

# Speech and Communications (COMM 2025)

## Elements of Communication ELE

- a** Describe the communication needs of humans. ELE 1A

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- b** Compare different models of communication. ELE 1B

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- c** Identify characteristics of communication competence. ELE 1C

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- d** Explain the relationship between technology and communication. ELE 1D

## Active Listening ACT

- a** Describe listening and the importance of listening. ACT 2A

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- b** Differentiate hearing and listening. ACT 2B

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- c** Analyze the four different types of listening styles and identify practical strategies for each. ACT 2C

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- d** Recognize barriers to listening. ACT 2D

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- e** Use and explain the stages in the listening process. ACT 2E

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- f** Analyze personal listening practices. ACT 2F

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- g** Design a strategy to improve listening behaviors. ACT 2G

## Verbal and Nonverbal Communication VER

- a** Describe the principles of verbal communication. VER 3A

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- b** Demonstrate how to use verbal messages effectively. VER 3B

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- c** Explain how communication can be impacted by the type of language used. VER 3C

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- d** Describe the functions served by nonverbal communication. VER 3D

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- e** Identify the different types of nonverbal communication. VER 3E

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- f** Describe how to effectively send, receive, and interpret nonverbal communication. VER 3F

## Interpersonal Communication INTP

- a** Understand and apply the skills needed to develop and maintain healthy interpersonal relationships. INT 4A

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- b Describe conflict styles and strategies and differentiate between appropriate and inappropriate conflict styles and strategies depending on context. INT 4B**

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  - c Describe the impact of self on communication and the impact of communication on self. INT 4C**

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  - d Explain how self-perception affects the perception of others and interpersonal relationships. INT 4D**

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  - e Apply the interpersonal relationship model to all relationships. INT 4E**
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**Intercultural  
Communication** INT C

- a Define culture and interpersonal culture. INT 5A**

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  - b Explain and define the concepts of cultural contact and ways in which one communicates effectively, connects, and identifies with other cultures. INT 5B**

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  - c Examine the role of mass media, social media, and popular culture as it impacts cultural identities and awareness. INT 5C**

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  - d Analyze and evaluate the impact of negative and positive perceptions in society, as it relates to cultural competence and cultural awareness. INT 5D**

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  - e Analyze and explain how persuasion is impacted by cultural values, beliefs, behaviors, and attitudes. INT 5E**

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  - f Identify and analyze how culture and co-cultures impact communication effectiveness and communication competence. INT 5F**

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  - g Study and examine the significance and benefits of ethics and ethical behavior as it relates to intercultural communication. INT 5G**
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**Group  
Communication** GRO

- a Identify the basic principles of group communication, including characteristics, functions, and types. GRO 6A**

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  - b Explain the aids and barriers to small group communication for decision-making and problem solving. GRO 6B**

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  - c Identify and use different conflict management styles GRO 6C**

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  - d Identify and use different leadership styles and member roles. GRO 6D**

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  - e Engage in productive self and team evaluations. GRO 6E**
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**Public Speaking** PUB

- a Develop the ability to stand before and audience and express ideas clearly, effectively, and with a mastery over fear. PUB 7A**

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- b Organize, outline, and deliver public speeches with effectiveness. PUB 7B**

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- c Utilize various persuasion techniques in verbal communication. PUB 7C**

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- d** Learn the four methods of delivery: impromptu, extemporaneous, speaking from a manuscript and speaking from memory. PUB 7D
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- e** Analyze and understand the importance of the audience as they consider speech topics and delivery techniques. PUB 7E
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- f** Define the three rhetorical appeals to the audience. PUB 7F
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- g** Learn and use research tools to compose a speech and to avoid plagiarism. PUB 7G
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- h** Learn to cite appropriate documentation with the written text and during the speech delivery. PUB 7H
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- i** Use visual aids to enhance speech delivery. PUB 7I