

## Advanced Communication

### Course Description

Advanced Communications will focus on the application of written and oral communication skills through a variety of informal and formal experiences. The performance-based course will emphasize effective interpersonal and team building skills. Technology will be used to create and deliver presentations, to extend problem-solving situations, and to practice critical thinking and decision making. Research strategies such as a research paper or senior project could culminate this course. (Noncredit course: 45 lect/pres hrs, 45 lab hrs, 45 other hrs)

### Text and References

County approved texts, supplements, and references.

### Course Goals

The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives (Addendum A). (\*designates a CRUCIAL goal)

1. define communication terminology (ADC1)
2. (1) take systematic notes (ADC 30)
3. (1) summarize information (ADC 19)
4. evaluate various literary works (ADC 10)
5. produce a personal journal (ADC 14)
6. (5) create narrative writing (ADC 14)
7. construct communication model (ADC 2)
- 8.\* (7) complete tasks (ADC 27)
9. (7) perform informal presentations (ADC7)
- 10.\* use active listening skills (ADC 7)
11. evaluate advertising propaganda (ADC 12)
12. develop marketing/ promotional plan (ADC28)
13. (12) prepare informal presentations (ADC7)
14. (12) use audiovisual materials (ADC 37)
15. (12) use multimedia materials (ADC37)
16. demonstrate effective telephone skills (ADC 7)
17. identify vocal mechanism elements (ADC 2)
18. demonstrate effective elocution (ADC 5)
19. observe nonverbal cues (ADC 3)
20. (19) present charades (ADC 7)
21. analyze team behavior norms (ADC 12)
22. (21) analyze effective team roles (ADC 3)
23. (21) analyze effective team rules (ADC 3)
- 24.\* (21) demonstrate effective group communication skills (ADC 3)
25. (21) analyze decision-making process (ADC 3)
26. (21) lead a decision-making group (ADC 7)
27. (21) make group decisions (ADC 7)
28. (21) reach consensus (ADC 7)
29. (21) demonstrate leadership qualities (ADC 7)
30. (21) demonstrate leadership techniques (ADC 7)
31. (21) mediate conflict (ADC 7)
32. (21) resolve conflict (ADC 7)
33. (51) use variety of sources (ADC31)
34. (51) use appropriate software (ADC36)
35. (51) paraphrase information (ADC19)

36. (51) evaluate technical documents (ADC16)
37. (51) apply research skills (ADC34)
38. (51) evaluate various written communications (ADC20)
- 39.\* (51) retrieve electronic information (ADC35)
40. (51) collect information (ADC30)
41. (51) apply plagiarism laws (ADC33)
42. (51) apply copyright laws (ADC33)
43. (51) use MLA, APA, teacher-generated style sheet (ADC32)
44. (51) organize information (ADC30)
45. (51) create logical outline (ADC30)
46. (51) analyze audience (ADC6)
47. (51) create concise thesis statement (ADC29)
48. (51) create informal writing (ADC14)
49. (51) create informative writing (ADC17)
50. (51) create formal writing (ADC15)
51. write research or senior project paper (ADC20)
52. (51) check work details (ADC27)
53. (51) check work quality (ADC27)
54. (51) correct mistakes (ADC27)
55. (51) develop focused, coherent, organized composition (ADC18)
56. (51) practice desktop publishing (ADC36)
57. (51) prepare formal presentations (ADC8)
58. (51) write speech introduction (ADC15)
59. (51) write speech conclusion (ADC15)
60. (51) create multimedia presentations (ADC37)
61. define mass media (ADC8)
62. design oral presentation checklist (ADC6)
63. analyze persuasive techniques (ADC8)
64. model various writing types (ADC17)
65. (64) create persuasive writing (ADC17)
66. (64) produce creative writing (ADC17)
67. (64) create expository writing (ADC17)
68. (21) role play various situations (ADC7)
- 69.\* perform oral presentations (ADC8)
70. demonstrate effective debate skills (ADC8)
71. (70) present impromptu speech (ADC7)
72. (21) deliver accurate directions (ADC7)
73. (79) create personal resume (ADC16)
74. (79) generate a cover letter (ADC16)
75. (79) generate a brochure (ADC16)
76. (79) generate a technical proposal (ADC16)
77. (79) generate a memo (ADC16)
78. (79) generate an application letter (ADC16)
79. generate technical documents (ADC16)
80. (69) perform various dramatic scenes (ADC7)
81. (69) perform storytelling act (ADC7)
82. (69) perform reader's theatre (ADC8)
83. (69) perform oral interpretation (ADC7)
84. (69) perform talk show (ADC7)
85. (63) evaluate written speeches (ADC4)
86. (62) evaluate effective delivery strategies (ADC6)
87. (88) practice interview strategies (ADC9)
88. conduct effective interview (ADC9)
89. (88) produce a friendly letter (ADC14)
90. apply parliamentary procedures (ADC8)

