for specific subjects.

Answers	No.	%
Fill in the blanks	0	0%
Projects	1	20%
Multiple choice	0	0%
Public speaking	1	20%
Analysis of cases	1	20%
Presentations	1	20%
Questions and Answers	0	0%
Role playing	1	20%
´Total	**5**	**100%**



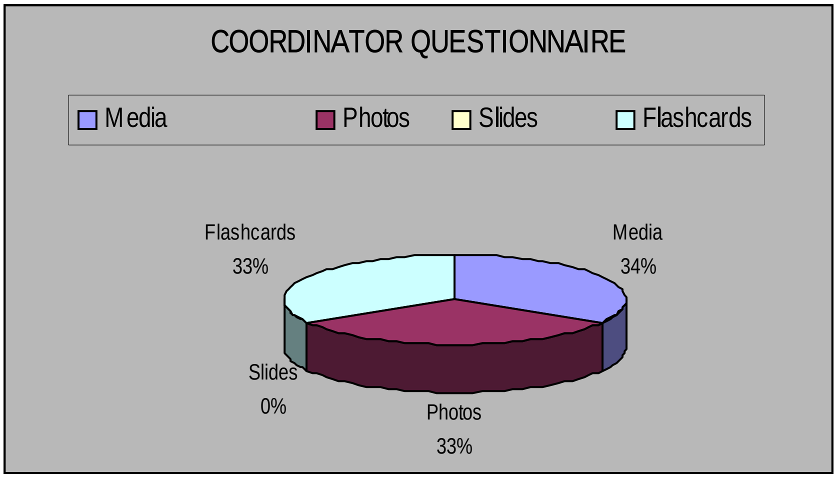
Interpretation: According to the experience of the Coordinator of the English Department, she suggested that the variety of exercises presented in the pie chart will help to meet students needs.

Question No. 6

What type of visual aids should this textbook have?

Objective: To ensure that the use of visual aids is necessary while designing a textbook in order to give it an attractive appearance.

Answers	No.	%
Media	1	33.33%
Photos	1	33.33%
Slides	0	0%
Flashcards	1	33.34%
Total	**3**	**100%**



Interpretation: The coordinator of the English Department answered that a textbook or this subject should contain media, photos and flashcards.

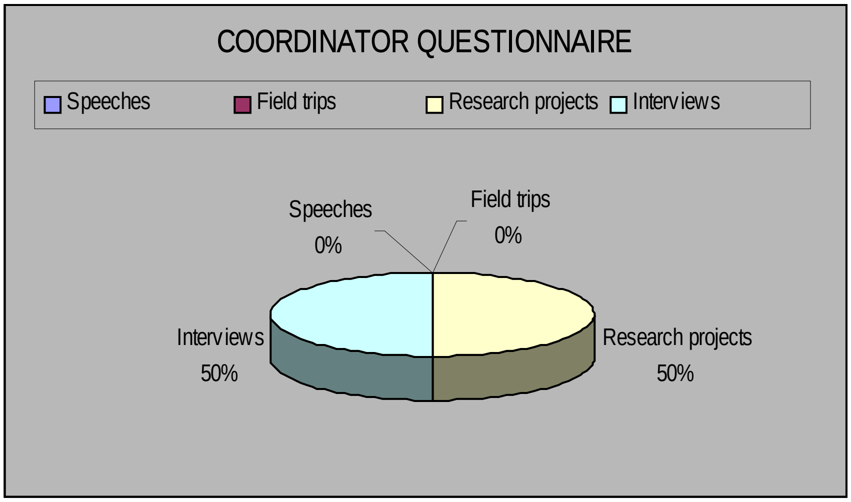
Question No. 7

What kind of group exercises should this textbook have?

Objective: To get the opinion of the Coordinator of the English Department regarding the kind of group exercises that a textbook like this should have.

Answers	No.	%
Speeches	0	0%
Field trips	0	0%

Research projects	1	50%
Interviews	1	50%
Total	**2**	**100%**



Interpretation: According to the experience of the Coordinator of the English Department, she marked that research projects and interviews could be good group exercises that this textbook should include.

