

Communications 9 – 12 lfs

Essential Questions	Concept	Competencies
What makes communication effective?	Interpersonal skills	Identify and apply principles of group dynamics to interact effectively with others. Discuss corporate culture and its impact on an organization.
	Formal and Informal Communications	Evaluate the advantages and disadvantages of a communication channel for an information purpose. Support the choice of an effective means of communication based upon target audience.
	Culture and Diversity	Analyze the content of a communication for cultural sensitivity. Compare and contrast written communications containing cultural sensitive material that will be transmitted to individuals from various cultural, ethnic, and racial backgrounds and their impact on audience.
What decisions does a writer or a speaker make when considering topic, purpose, and audience?	Interpersonal skills	Discuss the various types of communication channels available and their impact on interpersonal relationships.
	Workplace communications	Evaluate messages and select the appropriate channel for responding. Explain the positive and negative effects of using email and other digital technology in the business environment.
	Culture and diversity	Compare and contrast regional and cultural differences in spoken communication and explain their impact on communication.
What are the available communication tools to complete a task?	Formal and informal communications	Compare and contrast the different forms of formal and informal communications. Evaluate various forms of formal and informal communications.

		Evaluate the role of social media in business communications. Apply rules of professional etiquette in formal and informal communications.
	Technical reading and writing	Interpret and analyze a technical report. Prepare a technical report using appropriate software.
	Presentation skills	Deliver both planned and unplanned speeches effectively. Demonstrate professional techniques when making formal or informal presentations. Apply technology appropriately to enhance a presentation. Compose, deliver, and publish electronic presentations. Use asynchronous and synchronous collaboration tools including discussion boards and blogs.
e	Verbal communications	Demonstrate appropriate communication skills in a variety of situations.
	Nonverbal communications	Model appropriate nonverbal communications in personal and professional situations. Analyze and critique the effect of nonverbal communication (facial expression, gestures, paralinguistics, body language, eye contact, proxemics, haptics, and appearance) and the impact on the receiver.
	Workplace communication	Analyze the hierarchy of communication in the workplace and discuss its impact.
	Culture & diversity	Explore the corporate cultures of diverse organizations and discuss what role “culture” plays in the organization’s identity.
	Electronic communications	Determine the criteria necessary to create

		<p>effective electronic messages. Evaluate messages and select the appropriate technology for their transmission. Compose and evaluate formal and informal correspondence that will be sent electronically.</p>
What is the relationship between communication and professionalism?	Formal and informal communications	Interact effectively with people from various backgrounds by using appropriate language and grammar skills in informal and formal communications.
	Workplace communications	<p>Demonstrate professional appropriate behaviors and etiquette when interacting with others in the classroom and workplace. Analyze and discuss the outcome when inappropriate communication strategies are used in the business environment.</p>
	Soft skills	<p>Model appropriate manners and etiquette in both classroom and business settings. Analyze the value of interpersonal relationships in the workplace environment.</p>
	Culture & diversity	Demonstrate an understanding of and respect for customs and cultures of different individuals and countries.
	Interpersonal skills	<p>Display a positive attitude in the classroom and workplace. Explain the value of interpersonal communications in building relationships. Apply team skills in classroom, personal, and business situations. Discuss the relationship between nonverbal cues and posturing.</p>