

Communication Major Portfolio Planning Guide 11/9/2009

I. MESSAGES:

Communication Majors should be able to construct effective written, oral and mediated messages.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least five artifacts** each of which is a message.
 - At least one of the messages should be in the form of a research paper that involved library research or other significant information acquisition.
 - At least one of the messages should be in a mediated form (involving the use of some technology beyond writing or speaking, e.g. web page, PowerPoint, video, etc.).
 - At least one of the messages should be reflective of oral communication.
 - At least two of the messages should be ones reflective of the kinds of messages the student expects to create in his/her life after college (ideally "best work")
- Students should write a reflection statement that discusses each included artifact, describing how these works represent good quality messages. For each artifact message the reflection should include an identification of the origin of the artifact and which requirement above it represents: Reflections that explain why the artifact represents a good quality message generally discuss the following:
 - Identification of the thesis or central concept of the message and the purpose of the message.
 - Identification of the intended audience of the message and how audience influenced message design
 - Explanation of how the message represents good quality in terms of such features as
 - use of appropriate organizational schemes,
 - effective acquisition and use of supporting material,
 - good reasoning
 - use of professional forms, language and standards
 - adaptation of the message to the medium and audience

COMM 126 Radio Workshop
COMM 127 TV Workshop - News story
COMM 233 – Informative Speech + Outline; Argumentative Speech + Outline; Rhetorical Criticism paper; Debate Brief.
COMM 230 Intro – Research Paper
COMM 235 – Theory presentation; Jury Deliberation paper; Campus Problem-solving Project presentation.
COMM 263 Radio and Television Production; Audio Com, TV PSA
COMM 265 Writing for the Media – various writing assignments
COMM 333 Organizational Communication -Training plan, critique of oral training presentation, product pitch paper and evaluation
COMM 335 Argumentation Brief
COMM 337 – major paper
COMM 339 Persuasion - PowerPoint + Message strategy outline, final paper/plan
COMM 365 Media Production – Website, individual assignments
COMM 367 Layout and Design – website, individual assignments
PUBR 341 – press kit materials, PR major project

Artifacts used in this section of the portfolio may be used in other sections as well.

II. Knowledge:

Communication Majors should be able to demonstrate their knowledge of the field.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least four** artifacts that demonstrate they have substantial knowledge of four or more different areas of communication study.

Such areas might involve:

- interpersonal communication,
 - group communication,
 - social effects of media,
 - history of communication,
 - theories of communication,
 - persuasion, argumentation,
 - organizational communication,
 - communication criticism.
- Students should write a reflection statement that discusses how their major (and possibly other experiences) has given them substantial professional knowledge of various areas of the field of Communication Studies. The reflection should make reference to the artifacts as examples and evidence of the communication knowledge the student has mastered.

Artifacts used in this section of the portfolio may be used in other sections as well.

COMM 230 Intro Comm. - Application papers, Research paper, Quizzes/Exams
COMM 231 Interpersonal - Response papers, research paper
COMM 235 Group – Jury Deliberation paper
COMM 261 Media and Society – Cases, Tests
COMM 263 R/TV- Media Content Analysis “Why is this good?” Paper
COMM 233; Adv. P.S. - Rhetorical criticism paper, Final exam
COMM 333 Organizational Communication; -Case exams
COMM 335 Argumentation – All Exams
COMM 339 Persuasion - Camp Plan/Message Strategy outline. Theory Exam, Final Exam
COMM 337 Criticism - Exams,
COMM 491 Seminar: Freedom of Expression – exams,

III. Application:

Communication Majors should demonstrate how they can apply their knowledge to realistic issues.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least five** artifacts that demonstrate they have the ability to apply their knowledge of communication in practical ways to five different kinds of problems or issues of personal or professional concern.

Such applications could include:

- persuasive campaigns,
 - policy cases,
 - conflict,
 - relationship management,
 - training programs,
 - web-site development,
 - audience analysis,
 - communication/media criticism and evaluation ,
 - news or entertainment programming,
 - video or audio production
 - news reporting/writing
 - effective layout and design.
- Students should write a reflection statement that discusses how the included artifacts reflect the student's ability to apply professional communication knowledge and critical skills.

Artifacts used in this section of the portfolio may be used in other sections as well.

COMM 116/216 TV Wksp - finished news story, fusion production, newscast producing and anchoring
COMM 233 Adv. P.S. – Rhetorical Criticism Paper; Debate with Briefs; Argumentative Speech + Outline.
COMM 235 Group – Theory Presentation,; Jury Deliberation paper; Campus Problem-solving Project with presentation materials.
COMM 263- R-TV Prod.- Radio PSA script & finished product, TV PSA script/storyboard & finished product.
COMM 333 Org. Comm. – Training Program final paper, Training program demo critique
COMM 335 Argumentation – Policy Case Brief, Formal Debate Critique
COMM 339 – Persuasion –Audience Analysis paper, Message Strategy Presentation critique, Campaign Plan
COMM 365-Media Prod.- Application Papers, Website planning documents and the site, technical critique, Individual projects
COMM 367-Layout&Design - Application Papers, Website planning documents and the site, technical critique, Individual projects.
COMM 491 – Freedom of Expression – Ethics paper, exams.

IV. Skills:

Communication Majors should demonstrate their ability to “deliver” messages with skill.

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least four artifacts** that demonstrate they are competent oral and written communicators in professional contexts.
 - At least **two** artifacts must reflect student skill in differing forms of oral communication.
 - At least one artifact must demonstrate skill in written communication.
 - At least one artifact must demonstrate skillful, professional level creation of a message using media technology.
 - At least one (or two) artifact must demonstrate skillful communication in interactions with others.

- Students should write a reflection statement that discusses how the included artifacts reflect competent and skillful communication performance.

Artifacts used in this section of the portfolio may be used in other sections as well.

You pick your best work for this section

Keep in mind, you do not have to select only from course materials in this (or other) sections. Internship and co-curricular activities may be especially useful sources of artifacts for the “interactions with others” category.

In this section your reflection is the key to convincing the reader that you are skillful at pulling off these kinds of communication, -- that you can not only understand the concepts behind these forms of messages and can plan out good messages but that you have the oral or writing or technology/software skills to make the messages sharp and professional.