Question No. 8

Do you think that multimedia instruments should be used in this subject?

Objective: To know the opinion of the Coordinator of the English Department regarding the use of technology in order to reach the curricula objectives.

Answers	No.	%

Yes	1	100%
Maybe	0	0%
I do not know	0	0%
No	0	0%
Total	1	100%

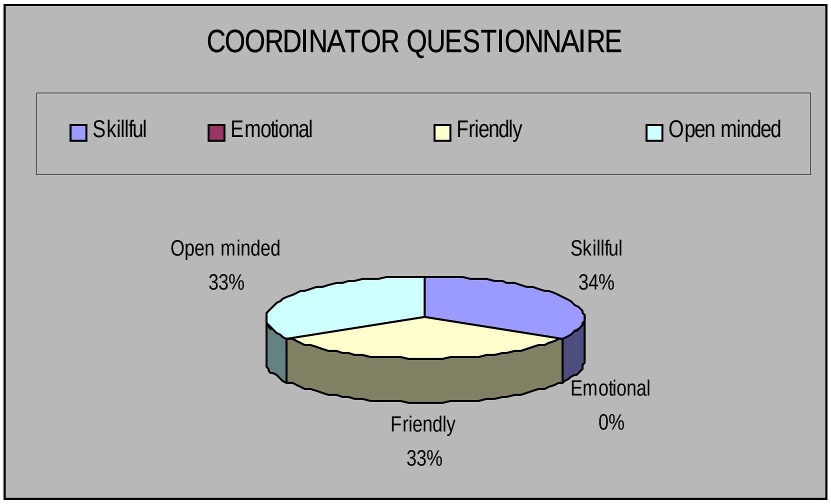
Interpretation: The Coordinator of the English Department mentioned that it will be a real disadvantage not using technological resources for designing this textbook because multimedia instruments could be a creative way to address students.

Question No. 9

What should be the characteristics of the Oratory and Protocol teacher?

Objective: To know the opinion of the Coordinator of the English Department in order to have a general profile of the teacher for this subject.

Answers	No.	%
Skillful	1	33.33%
Emotional	0	0%
Friendly	1	33.33%
Open minded	1	33.34%
Total	3	100%



Interpretation: The Coordinator of the English Department pointed out that a teacher for this subject should be open minded, friendly and skillful

Question No. 10

What would you suggest in order to make this book attractive to the students and teachers?

Objective: To consider the suggestions of the Coordinator of the English Department in the design and elaboration of this textbook for Oratory and Protocol.

Interpretation: The Coordinator of the English Department wrote that she would suggest that this textbook have colorful illustrations, an attractive design, and an appropriate layout. As of these trying to avoid excessive amount of text on each page and cause disinterest and boredom.

She also mentioned that a balance of illustrations and text is required for this type of textbook .

CONCLUDING PARAGRAPHS

The authors think that in all these responses the opinions and expectations were expressed. The authors´ intention is to create a textbook in which all these opinions and expectations should be accomplished. The challenge is to design this textbook with all the characteristics mentioned that meets students and teacher´s needs.

These instruments were especially designed to gather all those aspects that could reinforce the design of the textbook for Oratory and Protocol and the responses are valuable meeting their objectives.

The author´s believe that one of the main problems while selecting a textbook is that cost it is often a deciding factor in our country. Although, the authors have the responsibility to design a textbook, that supports the goals and the curriculum of the program. This textbook will meet learner´s needs while it will have a fair cost.

As requested by students, this textbook has real life situations and balance in their format, containing all kind of activities. Sometimes, students will need more guidance with some activities, but in some others they will have the chance to extend their experience with the language with some free-creative exercises. After all this class is about expressing themselves.

The authors would like to give thanks to the students that help us with their answers, to the teacher of this subject, and to the Coordinator of the English Department for contributing with their opinions to the design of this textbook.