



This course supports the assessments for Elements of Effective Communication. The course covers 3 competencies and represents 3 competency units.

Introduction

Course Overview

This course introduces learners to elements of communication that are valued in college and beyond. Materials are based on five principles:

1. being aware of your communication with yourself and others,
2. using and interpreting verbal messages effectively,
3. using and interpreting nonverbal messages effectively,
4. listening and responding thoughtfully to others, and
5. adapting messages to others appropriately.

These five principles help you understand the many dynamics in place when we communicate verbally with others and the silent messages that we also send and receive. The course contains supporting media, articles, and excerpts to support a focus on developing verbal and non-verbal interpersonal communication within business, personal, and social settings.

Watch the following video for an introduction to this course:

Note: To download this video, right-click the following link and choose "Save as...": [download video](#).

Competencies

This course provides guidance to help you demonstrate the following 3 competencies:

- **Competency 128.1.1: Foundations of Communication**
The graduate applies foundational elements of effective communication.
- **Competency 128.1.2: Communication in Context**
The graduate applies appropriate communication strategies in interpersonal and group contexts.
- **Competency 128.1.3: Public Presentation**
The graduate demonstrates effective presentational communication strategies in a given context.

Explore Cohort and Live Sessions

Cohort Offerings

YJT Performance Assessment: Asynchronous Cohort

This cohort will cover the requirements for the performance assessment's (PA) Task 1 speech



outline and Task 2 video recording in an asynchronous format. In other words, this cohort will allow you access to helpful documents and videos instantly, in order to complete the PA at your pace, anytime, anywhere.

*Note: *There is no webinar for this cohort, as it is asynchronous. You will have access to the entire cohort materials as soon as you sign up!*

Sign up for this cohort via the "Explore Cohort Offerings" tab.

Learning Materials

The information in this section will help you succeed in this course.

Learning Resources

The information in this section will help you navigate your learning resources and successfully complete the course.

Communication Textbook

Communication: Principles for a lifetime is available to you as an e-text within this course. You will be directly linked to the specific readings required within the activities.

Please note that not all secondary content resources listed in this publication are available to WGU students and faculty. All content essential for success in the assessment is included.

Pearson CourseConnect

Throughout the course, you will engage with CourseConnect's *Introduction to Communication*. This learning resource includes interactive presentation material, self-checks, and analysis. You will be directly linked to the specific modules required within the activities that follow.

Additional Preparations

Whiteboards

Whiteboards may be used to assist you as you complete the assessment for this course. Paper, or other note taking resources, may not be used during the assessment. For math assessments only, scratch paper can be used only when taking the assessment at an on-site testing center. Please view the following video for more information on how to use a whiteboard:

Note: To download this video, right-click the following link and choose "Save as...": [download video](#).

Pacing Guide

The pacing guide suggests a weekly structure to pace your completion of learning activities. It is provided as a suggestion and does not represent a mandatory schedule. Follow the pacing guide carefully to complete the course in the suggested timeframe.

Week 1



- Public Presentation

Weeks 2 and 3

- Complete Task 1
- Complete Task 2

Week 4

- Foundations of Communication

Week 5

- Communication in Context

Week 6

- Objective assessment

Note: This pacing guide does not replace the course. Please continue to refer to the course for a comprehensive list of the resources and activities.

Course Work

Complete the activities in this section to gain competence.

Presentations

Work through the materials provided thoroughly and in order. The knowledge builds on itself, scaffolding you to competence.

Topic 1 Presentations

- Watch the TED Talk Video: Andy Billings, "[We Need to Integrate Public Speaking into Education](#)" (7:50). Complete the [study guide](#) for Andrew Billings' TED Talk Video.
- Read [chapter 11](#). Complete the study questions ([set 1](#)) for this section.
- Read [chapter 12](#). Complete the study questions ([set 2](#)) for this section.
- Read [chapter 13](#). Complete the study questions ([set 3](#)) for this section.
- Read [chapter 14](#). Complete the study questions ([set 4](#)) for this section.
- Read [chapter 15](#). Complete the study questions ([set 5](#)) for this section.
- Watch "[Chris Anderson: TED's secret to great public speaking May 2016](#)". Complete the [study guide](#) for Chris Anderson's TED Talk Video.
- Watch "[Building Speaker Credibility](#)".
- Watch "[Developing Effective Presentations](#)".

