

## **Assessing Oral Communication: Measuring Cognitive, Behavioral & Affective Competencies**

### **Goal**

We hope that workshop attendees will gain a greater understanding of what oral communication is and how it can be assessed with a computer-based instrument.

### **Instructions**

In order for attendees to engage in a dialogue with other attendees about oral communication, we want you to follow these steps:

- 1) Develop a scenario that illustrates the competency shown below the horizontal line.
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Communication theory and the communication process (**FOUNDATION**)

- A. *Distinguish between linear, interactional and transactional communication*
- B. *Recognize the concepts of noise, channel, encoder, decoder, context*
- C. *Recognize types of communication (intrapersonal, interpersonal, etc.)*

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The role of personal perception & culture in communication (**DECODE**)

- A. *Recognize the role of selection, stereotypes, scripts, attribution*
- B. *Recognize the role of culture and fields of experience*
- C. *Recognize the role of self identity*
  1. Construction of self
  2. Reflected appraisal

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The role of communication in critical thinking and decision making (**DECODE**)

- A. *Distinguish between fact and opinion*
- B. *Distinguish between emotional and logical appeals*
- C. *Detect bias and prejudice*
- D. *Distinguish between fact and inference*
- E. *Recognize logical fallacies*
  1. False dichotomy
- F. *Decision making*
  1. Reflective thinking
  2. Groupthink
  3. The role of groups in decision making

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#### Effective listening skills (**DECODE**)

- A. *Recall*
  1. Main points
  2. Supporting details
  3. General & specific purposes
- B. *Recognize listening barriers*
  1. Detect bias and prejudice
  2. Processing speed
  3. Information overload
- C. *Recognize listening skills*
  1. Active listening
  2. Empathy
  3. Openmindedness
- D. *Practice effective listening*
  1. Recall
  2. Overcome barriers

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#### Effective elements of verbal communication (**FOUNDATION**)

- A. *Recognize the nature of symbols*
  1. Abstract, arbitrary, ambiguous
- B. *Understand language rules*
  1. Semantics
  2. Syntax
    - a) Simile & metaphor
    - b) Parallel structure
  3. Context & culture
- C. *Recognize Sapir-Whorf*
  1. Linguistic relativism
  2. Linguistic determinism

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#### Effective elements of nonverbal communication (**FOUNDATION**)

- A. *Identify areas of study of nonverbal communication*
  1. Proxemics, haptics, chronemics, paralanguage, oculesics, kinesics, and artifactual
- B. *Response to nonverbal signals*
  1. Believability
  2. Expressiveness
  3. Credibility
- C. *Multi-channeled*
  1. Arbitrary, ambiguous, abstract
  2. Digital versus analog

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The role of audience/situational analysis and adaptation (**ENCODE**)

- A. *Demographics*
- B. *Attitudes, beliefs, values, behaviors*
- C. *Persuasive appeals*
- D. *Context*
- E. *Purpose of audience analysis*
- F. *Culture*
- G. *Occasion*

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The role of communication confidence (**ENCODE**)

- A. *Willingness to communicate*
- B. *Assertiveness*
- C. *Apprehension*
- D. *Aggression/coercion*

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Effective development and organization of messages (**ENCODE**)

- A. *Patterns of organization*
- B. *Means of support*
- C. *Distinguish between fact, value and policy*
- D. *Recognize systematic problem-solving*
- E. *General speech structure: introduction, body, conclusion, transitions*

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Construction of multiple message types (**ENCODE**)

A. *Informative: define, teach, explain, demonstrate*

B. *Persuasive: reinforce, maintain, change,*

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Effective use of appropriate visual aids (**ENCODE**)

- A. *Effective use of presentational software*
- B. *Effective use of visual aids*

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The role of communication ethics (**FOUNDATION**)

- A. *Persuasion vs. coercion*
- B. *Plagiarism*
- C. *Propaganda*

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The importance of information literacy (**FOUNDATION**)

- A. *Location*
- B. *Evaluation*
- C. *Citation*
- D. *Purpose*

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Effective use of delivery techniques (**ENCODE**)