## ADDENDUM A

### PERFORMANCE OBJECTIVES

1. The student will not be allowed references. The student will define communication terminology (ADC1). Performance will be satisfactory if terminology is defined at a 60% level consistent with systematic notes and summarized information taken from teacher lecture. The following Content Goals are related to this PO: 1, 2, and 3.
4. The student will evaluate various literary works (ADC 10) by reading and identifying different translations of famous literature. Performance will be satisfactory if translations are read and correctly identified.
5. The student will create a personal profile consisting of five narrative essays and a photographic essay. Performance will be satisfactory if student completes the assignment and receives a rating of 70% or higher. The following Content Goals are related to this PO: 5, 6.
7. The student will be allowed references. The student will be provided tools. The student will construct communication model (ADC 2). Performance will be satisfactory if model is constructed, work is completed and project is presented to the class in an informal presentation and receives a rating of 60%. The following Content Goals are related to this PO: 7, 8, and 9.
10. The student will be allowed references. The student will be provided tools. The student will use active listening skills (ADC 7) by completing a series of listening tests. Performance will be satisfactory if skills are used and the usage receives a rating of 80% from the instructor.
11. The student will evaluate advertising propaganda (ADC 12) by identifying different propaganda techniques in print and television mediums. Performance will be satisfactory if techniques are correctly identified and receive a rating of 60% from the instructor.
12. The student will work in a group to develop a marketing campaign for an original product. student will use multimedia and audiovisual materials to prepare and present the campaign to the class. Performance will be satisfactory if assignment criteria are met and the presentation receives a rating of 70%. The following Content Goals are related to this PO: 12, 13, 14, and 15.
16. Student will demonstrate effective telephone skills (ADC 7) by participating in several mock phone situations. Performance will be satisfactory if participation meets criteria established in class lecture.
17. The student will not be allowed references. The student will identify vocal mechanism elements (ADC 2). Performance will be satisfactory if elements are identified and the identification is consistent with classroom text.
18. The student will demonstrate effective elocution (ADC 5) by participating in various speaking exercises. Participation will be satisfactory if elocution standards are met.
19. The student will observe nonverbal cues (ADC 3) by participating in charades and various nonverbal activities. Performance will be satisfactory if observations are 60% accurate. The following Content Goals are related to this PO: 19, 20.
21. The student will analyze team behavior norms (ADC 12), roles, and rules and will demonstrate effective group communication and leadership skills while participating in various group activities including a role playing simulation which requires the mediation and resolution of conflict. Performance will be satisfactory if group goals are met and simulation roles meet criteria established by the instructor. The following Content Goals are related to this PO: 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 68, and 72.

51. The student will contribute to a group project which will include research and a formal paper presented to the group. Performance will be satisfactory if project results meet the criteria established by the instructor and receives a rating of 70%. The following Content Goals are related to this PO: 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, and 60.

61. The student will not be allowed references. The student will define mass media (ADC8) through a variety of projects. Performance will be satisfactory if media is defined and the definition is/are consistent with classroom text.

62. The student will design an oral presentation checklist prior to major speaking assignments. Performance will be satisfactory if oral presentation meets the criteria established by the checklist. The following Content Goals are related to this PO: 62, 86.

63. The student will analyze persuasive techniques (ADC8) by observing various persuasive speeches and work-place situations and identifying the persuasive techniques in an essay test. Performance will be satisfactory if the techniques are correctly identified and explained and receives a 60% rating from the instructor. The following Content Goals are related to this PO: 63, 85.

64. The student will model various writing types (ADC17) such as persuasive, creative, and expository. Performance will be satisfactory if the writings meet the criteria established by the instructor. The following Content Goals are related to this PO: 64, 65, 66, and 67.

69. The student will be allowed references. The student will be provided tools. The student will perform oral presentations (ADC8) such as oral interpretation, reader's theatre, storytelling, talk show, or dramatic scenes. Performance will be satisfactory if presentation is performed in front of an audience and the performance receives a rating of 60% or higher from the instructor. The following Content Goals are related to this PO: 69, 80, 81, 82, 83, and 84.

70. The student will be allowed references. The student will be provided tools. The student will engage in effective debate. Performance will be satisfactory if debate is engaged in and the engagement receives a rating of 70% from the instructor. The following Content Goals are related to this PO: 70, 71.

79. The student will be allowed references. The student will be provided tools. The student will generate technical documents (ADC16) including a personal resume, cover letter, brochure, memo, technical proposal, and application letter. Performance will be satisfactory if documents are generated and meet the criteria established by the classroom text. The following Content Goals are related to this PO: 73, 74, 75, 76, 77, 78, and 79.

88. The student will be allowed references. The student will be provided tools. The student will practice interview strategies (ADC9) and conduct an effective interview followed by a friendly letter of thanks to the interviewee. Performance will be satisfactory if interview is conducted, the letter is written and they receive a rating of 60% from the instructor. The following Content Goals are related to this PO: 87, 88, and 89.

90. The student will not be allowed references. The student will apply parliamentary procedures (ADC8) by participating in a parliamentary activity. Performance will be satisfactory if procedures are applied and the application is consistent with the classroom text.

***Developed/Revised: 05-07-2004***