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:

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<th>Division</th>
<th>ASU</th>
<th>NAU</th>
<th>UA</th>
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<td>COM 100, Social and Behavioral Sciences (SB)</td>
<td>COM 101</td>
<td>COMM 101</td>
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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 a 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%