

SCHOOL OF COMMUNICATION STUDIES
CORE UNDERGRADUATE COMPETENCIES

This list of competencies corresponds with the core courses in our undergraduate curriculum. The list has several purposes. One is to provide students with a guide for discussing their development with COMS advisors. Graduates of our School of Communication Studies should have reached a level of independence in most, if not all, of these competencies. In addition, students who enroll in COMS 496 internships are required to evaluate their internship experience in terms of these competencies. Students should consult their advisor for details on how to demonstrate their mastery of the competencies in relation to the internship experience. The list also guides faculty as they plan and evaluate student work.

	General Communication Skills	not yet	with guidance	independently
1	I can analyze and define the nature of particular communication problems.			
2	I can assert my own views during group discussions, even if they are different from others' views.			
3	I seek to understand other communicators before evaluating or responding to their messages.			
4	I understand and value differences in communication styles.			
5	I recognize how culturally different value and belief systems lead to dissimilar interpretations during encounters.			
6	I understand my responsibility to communicate honestly, accurately, and reasonably.			
7	I can use situationally appropriate styles and strategies to manage conflict.			
8	I understand how communication functions to establish, develop, and maintain community.			
9	I understand theoretical approaches and knowledge associated with communication as a field of inquiry.			

	Critical Thinking	not yet	with guidance	independently
10	I can distinguish between a claim and evidence.			
11	I can differentiate between attitudes and opinions.			
12	I can disassociate an argument from its advocate.			
13	I can distinguish between causes and effects.			

	Critical Thinking, cont.	not yet	with guidance	independently
14	I can distinguish probability from certainty.			
15	I can empathize with the positions of other people.			
16	I can identify interests that motivate people's positions.			
17	I can apply theory and concepts to everyday situations.			
18	I can engage in independent problem-solving and decision-making.			

	Information Skills	not yet	with guidance	independently
19	I understand appropriate, ethical uses of technology in research.			
20	I can locate suitable information in books.			
21	I can locate suitable information in academic journals.			
22	I can identify credible and suitable electronic information.			
23	I can identify appropriate statistics to support a message.			
24	I can use information from various sources to support a position.			
25	I can use information from various sources to reach a conclusion.			
26	I can use technology to prepare and present my ideas.			

	Oral Communication	not yet	with guidance	independently
27	I can articulate ideas easily.			
28	I can hold others' attention when I speak.			
29	I can listen to others and appropriately to what they say.			
30	I understand how nonverbal codes can shape interactions.			
31	I can analyze and evaluate ideas, evidence, or arguments presented orally.			
32	I can construct and deliver oral arguments.			
33	I can participate in group problem-solving and decision-making.			

	Oral Communication, cont.	not yet	with guidance	independently
34	I can provide descriptive and empathic feedback.			
35	I can persuade others to see my point of view.			
36	I can persuade others to take action.			
37	I can adapt my style of speaking to my listeners.			
38	I can adapt my message to the situation.			
39	I can use information to demonstrate my credibility and competence.			
40	I can incorporate information from a variety of sources to support a message.			
41	I can organize ideas appropriately for a formal presentation of 5-10 minutes.			

	Written Communication	not yet	with guidance	independently
42	I can capture and maintain the interest of an audience in writing.			
43	I can write what I'm thinking to my satisfaction.			
44	I can write clear sentences.			
45	I can persuade others with my writing.			
46	I can write formally as well as informally.			
47	I can write without errors in spelling, grammar, and punctuation.			
48	I can analyze and evaluate written ideas, evidence, or arguments.			
49	I can articulate a thesis or claim.			
50	I can use information to demonstrate my credibility and competence.			
51	I can use appropriate statistics to support a message.			
52	I can construct sound written arguments.			
53	I can persuade others with my writing.			
54	I can incorporate information from a variety of sources to support a message.			
55	I can adapt a message to suit the needs of an audience or situation.			
56	I can organize a 5-10 page report or other formal document so that readers may follow it easily.			
57	I can correctly document my use of oral, print, and electronic source materials using APA or MLA style.			