SLO Assessments COMM REVISED 8/31/22

SLO Assessment Schedule

Fall 2022 Spring 2023 Fall 2023 Spring 2024 Fall 2024 Spring 2025

COMM 124 COMM 123 COMM 137 COMM 122 COMM 120 COMM 123

COMM 120 PLOS COMM 145 COMM 110 COMM 124 PLOs

Fall 2025 Spring 2026 Fall 2026 Spring 2027 Fall 2027 Spring 2028

COMM 124 COMM 123 COMM 137 COMM 122 COMM 120 COMM 123

COMM 120 PLOS COMM 145 COMM 110 COMM 124 PLOs

Course SLO Assessments

Comm 110

SLO#1 Apply social and political theories of mass communication to print and electronic media contexts based on materials presented in class.

Discussion Board #2 Agenda Setting Theory and Cumulative Effects Theory. Students must pick one and describe example of it in the media. Example must be current. B or better on post to pass the assessment.

Goal: 75%

SLO#2 Investigate, analyze and discuss current practices, problems, issues and trends in mass media and their influence on society.

A grade of B or better on the media hype paper

Goal: 75%

SLO#3 Describe the role of new technologies on media globalization, and discuss the resulting effects on contemporary social and political discourse.

Assignment - 12 hours Without Media.  Students must go without all electronic and mass media for 12 hours straight. Students discuss how the absence of technology affected them personally and socially. Students who receive B or better on the assignment have passed the assessment.

Goal: 75%

COMM 120

SLO#1 Identify, explain and analyze cultural factors which affect the interpersonal communication of humans.

Assessment: Exam Question (or can be given as a separate assessment): Name one aspect of Nonverbal Communication that differs from culture to culture. How would you help to overcome this difference when communicating with someone from a different culture?

Assessment: Exam Question (or can be given as a separate assessment):

Define Communication. Students who get 4 out of 5 points on the question pass the assessment.

SLO#2 Identify and practice good listening skills.

Assessment: Exam Question: What is one tip for good listening? Describe an example of a challenge listeners face (like a distraction, or a type of nonlistening) and how you might use your listening tip to overcome it.

SLO#3 Assess conflict in interpersonal relationships and apply appropriate conflict management skills.

Assessment: Exam Question: What style of conflict do you most commonly use? Name one benefit and one drawback of that style. What is one technique you can use to help manage a conflict?

Students who receive a B or better pass the assessment.

Comm 122

SLO#1 Analyze a communication situation, including audience, occasion, purpose and selection of subject matter.

Assessment: Exam Question (or may be given as a separate assessment) : Describe how you would adapt your Informative Speech from a college classroom audience to the following audiences: a performance at a senior center, a Parents meeting at a public school, a child’s classroom, and a comedy nightclub). Students who receive at least 4 out of 5 points pass the assessment.

SLO#2 Research, write and deliver an effective public speech.

Students who give all graded speeches in class and receive a B or better.

SLO#3 Demonstrate effective critical thinking skills by listening to and critiquing speeches, both in and outside the classroom.

Students completed 3 speeches with a B or better and at least two in class written critiques.

COMM 123

SLO#1 Compose, organize and present speeches to meet a variety of speaking goals such as to educate, to entertain or to inspire.

Assessment: Students who successfully complete all graded speeches with a B or better pass the assessment.

SLO#2 Create speaking plans illustrating advanced patterns of organization according to models of plans discussed in class and/or the textbook.

Assessment: Students successfully complete all speeches with a B or better pass the assessment.

SLO#3 Analyze and adapt speaking style and content in order to be more effective with various types of audiences.

Assessment: Students who receive a score of at least 80% on audience analysis and adaptation question in the Self Analysis Essay pass the assessment.

SLO#4 Analyze and evaluate orally or in writing live or recorded speeches according to standards of effective speeches presented in class.

Successfully complete at least 5 critiques of speeches in class and one outside speech critique.

Goal: 80%

COMM 124

SLO#1 Compare and contrast one’s own culture and communication style with those from other cultures.

Assessment: Successfully complete the immigrant interview paper (a paper that requires students to interview an immigrant with a different cultural background from their own) with a B or better.

SLO#2 Identify one’s own privilege and biases and describe methods for overcoming them.

Assessment: Exam Question (or can be given as a separate assessment): Describe an example of privilege in your own life or a bias that you have become familiar with in your own life. Give two examples of how you might work to overcome that bias, or work to look beyond that privilege and show compassion for those who don’t have it.

Students who receive a B or better, pass the assessment.

SLO#3 Interact respectfully with others who hold divergent perspectives

Assessment: Exam question- list four ways that you have learned to interact with others who hold divergent perspectives. Students who receive a B or better pass the assessment.

SLO#4 Analyze cultural influences on communication.

Assessment: A grade of B or better on the Cultural Analysis Final Presentation.

Comm 137

SLO#1 Organize a group discussion

A student who receives a group grade of 22 out of 25 or higher plus a B or higher on the group presentation has passed the assessment.

SLO#2 Demonstrate successful conflict-management strategies

Exam Question: 1. Name and briefly describe the three types of conflict that takes place in groups. Describe one strategy for managing conflict in groups.

Question is worth 5 points. A student who receives at least 4 out of 5 and has a group grade of 22 or higher has passed the assessment.

SLO#3 Identify and apply the principles of small group discussion (e.g. group roles, decision-making, leadership).

Exam Question: Bales and Cohen in 1979 developed a model for measuring three psychological dimensions for personalities in groups. Name the model and list the dimensions. Please identify which end of the scale you demonstrate in your group (group members can identify their own psychological dimensions on their own paper)

Model Name

Spell out what the model name stands for

DIMENSIONS:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ vs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which describes you?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ vs\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which describes you?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ vs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which describes you?

Question is worth 5 points. A student who receives 4 out of 5 points has passed the assessment.

Comm 145

SLO#1 Identify and classify claims

1. Exam Question: Identify the parts of the following argument as Grounds, Warrant and Claim.

According to “Driving Pitfalls” by Aynsley Foster, an article in the New York Times, November 17, 2011, 5,393 people were killed in the United States last year due to drinking and driving, but 7, 892 people were killed due to texting and driving. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Texting and driving is more dangerous than drinking and driving. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

In addition to creating a mental distraction, texting actually takes the driver’s eyes away from the road.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SLO#2 Apply the basic elements of critical thinking to evaluating an argument in both written and oral communication

Exam Question: Read and analyze the following argument to identify problems with the argument, including the principles of sound reasoning, whether the source is properly identified, and other elements of good argument.

SLO#3 Formulate an original argument and support that argument with evidence.

Students who complete their practice debate and completed the graded debate with a B or better pass the assessment.

**Communication Program Level Outcomes (PLOs)**

AA Degree in Communication and Transfer Degree

1. Research, write and deliver an effective public speech

Related Courses Comm 122, Comm 123

1. Critically analyze, critique, and synthesize arguments and information.

Related Courses: Comm 137, Comm 145

COMM SLO#3 Communicate clearly and effectively in a variety of media and/or contexts.

Related Courses: Comm 110, 120, 122, 123, 124, 137, 145

COMM SLO#4 Apply discipline-specific theories about language and communication to students own practice or work.

Related Courses: Comm 110, 120, 124, 137, 145

COMM SLO#5 Navigate norms related to communicating in diverse environments, including professional, intercultural, and/or specialized settings.

Related Courses: Comm 110, 120, 122, 124, 137, 145