

COMMUNICATION

COMM B4: Persuasive Communication

SLO	Measure	PLO	ILO	GE
1. Apply critical thinking skills when listening to, analyzing and evaluating oral messages.		1	I	A.1.2
		4	III IV	A.1.3
2. Develop, organize and support ideas with personal experience and cited research for informative and persuasive presentations.	Dialogue Video	1	I	A.1.1
		3	II	
		4	III IV	
3. Evaluate contexts, attitudes, values and responses of different audiences.		1	II	A.1.3
		2	III	
		3	IV	
4. Identify and apply different styles of presentation utilizing effective delivery techniques and presentation aids.	Dialogue Video	1	II	A.1.3
		3	III IV	
5. Manage communication apprehension.	Pre-test PRCA24 Post-test PRCA24 Dialogue, Video	1	II	A.1.4
		4	III	
			IV	
6. Apply strategies and theories of persuasion in day-to-day interactions.		1	I	A.1.1
		3	II	A.1.3
		4	III	
			IV	

PLOs

1. Construct, use, and interpret messages across multiple channels to inform, persuade, manage, negotiate, relate, and generally influence each other within and across varying cultural values.
2. Identify and value disparate systems of social norms and values that influence the human communication process.
3. Understand the various theoretical and pragmatic skills that enable them to navigate social interaction within multiple interpersonal, small group, public, and intercultural contexts.
4. Become familiar with both field-specific nomenclature as well as effective oral, listening, and critical thinking skills.

ILOs

- I. Think critically and evaluate sources and information for validity and usefulness.
- II. Communicate effectively in both written and oral forms.
- III. Demonstrate competency in a field of knowledge or with job-related skills.

IV. Engage productively in all levels of society – interpersonal, community, the state and nation, and the world.

GELOs:

- 1. Form and present informative persuasive messages.**
- 2. Demonstrate competence in both active and emphatic listening.**
- 3. Present oral messages to appropriate audiences and adhere to conventions of message delivery.**
- 4. Manage personal communication apprehension and anxiety.**