



## Hybrid Public Speaking Model for Designing English Materials for Islamic Communication and Broadcasting Department Students

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### Abstract

English has big role for Communication department students. This study aims to identify the materials of public speaking as English materials and analyze the hybrid public speaking model that fulfill the Islamic Communication and Broadcasting Department students' need. This article is a part of Research and Development (R&D). This method is longitudinal (gradually and over a certain period of time). The participants of this research are the students of Islamic and Communication Broadcasting Department, Da'wah and Islamic Communication Faculty, Institut Agama Islam Negeri Kudus. The result of research stated the several typical methods for delivering hybrid public speaking model are Rotation Model, Enriched Virtual Model, Face-to-face/Online Driver Model, Flex Learning Model, Flipped Classroom Learning Model, Project Based Learning Model, and Inside-Out/Outside-In learning model.

**Keywords:** hybrid public speaking; communication; broadcasting

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## Introduction

English Language is a very important aspect that must be owned by every student. As an international language, it will be able to support communication with other people. It has important role, especially communication students. They need to have good skills on technology and communication. If they have good English skills, they can have broader knowledge, career.

English is not only used to communicate directly but also to support students to be able to improve their knowledge and lectures. In this era, most of the latest references are in English, both in print and online or through internet media. Moreover, campuses often hold or invite guest lecturers from abroad and hold international seminars. These opportunities will also use English.

Therefore, students must be able to improve their skills in English by being able to carry out various activities, like writing an article, participating in an English discussion, debate, and speech contest. It will also be able to improve the broader knowledge.

People speak fluently and well in front of hundreds or even thousands of people basically he uses his public speaking skills to be confident and able to convey clear information to everyone in front of him. This skill plays an important role in making someone look more professional.

University students are often very afraid when they are asked to speak English, especially in front of many people. In fact,

this fear can be overcome properly if they can master English and public speaking well.

Many factors causing the communication department students do not have passion to learn English. One of them is the materials that is not in line with their educational background. Therefore, it can be said that public speaking is the key materials for the communication department students.

## Method

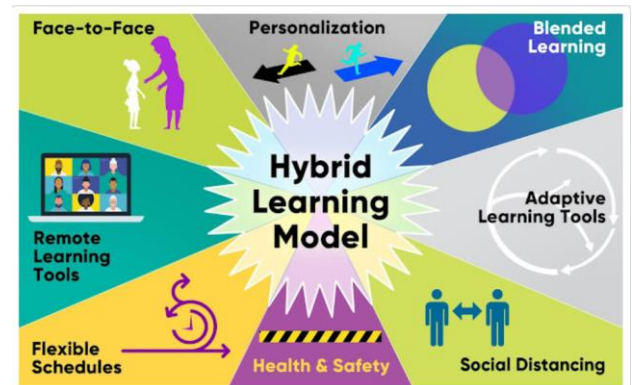
This article is part of Research and Development Research (R&D) conducted by the researchers which concerns on designing the practical English book for Islamic Communication and Broadcasting Department students of Institut Agama Islam Negeri Kudus. According to Sugiyono (2009: 297), research and development method is research method used to produce certain products and test the effectiveness. In order to be able to produce certain products, needs analysis research is used to test the effectiveness of these products so that they can function in the wider community. This method is longitudinal (gradually and over a certain period of time). In this article, the researchers focused on the students' need analysis related to the English materials and its design. This research was conducted to the students of Islamic Communication and Broadcasting Program, Da'wah and Islamic Communication Faculty of Institut Agama Islam Negeri Kudus in the academic year 2022/2023. Moreover, the researchers used observation, interview, and documentation for data collection.

## Result and Analysis

A hybrid learning approach is based on the idea that by combining traditional and non-traditional methods, education may be improved while maintaining the highest standards for all children. To start, a practical definition needs to be established in order to start forming an idea for this model. This is how Learning Technologies defines it:

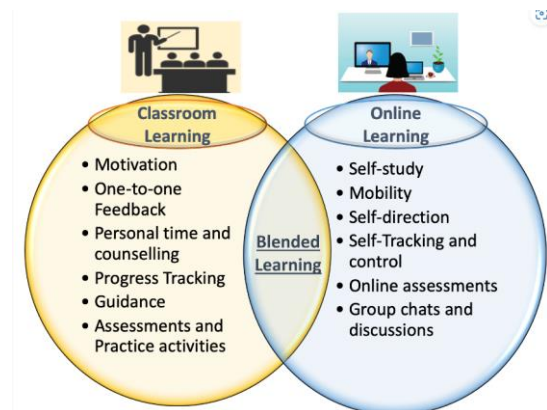
Online and in-person instruction are combined into one seamless experience through hybrid learning. Students work online for the remaining sessions of class, which are split roughly in half. Although it may seem like a simple formula, careful planning is required to make sure that hybrid functions properly and enables its two formats to benefit from one other's advantages.

