

2021-2022 Final Exam Study Guide

Learning Outcome 1

Explain the fundamental processes that significantly influence communication.

1. Explain the differences between the three models of communication.
2. Define the basic communication elements contained in the communication models.
3. Explain the variety of purposes that communication serves.
4. Define communication competence (appropriateness, listening attentively, consider the audience, be clear, consider ethics).
5. Explain the perceptual process.
6. Identify a perceptual schema.
7. Describe some of the influences on perception.
8. Explain how our perceptions of others can influence our communication with them.
9. Define what culture is.
10. Explain how culture influences communication.
11. Define ethnocentrism and describe how to combat it.

Learning Outcome 2

Construct messages consistent with the communication purposes, audiences, contexts, and ethics.

12. Describe the elements common to all languages (structure, productivity, displacement, and self-reflexivity).
13. Explain the abstracting process.
14. Explain how connotative meaning differs from denotative meaning.
15. Explain how the use of slang, jargon, and euphemisms influence the understanding of a communication message.
16. Explain the components of conducting an audience analysis.
17. Define the general purpose, specific purpose, and thesis in public speaking.
18. Identify the components of a competent presentation body.
19. Identify the organizational pattern used in speeches.
20. What are the critical elements of a competent speech introduction?
21. Identify the critical elements of a competent speech conclusion.
22. Distinguish informative speaking from persuasive speaking.
23. Define persuasion.
24. Construct an ethical message according to the purpose, audience, and context.
25. Deliver an effective presentation appropriate for a communication context, audience, and purpose.
26. Identify the primary dimensions of credibility.
27. Identify the three Aristotelian modes of proof used in persuasive speeches.

Learning Outcome 3

Listen to messages in manners appropriate for the communication purposes, audiences, contexts, and ethics.

28. Explain how nonverbal channels of communication differ from verbal channels.
29. Explain how nonverbal communication functions in relationship with verbal communication.
30. Explain the major types of nonverbal communication.

31. Define listening by its basic elements.
32. Define the three types of listening.
33. Explain the problems that can interfere with competent informational listening.
34. Explain the problems that can interfere with competent critical listening.
35. Describe the listening response styles associated with empathic listening and non-empathic listening.

Learning Outcome 4

Utilize digital literacy skills expected of ethical communicators.

36. When choosing a topic for a speech, describe what should be considered.
37. Describe the criteria for evaluating supporting material (currency, reliability, authority, purpose, and point of view).
38. Describe the characteristics of an appropriate or effective oral citation.
39. Explain the guidelines for the competent usage of visual aids.