

CST 110: COMMUNICATING EFFECTIVELY
COMMON COURSE SYLLABUS—SPRING 2014

CST 110 introduces you to major topic areas in communication, encouraging you to become a more competent and culturally sensitive communicator. You will develop speaking, listening and relationship skills in the context areas of interpersonal, group/team and public communication. This course will help you become a more effective and ethical communicator in a highly diverse society.

COMMON COURSE OBJECTIVES

CST 110 is an integral and challenging part of the UWL schedule of core courses. Core courses, required for all University of Wisconsin-La Crosse students, involve skills and knowledge that UW-L university faculty and staff have determined to be essential for every student's academic and professional success. The following student learning outcomes **are part of each CST 110 section**:

- You will be able to identify and distinguish the purposes of oral discourse and the different contexts in which each becomes appropriate.
- You will acquire and develop techniques for creating effective messages to inform, influence, and build relationships with others.
- You will demonstrate competency in information literacy by evaluating and using credible and appropriate sources for public presentations.
- You will be able to transmit effective messages using delivery skills suitable to the topic, purpose, and the audience.
- You will demonstrate competency in effective communication with diverse others.
- You will demonstrate competency in analysis and practice of ethical communication.
- You will demonstrate competency across various communication contexts.

COMMON COURSE ASSIGNMENTS

The assignments for CST 110 relate to areas of culture, interpersonal communication, teams, and public communication, building on the skills acquired in the course. There may be some instructor variation in formal and informal writing assignments, but the amount of work across sections is equitable for any student enrolled in CST 110.

The following assignments are required in all sections of CST 110. The list does not include additional assignments that may be part of your specific CST 110 section.

- You will have a minimum of three graded oral presentations that require research and citation of relevant, credible sources.
- Your presentations will follow standard guidelines for each of the following speaking types: informative, persuasive, and orally presenting as part of a shared group assignment. Standard guidelines include formal presentation styles standing in front of an audience; instructors will vary with use of podiums and amount of speaking notes allowed.
- You will write *preparation* outlines and *speaking* outlines or limited notes for preparing and delivering the informative and persuasive speeches. Your written work for the group project will also include preparation and cited research, but the nature of the group written work may vary across sections.
- Your small group assignment will demonstrate shared research and problem-solving, cumulating in a cohesive oral presentation.
- You will have at least two exams or quizzes that cover the course content and textbook material, assessing your specific knowledge of communication principles, theories, and practice in the contexts of interpersonal and group communication.
- You will participate in a Murphy Library Information Literacy unit required of all CST 110 students. The shared content and objectives for this was developed specifically for CST 110 by the department and the library staff.

ADDITIONAL COMMON ELEMENTS

- While the content/topic requirements for each oral presentation may vary, all will require library research and the use of credible supporting material. You will be required to use multiple sources from a variety of credible materials for each speech. Your ability to find, evaluate and use these sources will be informed by the library literacy curriculum.
- The preparation outlines for the oral presentations are intended to demonstrate your writing and should include full-sentence formatting (called a *sentence outline* in Chapter 13 of your textbook).
- You will use APA (American Psychological Association) format to reference supporting materials. An APA reference page will accompany each of your preparation outlines. Your instructor and the library literacy curriculum will provide information on this style.
- Instructors are required to digitally record at least one of your formal oral presentations. The CST 110 department has been provided with classroom equipment that facilitates this important process.
- Your instructor will be required to participate in assessment practices as part of UW-L's ongoing General Education assessment. You will be informed about the nature of this assessment during the semester.
- CST 110 students are encouraged to participate in research that is part of our departmental undergraduate research program. You will be informed about research opportunities later in the semester.

ADDITIONAL NOTES ABOUT CST 110 AS A COMMON EXPERIENCE

- Your instructor will determine specific expectations and grading criteria for each of the common assignments. However, your experience will comply with the above objectives and assignments to achieve consistent learning outcomes in the course for all students.
- The Public Speaking Center is available to students in CST 110. The Center provides quality peer-to-peer consulting for all UW-L students seeking assistance on oral presentations and public speaking assignments. Peer consultants aid students with topic selection, outlines, content development, delivery, audio-visual aids, managing speaking anxiety, and increasing confidence. For more information, hours, and booking appointments visit: <http://www2.uwlax.edu/Public-Speaking-Center/>

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