

Communication Major Learning Objectives 9/1/2009

I. MESSAGES:

Communication Majors should be able to construct effective written, oral and mediated messages.		Score
<p><u>Meeting Portfolio Requirements for this objective:</u></p> <ul style="list-style-type: none"> • For this section of the portfolio students should include at least five artifacts each of which is a message. <ul style="list-style-type: none"> ○ 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 <u>each included artifact</u>, 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 <u>why the artifact represents a good quality message</u> generally discuss the following: <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ▪ 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 <p><i>Artifacts used in this section of the portfolio may be used in other sections as well.</i></p>	<p><u>Evaluation Rubric</u></p> <p>1= fewer than five artifacts <u>or</u> not all required types of artifacts are present.</p> <p>2= reflection does not discuss each artifact or does not identify central concepts, purpose and audience for each.</p> <p>3= reflection offers some explanation of why these artifacts as a group demonstrate good quality but with limited support or little use of professional vocabulary and standards.</p> <p>4= reflection offers extended explanations of why these artifacts as a group reflect good quality with adequate support and use of professional vocabulary and standards.</p> <p>5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.</p>	

II. Knowledge:

Communication Majors should be able to demonstrate their knowledge of the field.		Score
<p><u>Meeting Portfolio Requirements for this objective:</u></p> <ul style="list-style-type: none"> For this section of the portfolio students should include at least four artifacts that demonstrate they have <u>substantial knowledge</u> of <u>four</u> or more different areas of communication study. <p>Such areas might involve:</p> <ul style="list-style-type: none"> interpersonal communication, group communication, social effects of media, history of communication, theories of communication, persuasion, argumentation, organizational communication, communication criticism. <ul style="list-style-type: none"> Students should write a reflection statement that discusses <u>how</u> 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. <p><i>Artifacts used in this section of the portfolio may be used in other sections as well.</i></p>	<p style="text-align: center;"><u>Evaluation Rubric</u></p> <p>1= fewer than four artifacts are present and/or the reflection does not discuss each artifact.</p> <p>2= reflection does not identify which of the areas of knowledge the artifacts illustrate and/or provides little or no explanation of the <u>substance</u> of the knowledge that the student has obtained.</p> <p>3= reflection offers some explanation of what the student knows and gives some indication of how these artifacts illustrate knowledge of the field -- but with limited support or little use of professional vocabulary and standards.</p> <p>4= reflection offers extended explanations of what the student knows and why these artifacts as a group illustrate knowledge of the field with adequate support and use of professional vocabulary and standards.</p> <p>5= a polished reflection that meets the standards of 4 above with discussions and artifacts of excellent quality.</p>	

III. Application:

Communication Majors should demonstrate how they can apply their knowledge to realistic issues.		Score
<p><u>Meeting Portfolio Requirements for this objective:</u></p> <ul style="list-style-type: none"> For this section of the portfolio students should include at least five artifacts that demonstrate they have the <u>ability to apply their knowledge of communication in practical ways to five different kinds of problems or issues of personal or professional concern.</u> <p>Such applications could include:</p> <ul style="list-style-type: none"> o persuasive campaigns, o policy cases, o conflict, o relationship management, o training programs, o web-site development, o audience analysis, o communication/media criticism and evaluation , o news or entertainment programming, o video or audio production o news reporting/writing o effective layout and design. <ul style="list-style-type: none"> Students should write a reflection statement that discusses <u>how</u> the included artifacts reflect the student's ability to apply professional communication knowledge and critical skills. <p><i>Artifacts used in this section of the portfolio may be used in other sections as well.</i></p>	<p><u>Evaluation Rubric</u></p> <p>1= fewer than five artifacts are present and/or the reflection does not discuss each artifact.</p> <p>2= reflection does not identify which of the areas of application the artifacts illustrate and/or provides little or no explanation of the what the student can do as a communication professional.</p> <p>3= reflection offers some explanation of what the student can do in applying his or her knowledge to problems and issues in communication studies and gives some indication of how these artifacts illustrate those abilities -- but with limited support and little explanation of why these artifacts are of <u>good quality and meet professional standards.</u></p> <p>4= reflection offers extended explanations of what the student can do as a communication professional and why these artifacts as a group illustrate good work inf the field with adequate support and use of professional vocabulary and standards.</p> <p>5= a polished reflection that meets the standards of 4 above with discussions and artifacts of excellent quality.</p>	

IV. Skills:

Communication Majors should demonstrate their ability to “deliver” messages with skill.		Score
<p><u>Meeting Portfolio Requirements for this objective:</u></p> <ul style="list-style-type: none"> • For this section of the portfolio students should include at least four artifacts that demonstrate they are competent oral and written communicators <u>in professional contexts</u>. <ul style="list-style-type: none"> ○ At least two artifacts must reflect student skill in <u>differing</u> 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 <u>how</u> the included artifacts reflect competent and skillful communication <u>performance</u>. <p><i>Artifacts used in this section of the portfolio may be used in other sections as well.</i></p>	<p><u>Evaluation Rubric</u></p> <p>1= fewer than four artifacts <u>or</u> not all required types of artifacts are present.</p> <p>2= reflection does not discuss each artifact or does not identify which of the type of communication <u>skill</u> the artifact illustrates.</p> <p>3= reflection offers some explanation of how these artifacts illustrate <u>skillful</u> oral, written, mediated or interpersonal communication but with limited support or little use of professional vocabulary and standards.</p> <p>4= reflection offers extended explanations of why these artifacts illustrate <u>skillful</u> oral, written, mediated or interpersonal communication with adequate support and use of professional vocabulary and standards.</p> <p>5= a polished reflection that meets the standards of 4 above with artifacts of excellent quality.</p>	