

# General Studies 2015-16 Course Review

## Communication 101

### I. Course Description: Communication 101, Fund of Oral Communications (3-hr)

Catalog Description: A practical course in interpersonal communication including elementary phases of oral language training, short speeches, articulation, and pronunciation. Emphasis is on effective communication. A minimum grade of “C” is required for graduation.

### II. Student Learning Outcome:

Fundamentals of Oral Communications (COM 101) addresses the Communication Student Learning Outcome (SLO) of General Studies (GS) Program at West Liberty University. The Communication SLO of the GS program requires students that have completed the GS program to be able to communicate with “clarity, coherence, and persuasiveness.” COM 101 addresses all three aspects in its course specific SLOs, assignments, and assessment measures.

**Clarity:** Students in COM 101 are expected to communicate with clarity. Oral communication requires clarity in both verbal and nonverbal communication. In COM 101, communicating with clarity is emphasized by providing instruction in both. First, verbal communication instruction includes the development of research and outlines to construct content for prepared speeches. Second, nonverbal communication instruction includes the development of controlled vocal and physical delivery for prepared speeches.

**Coherence:** Students in COM 101 are expected to communicate with coherence. Coherent oral communication requires organization of ideas. In COM 101, communicating with coherence is emphasized by providing instruction in organization of prepared speeches. Students learn to construct speeches that are organized. They learn to organize speeches around an identifiable introduction, body, and conclusion. In addition, students learn to use transitional devices to make the different portions of a speech into a coherent whole.

**Persuasiveness:** Students in COM 101 are expected to learn to communicate with persuasiveness. Persuasive oral communication requires the development of credible, logical, and emotional appeals. In COM 101, communicating with persuasiveness is emphasized by providing instruction in the development of a variety of appeals for prepared speeches. Students learn to communicate with credibility by presenting research and personal experience to audiences in persuasive contexts. Students learn to communicate logically by developing their understanding of the reasoning process and by basing claims in evidence in persuasive contexts. Student learn to communicate with emotion by using language strategies to evoke specific feelings within audience members in persuasive contexts.

### III. Course Assessment:

The Communication SLO will be assessed in the course using the GS Revised Oral Communication Rubric, designed specifically for the assessment of oral communication, and will be used to assess the major speeches identified in the course syllabus. There are three major speeches (one informative speech, two persuasive speeches) in COM 101, so students will be assessed three times over the course of a semester. Some sections, due to time constraints, might not be able to administer all three major speeches in one semester, but, at a minimum, students will be assessed by the instructor using the rubric at least once.

The major speeches are a Departmental Course Requirement established by the Director of Oral Communication Studies, who also constructed the assignment details included for all three major speeches. COM 101 instructors are required to include the Departmental Course Requirement in their individual syllabi and use the same assignment details. As a result, there is little, if any, variation between course sections regarding assessed assignments and assessment methods.

### IV. Course Delivery and Consistency

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All sections of COM 101 are currently delivered as a Lecture Schedule Type using the Lecture Instructional Method. Currently, eight sections of COM 101 are being offered; however, there is one additional Honors section of COM 101.

The Director ensures consistency across all sections of COM 101 by setting Departmental Course Requirements, course SLOs, assignments, and assessment methods. The Director created a Skeleton Syllabus (attached) which all instructors are expected to use to construct their individual course syllabus/syllabi. The assignments attached in the above section are used by all COM 101 instructors. In addition, the Director meets with all COM 101 instructors prior to each semester. If a meeting is not possible (many COM 101 instructors hold adjunct positions), then the Director will communicate important information via email (see the attached “Spring Semester Notes”).

While the Honors COM 101 is administered with some slight modifications to assignments and expectations, students are still assessed in ways commensurate with the Communication SLO and other sections of COM 101.

To ensure accessibility for students with diverse learning styles, instructors of COM 101 are required to include an ADA compliance statement in their individual syllabus/syllabi. Accordingly, all instructors are required to accommodate students that are protected under ADA statutes.

### **V. Course Syllabi and Documents: submitted via LiveText**

Note: All attachments submitted via LiveText