

# Interactive Communication.

## **Definition:**

*Students will gain the confidence, knowledge, and skills for effective oral or other forms of communication in presentations and discussions, across face-to-face and mediated settings.*

## **Criteria for certification.**

**Courses in this category will teach students to reach the following objectives:**

- 1.- Students will learn to become critical listeners.
- 2.- Students will learn to adapt their messages to a wide range of audiences
- 3.- Students will be able to use various strategies of communication in formal and informal settings.
- 4.- Students will be able to present themselves as credible communicators by using sound reasoning and logic, mechanics of communication, language choice, and referencing valid sources.
- 5.- Students will be able to use analog and digital media to enhance their communication skills.

**NOTE:** It is understood that instructors may need more than one assignment to assess all these objectives. If necessary, instructors are encouraged to submit two assignments to ensure all the outcomes can be assessed.

## Proposed Rubric.

	<b>Capstone</b>	<b>Milestone 1</b>	<b>Milestone 2</b>	<b>Benchmark</b>
<b>Listening</b>	Demonstrated engaged listening by being able to summarize the speaker's main points and supporting evidence, provided feedback that demonstrates critical thinking and inquiry	Provided a summary of the speaker's main points but missing substantive reference to supporting evidence and provided feedback that attempted critical thinking and inquiry	Provided a summary of the speaker's main points but made no reference to supporting evidence and feedback did not reflect critical thinking and inquiry	Provided a superficial summary of the speaker's main points but failed to reference any supporting evidence and provided no feedback
<b>Audience</b>	Used appropriate language, media, and communication strategies to reach a specific audience.	Used the appropriate media and language but failed to use the appropriate strategy to reach it.	Used the appropriate media to reach an audience but failed to use the appropriate language and strategies to reach it.	Identifies the needs of a specific audience but did not use the appropriate language strategies and media to reach that audience.
<b>Communication Strategies</b>	Central message is precisely stated, well-organized, and strongly supported.	Central message is clear and consistent with the supporting material.	Central message is basically understandable, but it is not consistent with the supporting materials.	Central message can be deduced but is not explicitly stated in the presentation.

<b>Credibility</b>	Used logical reasoning and a variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	Used both sufficient and necessary supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities). Makes appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/ authority on the topic.	Used either sufficient or necessary supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/ authority on the topic.	- There is no clear argument. Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) are insufficient and only marginally relevant; and minimally support the presentation or establish the presenter's credibility/ authority on the topic.
<b>Tools</b>	Delivery technique enhances the credibility and reach of the message.	Delivery techniques make the message interesting, but do not improve its reach or credibility.	Delivery techniques make the message understandable.	Delivery techniques detract from the understandability of the message.

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