

Name: _____

Communication Major Learning Objectives (revised Spring 2013)

I. Skillful Message Construction and Execution-

Students should write a reflection statement that discusses each included artifact, describing how these works represent good quality messages construction and how the execution of the message was skillful. For each artifact message the reflection should include an identification of the origin of the artifact and which requirement it represents: Reflections should at least discuss the following:

- a. Identification of the thesis or central concept of the message and the purpose of the message.
- b. Identification of the intended audience of the message and how audience influenced message design
- c. Explanation of how the message represents good quality message construction 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)
- d. Explanation of how the message reflects competent and skillful communication execution or performance (as opposed to content, such features as delivery, editing of media materials....).

Required Artifact Type	Score
Written Communication- Research Paper (with significant information gathering, such as heavy library research)	
Written Communication- Other Form (this may take any form other than a research paper, such as a campaign brief, application paper, newspaper article, etc.)	
Oral Communication (any form that involves a message delivered thru oral communication such as a formal class presentation, radio/tv on mic/camera performance)	
Oral Communication (this example must be in a different form than the first) (e.g. speech vs group presentation vs group problem solving vs interviewing vs training demo, etc.)	
Mediated Communication (involving the use of technology such as a video production, web site design, graphic design)	
Professional Communication (this needs to be the kind of message you believe you will need to create for your life after college. Ideally you best work. Materials from your internship would be very appropriate in this section. It may be in any form of communication appropriate to the profession.)	

Evaluation Rubric

- 1= no explanation of any of the required elements.
2= reflection is missing discussion of some of the required elements
3= reflection discusses all required elements and offers some explanation of why this artifacts demonstrate good quality but with limited support or little use of professional vocabulary and standards.
4= reflection offers extended explanations of why this artifact is good quality with adequate support and use of professional vocabulary and standards.
5= a polished reflection that meets the standards of 4 above with excellent quality examples.

II. Thoughtful Application of Knowledge-

Students should write a reflection statement that discusses each included artifact describing how their major (and possibly other experiences) has given them substantial professional knowledge of various areas of the field of Communication Studies. The student must first briefly explain the knowledge area from the artifact (such as describing the parts/purpose of a communication theory). And how the artifact demonstrates their ability to apply professional communication knowledge and critical skills (such as describing through examples how they used step by step the theory to understand a communication phenomenon). For each artifact message the reflection should include an identification of the origin of the artifact and which requirement (knowledge area) it represents. The reflection should make reference to the artifacts as examples and evidence of the application of knowledge the student has mastered .

<i>Choose 4 Different Areas</i>	<i>Score</i>
Interpersonal Communication	
Group Communication	
Social Effects of Media	
History of Communication	
Communication Theory	
Persuasion	
Argumentation	
Organizational Communication	
Communication Criticism/Evaluation	
Public Relations Practices and Strategy	
Media Production & Graphic Design	
Journalism	
Other specific area of COMM knowledge	

Evaluation Rubric

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- 2=** reflection is missing discussion of some of the required elements
- 3=** reflection discusses all required elements and offers some explanation of why this artifacts demonstrate good quality but with limited support or little use of professional vocabulary and standards.
- 4=** reflection offers extended explanations of why this artifact is good quality with adequate support and use of professional vocabulary and standards.
- 5=** a polished reflection that meets the standards of 4 above with excellent quality examples.