

Writing Outcomes

Nicholson School of Communication

Critical Thinking and Domain Knowledge

- Critical Thinking
 - Apply theory-based communication strategies in practical situations
 - Demonstrate critical thinking in the formulation of context-specific messages
- Constructed Domain Knowledge
 - Demonstrate understanding of constructs, terminology, and historical influences applicable to communication in various contexts.
 - Demonstrate understanding of theories, models and principles that apply to communication in various contexts.

Rhetoric and Conventions

- Rhetorical Contexts
 - Apply communication theory to various contexts
 - Recognize communication behaviors necessary to effectively communicate in a diverse society
- Disciplinary conventions
 - Demonstrate competence with use of APA format
 - Use data driven evidence as the basis for rhetorical claims

search Methods

Research Methods & Evidence

Demonstrate understanding of the processes by which social-scientific knowledge about human communication is generated.

- Survey
- Experimental
- Content Analysis
- In-depth Interviews and Focus Groups
- Observation and Ethnography
- Discourse analysis