

NM HED Area I: Communications Competencies
UNM Core Area 1: Writing and Speaking

Core Competency <i>Students will:</i>	Rationale <i>Students should:</i>	Assessment Suggestions
1. Analyze and evaluate oral and written communication in terms of situation, audience, purpose, aesthetics, and diverse points of view.	<ul style="list-style-type: none"> Understand, appreciate, and critically evaluate a variety of written and spoken messages in order to make informed decisions 	<ul style="list-style-type: none"> rubric-based (e.g., holistic, criteria-based, skills assessments) evaluation of student written and oral discourse portfolio (e.g., paper, digital, recorded performance) evaluations journals self-review peer review pre/post tests capstone projects skills tests exit exams core competency panel assessments
2. Express a primary purpose in a compelling statement and order supporting points logically and convincingly.	<ul style="list-style-type: none"> Organize their thinking to express their viewpoints clearly, concisely, and effectively 	
3. Use effective rhetorical strategies to persuade, inform, and engage.	<ul style="list-style-type: none"> Select and use the best means to deliver a particular message to a particular audience. Rhetorical strategies include but are not limited to modes (such as narration, description, and persuasion), genres (essays, web pages, reports, proposals), media and technology (PowerPoint™, electronic writing), and graphics (charts, diagrams, formats). 	
4. Employ writing and/or speaking processes such as planning, collaborating, organizing, composing, revising, and editing to create presentations using correct diction, syntax, grammar, and mechanics.	<ul style="list-style-type: none"> Use standard processes for generating documents or oral presentations independently and in groups. 	
5. Integrate research correctly and ethically from credible sources to support the primary purpose of a communication.	<ul style="list-style-type: none"> Gather legitimate information to support their ideas without plagiarizing, misinforming, or distorting. 	
6. Engage in reasoned civic discourse while recognizing the distinctions among opinions, facts, and inferences.	<ul style="list-style-type: none"> Negotiate civilly with others to accomplish their goals and to function as responsible citizens. 	