

Nicholson School of Communication

Interpersonal Communication/Organizational Communication

Program Goals

The program in Interpersonal Communication/Organizational Communication seeks to effectively prepare students knowledge, skills, and abilities for effective communication in a wide variety of human relation settings including: various careers, professional and social organizations, work, family and personal relationships. These include the capabilities for working effectively with others in relationships, groups or teams, and organizations; how to assess and analyze communication; how to communicate effectively in different settings and contexts; and insight and understanding of communication in a wide variety of contexts including different cultures and cultural diversity (e.g. intercultural and international), business, families, cross-gender, relationships, and society.

The program seeks to provide students an opportunity to learn the concepts, theories, research findings, and models for various aspects of human communication including verbal and non-verbal; language and message systems; communication rules, norms, and expectations; communication relationships; communication processes; and communication ethics.

The program in Interpersonal Communication/Organizational Communication seeks to provide a nationally recognized elite quality educational program. A number of indicators of national quality should be demonstrated. As part of that goal, the students in the program should demonstrate a high level of satisfaction with their major academic program (with averages above both the college and university norms) (e.g. as shown by the graduating senior survey conducted by UCF including satisfaction with advising, labs and experience in the major.)

Program Learning Objectives

Discipline Specific Knowledge, Skills, Behavior and Values

1. Students will demonstrate mastery of discipline specific knowledge associated with key aspects of communication in human relations.
2. Students will demonstrate understanding of methodology, terminology, and limitations of contemporary communication research.
3. Students will demonstrate their recognition of sensitivity and diversity factors in small group and organizational communication skills.
4. Students will demonstrate acquired knowledge of interpersonal communication, group projects, and presentation skills.
5. Students will demonstrate knowledge of attitude formation and information processing.

Critical Thinking

6. Students will demonstrate knowledge and understanding of traditional approaches, contemporary approaches, and the assimilation processes of organizational communication.
7. Students will demonstrate competence in the evaluation of organizational communication concepts and theory.

Communication

8. Students will demonstrate knowledge and understanding of nonverbal competence, verbal

competence, and relational competence in interpersonal communication.

9. Student's will demonstrate professional competence in the practice of vocationally relevant oral and written communication skills.
10. Students will demonstrate knowledge of nonverbal communication.
11. Students will demonstrate the acquisition of internet-based communication skills.

Professional Values and Competencies:

- Understand communication processes, forms, and functions; particularly the exchange of symbols, meaning, interpretation, conflict management, relationship maintenance, in a wide variety of contexts;
- demonstrate an understanding of the role, challenges, and opportunities for communication to the cultural diversity of people in a multicultural society;
- understand concepts and apply theories of communication;
- demonstrate an understanding of communication ethics;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communication field;
- speak and write appropriately in forms and styles appropriate for audiences and purposes they seek;
- critically evaluate their own communication style, methods, and behavior (and that of others) for appropriateness, implications, assumptions, and possible meanings;
- apply basic numerical and statistical concepts;
- appropriately utilize new and emerging communication tools and technologies appropriate for the communication.