

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION

College Learning Outcomes Matrix: Rate each course from 1 to 5 with 5 being the most important. (The courses below count for both degrees although in a different structure.) (Ratings from WIKI)

AA in Communication Studies for Transfer & Communication	Year of SLO Review	1. Written, Oral and Visual Communication	2. Scientific and Quantitative Reasoning:	3. Critical Thinking & Problem Solving:	4. Information Literacy:	GE	CORE DEGREE REQS (highlighted)
SPCH 110 Introduction to Speech Communication	2012/2013	5	5	5	5	X	X
COMM 110/JOURN 110 Introduction to Mass Communications	2012/2013	4	3	5	5	X	X
SPCH 120 Interpersonal Communication	2012/2013	5	3	5	5	X	X
SPCH 122 Public Speaking	2012/2013	5	4	5	5	X	X
SPCH 128 Intercultural Communication	2012/2013	5	4	5	5	X	X
SPCH 132 Argument and Persuasion	2012/2013	5	5	5	5	X	X
SPCH 130 Small Group Communication	2012/2013	5	5	5	5	X	X
SPCH 140 Oral Interpretation of Literature I	2012/2013	5	0	4	4	X	X
SPCH 141 Oral Interpretation of Literature II	2012/2013	5	0	4	4	X	
SPCH 155 Radio and Television Announcing and Performance	2012/2013	5	0	3	3		X

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION

GENERAL EDUCATION SLOS

WHAT ASSIGNMENTS DO YOU GIVE IN THESE CLASSES THAT ASSESS THE FOLLOWING GE SLOS?

What assessment tools do you use? Fill out only for SLOs that you rated 4 or 5 on the page above.

AA in Communication Studies for Transfer & Communication	SPCH 110	COMM 110	SPCH 120	SPCH 122
1. Written, Oral and Visual Communication:	Note taking Topic Sheets Speech Outlines Formal Oral Presentations	Note taking Essay assignments Formal group research presentations	Note taking Reaction papers Chapter Assignments Formal Oral Presentations	Note taking Topic Sheets Speech Outlines Formal Oral Presentations
2. Scientific and Quantitative Reasoning:	Citation of sources in Outlines & Speeches Explain relevance of data in speeches	Citation of sources in essay assignments and research presentations Measurement of personal media consumption and analysis of results	Citation of sources in Speeches Explain relevance of data in speeches	Citation of sources in Outlines & Speeches Explain relevance of data in speeches
3. Critical Thinking & Problem Solving:	Analysis of speeches for effective delivery & organization Appropriate organization for particular speech (i.e., problem-solution, spatial, topical)	Analysis of media impact on society, culture and politics Analysis of advertising for methods and impact Analysis of advertising for coded content Appropriate organization for group research presentation	Comparison & contrast of communication theories/strategies in Reaction Papers Completion of Chapter Assignment summaries	Analysis of speeches for effective delivery & organization Analysis of political speeches Appropriate organization for particular speech (i.e., problem-solution, spatial, topical)
4. Information Literacy:	Text reading Data Base research Gathering/Analyzing resources	Text reading Data Base Research Analysis of media for content and methodology	Text reading Data Base research	Text reading Data Base Research Gathering/Analyzing resources

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION

AA in Communication Studies for Transfer & Communication	SPCH 128	SPCH 130	SPCH 132	SPCH 140	SPCH 141
1. Written, Oral and Visual Communication:	Note taking Reaction papers Formal Oral Presentations			Essay assignments Formal research presentations; oral presentations	
2. Scientific and Quantitative Reasoning:	Citation of sources in Speeches Explain relevance of data in speeches				
3. Critical Thinking & Problem Solving:	Comparison & contrast of communication theories/strategies in Video Critique and Three-Views paper Resource and Data analysis				
4. Information Literacy:	Text reading Data Base research Gathering/Analyzing resources				

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION

AA in Communication: Human Communication

Students may take speech classes at either campus to fulfill requirements for the major. The Speech Program serves a variety of populations such as transfer candidates, non-degree students from the business community, and students interested in self-enrichment.

