

EASTERN ARIZONA COLLEGE

Introduction to Human Communication

Course Design
2011-2012

Course Information

Division Communicative Arts
Course Number SPC 100 (SUN# COM 1100)
Title Introduction to Human Communication
Credits 3
Developed by Lee Russell/Revised by Gayle Houser
Lecture/Lab Ratio 3 Lecture/0 Lab

Transfer Status

ASU	NAU	UA
COM 100, Social and Behavioral Sciences (SB)	COM 101	COMM 101

Activity Course No
CIP Code 23.1304
Assessment Mode Pre/Post Test (76 Questions/100 Points)
Semester Taught Fall and Spring
GE Category None
Separate Lab No
Awareness Course No
Intensive Writing Course No

Prerequisites

None

Educational Value

An ability to communicate effectively is central to success in academia. Oral communication affects all academic and vocational disciplines as well as aspects of our private and public life. Knowledge gained in any field of study is of little value if it cannot be accurately and effectively communicated. Understanding the basics of human communication can only help the student better adapt to his or her communication challenges. Humans spend more time communicating orally than they do communicating in written form. This course should serve as part of a foundation in helping the student succeed in his/her major.

Description

A topics-oriented introduction to basic theories, dimensions, and concepts of human communicative interaction and behavior.

Supplies

None

Competencies and Performance Standards

1. Create a model of communication

Learning objectives

What you will learn as you master the competency:

- a. Identify the basic elements of communication
- b. Synthesize the basic elements of communication into model that effectively displays them

Performance Standards

Competence will be demonstrated:

- through class discussion of instructor's communication model
- through creation of own model
- through explanation of model to class

Performance will be satisfactory when:

- learner creates a communication model that logically and clearly displays all the basic elements of communication

2. Understand all elements of verbal and non-verbal communication

Learning objectives

What you will learn as you master the competency:

- a. Recognize the elements of non-verbal and verbal communication
- b. Be alert to learners own communications

Performance Standards

Competence will be demonstrated:

- through in-class discussions.
- through written work
- through quizzes

Performance will be satisfactory when:

- Identify at any instance the elements of verbal and non-verbal communication that are being used

3. Understand how perception impacts communication.

Learning objectives

What you will learn as you master the competency:

- a. Recognize that individual perceptions color, alter, and block messages, sent and received.

Performance Standards

Competence will be demonstrated:

- during in class discussions
- through daily conversations and interactions with others
- in written form

Performance will be satisfactory when:

- learner recognizes that self-perception and perception of others impacts how and what

- he/she communicate and visa/versa.
- learner recognizes that his/her perception of others determines how message(s) sent from other(s) is interpreted and visa/versa.

4. Associate the elements of communication as shown in the model with interpersonal, small group, intercultural, organizational, public, and mass communications

Learning objectives

What you will learn as you master the competency:

- a. Acknowledgement of the elements in all communication experiences.

Performance Standards

Competence will be demonstrated:

- during in class discussions
- on written exams

Performance will be satisfactory when:

- learner recognizes that the basic elements in part or whole exist in all communication events.

5. Understand the different types of communication (i.e. intrapersonal, interpersonal, small group, public, organizational, intercultural, and mass media)

Learning objectives

What you will learn as you master the competency:

- a. Recognize the differences and similarities of the types of communication
- b. Be aware of the communication type when involved in it, and recall how it functions

Performance Standards

Competence will be demonstrated:

- during in class discussions of each of the types of communication
- through written exams
- through out of class assignments written down and discussed in class

Performance will be satisfactory when:

- learner breaks down each of the different types of communication into the major components that help in understanding them.

Types of Instruction

Classroom Presentation

Lectures and discussion

Instructor demonstrations

Videos

In class activities

Grading Information**Grading Rationale**

When instructor has determined through observation, class participation, assignments, and tests that student has earned the scores below.

Grading Scale

A	100% to 90%
B	89% to 80%
C	79% to 70%
D	69% to 60%
F	59% to 0%