This report they created contains a lot more information. In this post's context, the term "hybrid" refers to a combination of two or more distinct entities. Some would assert that this strategy has always been used in education. Yes, to a certain extent, but unquestionably not at a scale that has resulted in systemic reform. Success requires a homogenous hybrid model due to the forthcoming difficulties. The illustration below gives a first glimpse of how this might seem when schools start to improve teaching, learning, and leadership.



Picture 1. Hybrid Learning Model

Face-to-face  
Personalization  
Blended Learning  
Adaptive learning tools  
Social distancing  
Flexible schedules  
Remote Learning



Picture 2. Comparison of Classroom and  
Online Learning

## Discussion

Language education has been developing so fast along with technological developments. Several studies show that education in the future will use digital technology (Qureshi et al., 2021; Quezada Singer, 2018). Many developing technologies use English, for example computers, mobile phones, and others. Users are expected to be able to understand and make maximum use of it so that their understanding of English needs attention.

English is a national compulsory subject for students in Indonesia. Whatever study program students take, they will get English courses. This is sometimes an obstacle for students. They take certain study programs with the hope that they can avoid English subject. However, it cannot be avoided because English is a national compulsory subject. By studying English, students are expected to be able to communicate using this international language because scientific and technological developments must be balanced with the quality of students.

To increase the students' interest in learning, the English taught must be adapted to the needs of students. English for Specific Purposes (ESP) is a language approach that can fulfill the students' goals as professionals. Teaching English for Specific Purposes or ESP is a type of teaching in which students learn English for a specific purpose. According to Gudu (2015), the concern to make language courses more relevant to learners' needs also led during the period to the emergence of the Languages for Specific Purposes (LSP)

movement, known in English language teaching circles as

English for Specific Purposes (ESP).” ESP comes as a solution that every individual or group has different motivations and how to get them motivated to learn a language. This is experienced by non-English study program students. One of them is a student of the Islamic Communication and Broadcasting Study Program (KPI Study Program), Faculty of Da'wah and Islamic Communication, Kudus State Islamic Institute.

In Merdeka Belajar Kampus Merdeka (MBKM) curriculum of KPI study program IAIN Kudus, it is stated that KPI study program has three graduate profiles, namely Islamic communication and broadcasting practitioners, research assistants and developers of Islamic communications, and broadcasting and media policy advocacy. In KPI curriculum, learning is adapted to create students profiles that gain insight and experience related to Islamic communication and broadcasting. Based on interviews with KPI students, they hope that the English they learn will also support their scientific background and graduate profiles.

Different types of blended learning models, such as face-to-face or online driver models, rotation models, enriched virtual learning models, flex learning, or self-blend learning, can be created based on the various ways in which we can combine the learning modes. The idea behind almost all of these models is the same: they combine instructor-assisted learning with online learning. However, the proportions of time that learners spend in each setting change depending on their learning needs.

Here are a few typical methods for delivering hybrid public speaking model:

**Rotation Model** - In this paradigm, the students alternate between instructor-assisted learning (discussions, activities, exams) and technology-assisted self-learning. The students either begin their own study at the computer station before moving to the teacher's desk or classroom, or the other way around.

**Enriched Virtual Model** - In this model, the students receive one-to-one session with the instructor and complete rest of the curriculum independently on their own.

**Face-to-face/Online Driver Model:** Face-to-Face/Online - In the face-to-face approach, the instructor covers the majority of the curriculum and directs the students to online learning resources for additional study. In the online driver model, students self-learn the majority of the curriculum and only contact the instructor when necessary or required by the program. Self-blend learning is another blended learning method that is comparable to in-person or online driver models.

**Flex Learning Model** - The majority of the learning is likewise done online under this paradigm, but students are still under the teacher's supervision. Through individual counseling or group sessions, the teachers offer timely help. In higher secondary education, the Flex learning paradigm is extremely well-liked.

**Flipped Classroom Learning Model** - In a flipped classroom learning model, the students complete their homework at home by watching online videos or taking online courses depending on the curriculum. They engage in group discussions or other

learning activities in the classroom with their classmates and a teacher present to guide them.

**Project Based Learning Model** - This is used to finish a specific learning project. The students use online study portals that are either self-directed or assisted, and they receive project guidance from the teacher (personal counseling or collaboration). The project could consist of learning tasks, learning materials, or learning artifacts.

**Inside-Out/Outside-In learning model:** In the inside-out learning model, students are taught in the classroom and then taken outside to further their learning in real or virtual communities or social groups. In the Outside-In learning approach, students begin their learning experiences outside of the classroom and complete them there, where they collaborate and receive and give feedback.

## Conclusion

Several method to succeed hybrid public speaking are face to face, personalization, blended learning, adaptive learning tools, social distancing, flexible schedules, remote learning.

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