Note: Students are required to complete English 150 for the Associate degree. All students should consult a counselor.

REQUIREMENTS UNITS

SPCH	110	3	Introduction to Speech Communication
COMM	110	3	Introduction to Mass Media and Media Literacy

Fifteen additional units to be selected from the following:

SPCH	120	3	Interpersonal Communication
SPCH	122	3	Public Speaking
SPCH	128	3	Intercultural Communication
SPCH	132	3	Argumentation and Persuasion
SPCH	140	3	Oral Interpretation
SPCH	155	3	Radio and Television Announcing and Performance
SPCH	249	1-3	Independent Study

A.A. in Communication Studies for Transfer

REQUIRED (3 UNITS):

SPCH 122: Public Speaking	3.0
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ANY 2 (6 UNITS):

SPCH 132: Argument & Persuasion	3.0
SPCH 120: Interpersonal Communication	3.0
SPCH 130: Small Group Communication	3.0

ANY 2 (6 UNITS):

SPCH 128: Intercultural Communication	3.0
SPCH 140: Oral Interpretation of Lit.	3.0

COMM/JOUN 110

Introduction to Mass Media and Media Literacy 3

ANY 1 (3 UNITS):

JOUN 115: News Reporting & Writing	3.0
ENG 151: Reading & Composition (1B)or	4.0
ENG 155: Critical Thinking & Composition	
ANTH 102: Intro to Cultural Anthropology	3.0
PSY 110: Intro to Psychology	3.0
SOC 110: Introductory Sociology	3.0

Any 3 unit course, not selected above, that is CSU-transferable as communication studies.

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION

Degree SLOs for both degrees:

Oral Communication/Performance Skills:

Manage communication apprehension to build confidence while communicating with others.
Select, prepare and deliver presentations that employ techniques specific to the context and occasion.
Demonstrate critical listening skills in a variety of communication contexts.

Critical Thinking:

Demonstrate understanding of the relationship between culture and communication.
Interpret media messages to create meanings based on personal experience
Describe obstacles to competent intercultural communication, including prejudice, discrimination, stereotyping and ethnocentrism.

Problem Solving:

Recognize the role of perception and perceptual barriers when communicating with others.
Identify prominent Communication Theories and apply them to appropriate contexts.
Recognize the semiotic rules and conventions of various face-to-face and/or mediated messages.
Recognize gender and cultural differences in analyzing communication environments.

Information Literacy

Use evidence and rhetorical strategies to support a claim.
Research historical and social influences in the development of cultures.

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION
IN WHICH COURSES ARE THESE DEGREE SLOS TAUGHT? Use “I” for Intro, “P” for Practice and “M” for Mastery.

AA in Communication Studies for Transfer & Communication	SPCH 110	COMM 110	SPCH 120	SPCH 122	SPCH 128	SPCH 132	SPCH 140	SPCH 155
Oral Communication/Performance Skills:								
Manage communication apprehension to build confidence while communicating with others.	P	I	P	P	P			
Select, prepare and deliver presentations that employ techniques specific to the context and occasion.	M	M	M	M	M			
Demonstrate critical listening skills in a variety of communication contexts.	M	M	M	M	M			
Critical Thinking:								
Demonstrate understanding of the relationship between culture and communication.	P	M	P	P	M			
Interpret media messages to create meanings based on personal experience	P	M	P	P	P			
Describe obstacles to competent intercultural communication, including prejudice, discrimination, stereotyping and ethnocentrism.	M	P	M	P	M			
Problem Solving:								
Recognize the role of perception and perceptual barriers when communicating with others.	P	M	M	P	P			
Identify prominent Communication Theories and apply them to appropriate contexts.	P	I	M	P	P			
Recognize the semiotic rules and conventions of various face-to-face and/or mediated messages.	P	I	P	P	P			
Recognize gender and cultural differences in analyzing communication environments.	P	M	M	P	M			
Information Literacy								
Use evidence and rhetorical strategies to support a claim.	M	I	I	M	I			
Research historical and social influences in the development of cultures.	I	M	I	I	M			

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION

DEGREE SLOS

WHAT ASSIGNMENTS DO YOU GIVE IN THESE CLASSES THAT ASSESS THE FOLLOWING DEGREE SLO CATEGORIES?

