

Oral & Visual* Communication Outcomes (*DRAFT*)

(Elvinet Piard from IUE will serve as the IU spokesperson on Sept. 7th.)

*While creating and encountering meaning through visual media has always been a part of human culture, the changing landscape in technology has made these encounters pervasive and integral to our understanding of communication in the contemporary world. The emergence of new media as a discipline is certainly an example of how seriously the academy views visual communication. Even with this most basic understanding, it is clear that a strong argument can be made that visual communication has become, or should become, a foundational skill and concept that every educated person at the post-secondary level should master.

However, oral and visual communication enables humans to generate and express meaning in widely disparate ways. To try to combine them into a single competency with one set of outcomes is to marginalize one or both competencies. Therefore, it is the opinion of the IU representatives that the two should be split into separate competencies: Oral Communication and Visual Literacy.

With this in mind, what will be found below are a set of outcomes that will address **the Oral Communication Competency**. The representatives for IU recommend that a separate panel be convened to address **Visual Literacy Competency**.

Oral Communication Competency

Learning Outcomes**

Message Organization & Content Development

1. Develop and present a cohesive message that communicates a central idea, argument or claim.
2. Demonstrate ability to effectively organize information with a clear purpose and compelling contents.
3. Demonstrate ability to recognize and analyze audience characteristics in preparing the message.
4. Demonstrate ability to adapt oral messages to the audience and communicative context.

Message Support

1. Recognize topics and use sound reasoning to support messages.
2. Identify facts, issues, and problems relevant to the topic.
3. Provide relevant and adequate evidence to support a central idea, argument or claim.

Language

1. Use language appropriate to the audience and that is dynamic and memorable.
2. Use word choice in order to express ideas clearly, to create and maintain interest, and to enhance the speaker's credibility.

Delivery

1. Demonstrate nonverbal behaviors that support and enhance the message.
2. Demonstrate nonverbal behaviors that indicate confidence and competence.
3. Identify and use the most appropriate and effective format, and new or traditional media for the message

Listening

1. Demonstrate ability to recognize and recall main ideas in oral communications.
2. Demonstrate ability to recognize and recall supporting details in oral communications.
3. Demonstrate ability to identify relationships among ideas presented orally.
4. Demonstrate ability to distinguish between facts and opinion and to detect bias in oral communications.
5. Demonstrate ability to recognize, interpret and respond appropriately to nonverbal feedback.
6. Demonstrate comprehension of a speaker's message by effectively formulating and articulating questions relevant to the message.
7. Demonstrate effective paraphrasing of a speaker's message to demonstrate comprehension.

**Outcomes were compiled from the LEAP "Oral Communication VALUE Rubric" from AAC & U and the "Speaking and Listening Competencies for College Students" from the National Communication Association."
