

Statewide Dual Credit Learning Objectives

Fundamentals of Speech and Communication (COMM 2025)

Topics Covered

1. Elements of Communication
2. Group Communication
3. Intercultural Communication
4. Interpersonal Communication
5. The Nature and Value of Language
6. Nonverbal Communication
7. Persuasion – Art of Rhetoric
8. Public Speaking
9. The Value of Listening

Learning Objectives

1. Elements of Communication

- a) Explain and apply the communication model to a specific incident, explaining how that exchange is part of a relational, symbolic process.
- b) Explain how communication technologies have changed over time.
- c) Describe similarities and differences between mediated and face-to-face communication.
- d) Identify and evaluate the effects of social media on communication.
- e) Examine key needs humans attempt to satisfy by communication.
- f) Assess the degree to which communication in a specific situation is competent, and suggest ways of increasing the competence level.
- g) Determine how misconceptions about communication create problems and identify processes for resolution of miscommunication.

2. Group Communication

- a) Determine the appropriate group structure to accomplish a specific task or goal.
- b) Participate effectively in collaborative decision making and problem-solving.
- c) Evaluate a group's effectiveness and determine solutions for group dysfunction.
- d) Plan and manage a project with multiple steps and communications channels.
- e) Delineate the development of a project group from origin to the culmination of the project.
- f) Develop group norms appropriate to the purpose and structure of the group.

- g) Determine group dynamics and evaluate the effect of group roles and subgroups on cohesiveness.
- h) Delineate the lifecycle of a group and the expectation for group effectiveness at each stage.
- i) Explain the positive and negative impacts of conflict on group dynamics.

3. Intercultural Communication

- a) Explain the concepts of cultural contact, such as enculturation, assimilation, accommodation, acculturation, deculturalization, biculturalism, and multiculturalism using various taxonomies, e.g. Communication Theory of Identity.
- b) Examine the role of mass media, social media and popular culture in the construction and co-construction of cultures and cultural identities.
- c) Determine and evaluate negative perceptions, racism, prejudice, negative stereotyping, ethnocentrism in multiple communication channels..
- d) Reflect on and analyze the impact of your culture and co-culture on your values, assumptions, perceptions, expectations, and behavior using various taxonomies, e.g., Developmental Model of Intercultural Sensitivity.
- e) Evaluate the effects of context and power on intercultural communications.
- f) Analyze how cultures and co-cultures play a significant role in self-concept and agency.
- g) Determine and analyze co-cultures and their relationships to a dominant culture.
- h) Distinguish between overgeneralization and actual cultural and co-cultural differences in communication.
- i) Examine and articulate cultural values, norms, and cultural/co-cultural codes that shape and impact communication competence.
- j) Examine and evaluate the impact of ethical awareness through ethnocentrism, cultural relativity, and universal ethics.

4. Interpersonal Communication

- a) Define key interpersonal skills and attitudes.
- b) Differentiate between positive and negative approaches to interpersonal relationships.
- c) Demonstrate key components of effective negotiation.
- d) Evaluate scenarios that demonstrate positive and negative approaches to conflict resolution.
- e) Demonstrate positive and negative approaches to conflict resolution.
- f) Evaluate effective and ineffective conversational behaviors.
- g) Evaluate different social rituals and how they add to a multicultural society.
- h) Demonstrate effective interviewing practices.
- i) Define and identify elements of interpersonal communication, culture, cultural systems, and global communication using various taxonomies.
- j) Differentiate between self-concept and self-perception.

- k) Explain how the process of identity management can result in the presentation of multiple selves using various evaluative tools, e.g. the Johari Window or Myers Briggs test.
- l) Examine how self-perception affects the perception of others.

5. The Nature and Value of Language

- a) Delineate the symbolic person-centered, rule-governed nature of language.
- b) Examine how language both shapes and reflects attitudes.
- c) Evaluate how the types of troublesome language can create problems, and how to better use language to prevent problems.
- d) Explain how gender and non-gender variables affect communication.
- e) Explain how generational variables affect communication.

6. Nonverbal Communication

- a) Explain the characteristics of nonverbal communication.
- b) Describe the functions served by nonverbal communication.
- c) Identify the different types of nonverbal behaviors and assess their possible meanings.
- d) Identify some ways in which culture and gender affect nonverbal communication.
- e) Describe a process to develop an awareness of how to effectively send and receive nonverbal communication.

7. Persuasion - Art of Rhetoric

- a) Define the three rhetorical appeals to the audience.
- b) Analyze and evaluate a speech for values of respect, justice, and compassion.
- c) Assess the stance, premises, links among ideas, word choice, points of emphasis, and tone within multiple sources.
- d) Develop appropriate rhetorical patterns while demonstrating speaking skills from process to product.
- e) Demonstrate credibility in communication using experiential and research-based evidence in a speech.
- f) Analyze persuasive communication across various media.

8. Public Speaking

- a) Develop appropriate rhetorical patterns (i.e. narration, example, process, comparison/contrast, classification, cause/effect, definition, argumentation).
- b) Distill a primary purpose into a single, compelling speaking statement and order and develop major points in a reasonable and convincing manner based on that purpose.
- c) Understand that speech development processes includes procedures such as planning, organizing, composing, revising, and editing.

- d) Analyze and evaluate the speaking situation to gain an awareness of the situation, audience, purpose, and diverse points of view.
- e) Make oral presentations employing appropriate diction, syntax, usage, grammar, and mechanics.
- f) Manage and coordinate basic information gathered from multiple sources for the purposes of problem solving.
- g) Effectively incorporate the use of evidence, analysis, and persuasive strategies to include distinctions between opinions, facts, and inferences.
- h) Prepare a coherent outline for formal presentations.

9. The Value of Listening

- a) Describe common misconceptions about listening.
- b) Identify faulty listening behaviors and factors that make effective listening difficult.
- c) Analyze the four different types of listening and identify practical strategies for each.
- d) Explain how listening is impacted by online communities.
- e) Explain how gender norms impact listening.
- f) Explain how cultural norms impact listening.
- g) Analyze personal listening practices in academic, professional, and personal communications.