AA in Communication Studies for Transfer & Communication	ORAL COMMUNICATION	CRITICAL THINKING	PROBLEM SOLVING	INFO LITERACY
SPCH 110 Introduction to Speech Communication	Formal 5-7 minute oral presentations	Use appropriate language in terms of gender and culture of audience in formal speeches	Practice the use of provisional language in providing critical feedback to formal speeches	Cite sources for all claims in both outlines and in formal speeches
COMM 110/JOURN 110 Introduction to Mass Communications	Formal 15-20 minute group research presentations	Analyze media content and construction	Deconstruct advertisements in terms of audience and content	Cite techniques and motives in media communications
SPCH 120 Interpersonal Communication	Formal 25-30 minute Group presentations	Use appropriate language in terms of gender and culture of audience in formal speeches	Practice the use of provisional language in providing critical feedback to formal speeches	Cite social influences on communication in Video Critique assignment
SPCH 122 Public Speaking	Formal 5-7 minute oral presentations	Use appropriate language in terms of gender and culture of audience in formal speeches	Practice the use of provisional language in providing critical feedback to formal speeches	Cite sources for all claims in both outlines and in formal speeches
SPCH 128 Intercultural Communication	Formal 5-7 minute oral presentations	Three-Views Paper comparison and contrast of a value or norm among three cultures	Practice the use of provisional language in providing critical feedback to formal speeches	Cite historical development of a cultural norm in Three-Views paper

**AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION
THESE DEGREE OUTCOMES EQUAL WHICH COURSE OUTCOMES FOR THESE COURSES?**

It might be helpful to highlight the parallel course level ones in the course SLOs in the following pages. (The idea is to only do one assessment that will count for multiple levels of SLOs.)

AA in Communication Studies for Transfer & Communication	SPCH 110	COMM 110	SPCH 120	SPCH 122	SPCH 128	SPCH 132	SPCH 140	SPCH 155
Oral Communication/Performance Skills:								
Manage communication apprehension to build confidence while communicating with others.	X	X	X	X	X			
Select, prepare and deliver presentations that employ techniques specific to the context and occasion.	X	X	X	X	X			
Demonstrate critical listening skills in a variety of communication contexts.	X	X	X	X	X			
Critical Thinking:								
Demonstrate understanding of the relationship between culture and communication.		X	X		X			
Interpret media messages to create meanings based on personal experience	X	X		X				
Describe obstacles to competent intercultural communication, including prejudice, discrimination, stereotyping and ethnocentrism.		X			X			
Problem Solving:								
Recognize the role of perception and perceptual barriers when communicating with others.		X	X		X			
Identify prominent Communication Theories and apply them to appropriate contexts.	X		X	X				
Recognize the semiotic rules and conventions of various face-to-face and/or mediated messages.	X			X				
Recognize gender and cultural differences in analyzing communication environments.	X	X	X	X	X			
Information Literacy								
Use evidence and rhetorical strategies to support a claim.	X	X		X				
Research historical and social influences in the development of cultures.		X	X		X			