Topic 2 Interviews

- Read [appendix A](#). Complete the [study questions](#) for this section.
- Take the [practice quiz](#) for chapters 11-15 and Appendix A.

Foundations of Communication



Complete the activities in this section to gain competence. Work through the materials provided thoroughly and in order. The knowledge builds on itself, scaffolding you to competence.

Topic 1 Introduction to Communication Concepts

- Watch the TED Talk Video: John Parrish-Sproul, "[Communication Complex: Making Better Lives, Relationships, and communities](#)". Complete the [study guide](#) for John Parrish-Sproul's TED Talk Video.
- Read [chapter 1](#). Complete the [study questions](#) for this section.
- Watch "[Communications Models](#)".
- Complete [Models of Communication](#).

Topic 2 Critical Thinking

- Watch the TED Talk Video: Belinda Stillion Southard, "[Change the Language, Change the Beliefs](#)". Complete the [study guide](#) for Belinda Stillion Southard's TED Talk Video.
- Complete [lesson 2](#). Complete "Check Your Understanding" activities in lesson 2. Complete the [study questions](#) for this section.
- Complete [Critically Coffee](#).

Topic 3 Perception and the Communication Process

- Read [chapter 2](#).
- Complete [lesson 3](#). Complete "Check Your Understanding" activities in lesson 3.
- Complete [lesson 8](#). Complete "Check Your Understanding" activities in lesson 8.
- Watch "[How Perception Influences Communication](#)".
- Complete the [study questions](#) for this section.

Topic 4 Verbal Elements of Communication

- Read [chapter 3](#).
- Complete [lesson 5](#). Complete "Check Your Understanding" activities in lesson 5.

Topic 5 Nonverbal Elements of Communication

- Read [chapter 4](#).
- Complete [lesson 6](#). Complete "Check Your Understanding" activities in lesson 6.
- Complete the [study questions](#) for this section.
- Take the [practice quiz](#) for Chapters 1-5 and Critical Thinking.

Communication in Context

Complete the activities in this section to gain competence.

Topic 1 Listening and Responding

- Read [chapter 5](#).
- Complete [lesson 7](#). Complete "Check Your Understanding" activities in lesson 7.
- Watch "[Listen and Respond](#)".
- Complete the [study questions](#) for this section.

Topic 2 Intercultural Communication

- Read [chapter 6](#).



- Complete [lesson 11](#). Complete "Check Your Understanding" activities in lesson 11.
- Watch "[Adapting to Others](#)".

Topic 3 Interpersonal Communication

- Read [chapter 7](#).
- Complete [lesson 9](#). Complete "Check Your Understanding" activities in lesson 9.
- Watch "[Interpersonal Communication](#)".
- Complete the [study questions](#) for this section.

Topic 4 Relationship Dynamics

- Read [chapter 8](#).
- Complete [lesson 4](#). Complete "Check Your Understanding" activities in lesson 4.
- Complete [lesson 10](#). Complete "Check Your Understanding" activities in lesson 10.
- Complete the [study questions](#) for this section.

Group Communication

- Read [chapter 9](#). Complete the study questions ([set 1](#)) for this section.
- Read [chapter 10](#). Complete the study questions ([set 2](#)) for this section
- Complete [lesson 12](#). Complete "Check Your Understanding" activities in lesson 12.
- Watch "[Group Communication](#)".
- Take the [practice quiz](#) for Chapters 6-10.

Assessment Prep

Review the information below before taking your assessment.

Objective Assessment

C132 includes a pre-assessment and an objective assessment . You should also complete your performance assessment if you have not already done so.

Completing the Objective Assessment

Before you take the objective assessment, you must take and pass the preassessment. The preassessment is a tool to help you determine your areas of strength and weakness with respect to the course content.

This assessment focuses on a wide range of introductory communication theories. Spend extra time on chapters 1-5 (Foundations of Communication) and chapters 11-15 (Presentations) as well as Back Matter A on "Interviews". These seem to be challenging for many students since there are specific terms and ideas that, although we practice them every day, are uniquely defined in communication theory. Review the material with the application of the ideas in mind. For the assessment, you will be asked to apply terms and concepts to real-life scenarios through multiple choice and matching questions.

Watch the following videos to help prepare for taking the exam:

- [Applying Principles for a Lifetime](#) (also see associated [document](#))
- [Understanding Test Questions](#)



- [Effectively Studying for Interviewing](#)

Preassessment

Take the pre-assessment. After completing the pre-assessment, contact a course instructor at comm@wgu.edu to request a personalized study plan based on the coaching report from the pre-assessment.

