

Communication

General Education Skill Competency and Knowledge Objectives

Definition:

Communication is a conscious transaction designed to increase knowledge, to influence attitudes, values, beliefs, or behaviors, or foster understanding (inform, persuade, relate).

Competency and Knowledge Objectives:

To meet the oral communication requirement of the general education core, courses must cover five of the six competency/knowledge objectives below.

1. Ability to research, discover, and develop information resources and structure verbal messages to increase knowledge and understanding.
2. Ability to research, discover, and develop evidence-based reasoning and persuasive appeals for influencing attitudes, values, beliefs, or behaviors.
3. Ability to understand interpersonal rules, roles, and strategies in varied contexts.
4. Ability to effectively listen and adapt verbal messages to audiences'/receivers' personal, ideological, and emotional perspectives.
5. Ability to employ effective verbal and nonverbal behaviors that support communication goals.
6. Effectively recognize and critically evaluate the reasoning, evidence, and communication strategies of self and others.

Value Rubric: Oral Communication

Fundamental Criteria	Exceeds End-of-Course Expectations <i>Student has achieved the outcome and makes critical judgments related to relevance and application</i>	Meets End-of-Course Expectations <i>Student has achieved the outcome and consistently applies it</i>	Entry-Level Expectation <i>Student has entry-level awareness of content to be covered</i>
1. Information Resources, Structures	Demonstrates thorough ability to critically evaluate diverse research in order to creatively combine structures and approaches for achieving understanding.	Demonstrates the ability to discover and evaluate credible research in order to create an appropriate structure for an informative message.	Demonstrates minimal ability to discover and critically evaluate research in order to apply an elementary structure to an informative message.
2. Reasoning & Persuasive Appeals	Constructs unique, effective, and ethical persuasive appeals using sound reasoning and appropriate evidence.	Applies fundamental reasoning, persuasive appeals, and evidence to construct messages.	Demonstrates rudimentary understanding of reasoning, persuasive appeals and evidence to construct messages.
3. Relationship Satisfaction	Flexibly adapts to various interpersonal rules and roles to effectively enhance communication goals of both self and other in varied contexts.	Adequate ability to adapt interpersonal rules and roles for different contexts and relational needs.	Minimal ability to adapt interpersonal rules and roles for different contexts and relational needs.
4. Listen, Analyze & Adapt	Engages in reflective and critical listening in order to adapt to the personal, ideological, and emotional content of messages.	Demonstrates ability to listen for information in order to differentiate personal, ideological, and emotional content of messages.	Demonstrates adequate listening skills in order identify a primary message; does not consider personal, ideological, and emotional content of messages.

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5. Verbal & Nonverbal Behavior	Ability to develop and civilly employ language and nonverbal communicative strategies to creatively inform, persuade and relate to others.	Sufficient ability to develop and civilly employ language and nonverbal communicative strategies to inform, persuade and relate to others.	Minimal ability to develop and employ language and nonverbal communicative strategies to inform, persuade and relate to others.
6. Recognize & Critically Evaluate	Successfully applies a wide variety of criteria to analyze, synthesize, and evaluate messages as a critical consumer of information.	Applies sufficient criteria to evaluate, analyze, and synthesize messages as a critical consumer of information.	Identifies criteria by which messages can be evaluated; demonstrates a lack of skills to critically consume information.