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SPCH_120	Interpersonal Communications	Revise Course
Expected Outcomes for Student:		
Upon completion of this course, students will be able to: 1. Demonstrate critical understanding of perception 2. Recognize and critically analyze various types of messages in terms of content or relationship levels 3. Analyze interpersonal communication environments in terms of emotional, cultural, social, physical, and relational principles 4. Demonstrate understanding of active and empathetic listening skills in terms of verbal and nonverbal communication 5. Acquire or improve management of own interpersonal conflicts and relationships		
SPCH_122	Public Speaking	Revise Course
Expected Outcomes for Student:		
Upon completion of this course, students will be able to: 1. Select an appropriate topic for the purpose, audience and occasion of the presentation. 2. Research, develop, and evaluate a variety of supporting materials from print and online sources. 3. Organize the message into a cohesive outline in support of a thesis. 4. Choose language suitable for the audience and occasion. 5. Practice presentations to edit unnecessary content and/or becoming familiar with the message. 6. Use effective delivery skills while minimizing distractions. 7. Listen critically to presentations to provide useful feedback to the speakers.		

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SPCH_128	Intercultural Communication	Revise Course
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Expected Outcomes for Student:

Upon completion of this course, students will be able to:

1. Demonstrate understanding of the relationship between culture and communication by using the vocabulary and concepts introduced during the course.
2. Recognize the influence of their own cultural group on intercultural communication interactions.
3. Describe communication obstacles to competent intercultural communication between culturally heterogeneous individuals.
4. Explain the roles of cultural patterns, verbal codes, and nonverbal codes in the development of intercultural interpersonal relationships.
5. Understand the importance of and be able to integrate the roles of history and communicate contexts in intercultural relationships and analysis.
6. Become more willing, self-reflexive, flexible and open to communication in intercultural interactions.

SPCH_132	Argumentation and Persuasion	Revise Course
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Expected Outcomes for Student:

Upon completion of this course, students will be able to:

1. Write and articulate lines of reasoning in support of or opposition to a critical issue.
2. Recognize, define, and apply the principles of argumentation and persuasion.
3. Formulate, express, and defend a claim.
4. Detect weak and fallacious arguments.
5. Listen to, evaluate, and respond appropriately to the claims of others.
6. Demonstrate an ethical perspective when advocating for self and others.
7. Recognize the variety of value systems people use in written and oral advocacy.

AA in COMMUNICATION STUDIES FOR TRANSFER & COMMUNICATION: HUMAN COMMUNICATION

SPCH_140	Oral Interpretation of Literature	Revise Course
Expected Outcomes for Student:		
1. Identify the three forms of literature and analyze their particular literary devices. 2. Select and edit literature into a workable script that is appropriate to the genre assigned, audience, and occasion. 3. Analyze the literature for performance of narration, folclum, difficulty, and balance. 4. Deliver the script by using voice, character, pacing and nonverbal suggestion to create the author's intended meaning. 5. Write introductions to selected readings that announce the author and title while preparing the audience for the oral interpretation of literature. 6. Evaluate and reflect on in-class performances of self and others by providing feedback on individual and group performances and provide suggestions for improvement.		

SPCH_155	Radio and Television Announcing and Performance	Revise Course
Expected Outcomes for Student:		
-Demonstrate understanding of the history and importance of the Code of Broadcast News Ethics of Radio and Television -Distinguish and use audio and video production cues (field specific terminology) to communicate information. -Interpret scripts and clearly articulate ideas through performance. -Alter announcing skills to a variety of contexts (such as commercials and public service announcements, interview and talk show settings, radio news, television news, music announcing, sports announcing) -Evaluate career path, choices, and challenges associated with the field of broadcast communication		

COMM_110	Introduction to Mass Communication and Media Literacy	Revise Course
Expected Outcomes for Student:		
Critically assess the history, structure, and function of dominant mass media forms. Demonstrate oral and written competence of the evolution of mass media as a result of emerging technologies, cultural conditions, and human ingenuity. Trace the influences of mass media forms on major cultural practices and social formations. Identify examples of the ways mass media affect contemporary social, political, and cultural climates. Classify the various types of mass communication in terms of their underlying technologies, artists and innovators, industry structure and consumers.		