Note: Students who do not have any background in communication theory should take the pre-assessment after completing all of the course work, while those who have had courses in communication theory prior can take the pre-assessment at Week 1. In each case, the student will be personalizing their approach to the course assessment and resources.

Performance Assessment

This assessment requires that you develop and deliver a short presentation. There are two tasks. In Task 1 you will develop presentation preparation materials including a full presentation plan and in Task 2 you will record yourself delivering a speech based on your presentation plan (5–7 min.). For more information about organizing, developing, and delivering a presentation plan, review the resources from the Elements of Effective Communication module on Presentations. Specific task instructions and rubrics can be located in TaskStream.

- [Simple Guide to APA](#)

Competency in this course is evaluated using a Performance Assessment. All performance assessments have an associated rubric that describes expectations of your work. Watch these short, fun videos to learn how to read the task directions and effectively use a rubric to ensure your success.

Note: To download this video, right-click the following link and choose "Save as...": [download video](#).

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Task 1

- [Task 1 Completion Strategy](#)
- [Task 1 Formatting Guide](#)
- [Example Task 1 Submission](#)

Task 2

- [Task 2 Completion Strategy](#)
- [Task 2 Video Uploading FAQs](#)
- [Example Task 2 Video Presentation](#)



Task 1

Step 1: Topic, Research Question, and Thesis

- Review the "[Task 1 Completion Strategy](#)".
- Review the "[Task 1 Example](#)".
- Review "[Task 1 Formatting Guide](#)".
- Identify your presentation topic and research question.
- Email your thesis statement for review to either your assigned Course Instructor or the common inbox at comm@wgu.edu.

Step 2: Presentation Rationale

- Write your presentation rationale with the following components:
 - Articulate the presentation purpose.
 - Identify the intended audience.
 - Discuss the **significance** of the topic for the audience.
 - Send for review.

Step 3: Gather Supporting Material

- Locate 3–5 credible sources that provide supporting detail for your claim and main points.
- Review: "[Simple Guide to APA](#)"
- Draft your APA-formatted reference page.
- Submit with Task 2

Step 4: Presentation Plan

- Prepare a presentation plan with:
 - An attention-getting opening
 - Thesis statement
 - Main point preview
 - 2–3 main points of discussion
 - Summary of the thesis and main points
 - Closing comments
- Include three objective questions from a potential audience member and the corresponding research-based responses to each.
- Send for review.

Step 5: Visual Aids

- Create or find a visual aid based on one of your main points of discussion and major claim.
- Include an in-text citation on the visual aid.
- Send for review.



Step 6: Submit Task 1

- Before submitting task 1, make sure you've included each of these items:
 - Presentation rationale
 - Presentation outline
 - Three audience questions and responses
 - Copy of the visual element with citation included
 - APA-formatted reference list

Task 2

Step 1: Build Your Presentation

- Review the "[Task 2 Completion Strategy](#)".
- Review the "[Task 2 Video Uploading FAQs](#)".
- Review "[Task 2 Example](#)".
- Practice your delivery, making sure you include the following:
 - Verbally reference all of the research used within your speech.
 - Verbally reference the source of your visual aid.
 - Speak clearly and loud enough to be easily heard.
 - Speak at an appropriate pace.
 - Use oral emphasis to enhance meaning.
 - Use appropriate gestures or body language.
 - Use eye contact with your audience.
- Prepare presentation notes if desired.
- Record your presentation.

Step 2: Submit Task 2

- Review Panopto instructions in Taskstream under Task 2 and acquire a video link from Panopto.
- Copy and paste video URL link under button in Taskstream.
- Upload the reference list from Task 1 using the "Attachments" button in Taskstream.

Policies

Please review these important policies:

Accessibility Policy

Western Governors University recognizes and fulfills its obligations under the Americans with Disabilities Act of 1990 (ADA), the Rehabilitation Act of 1973 and similar state laws. Western Governors University is committed to provide reasonable accommodation(s) to qualified disabled learners in University programs and activities as is required by applicable law(s). The Office of Student Accessibility Services serves as the principal point of contact for students seeking accommodations and can be contacted at ADASupport@wgu.edu.

Netiquette

Netiquette Guidelines

Online Netiquette: Guidelines for WGU Students These guidelines are a quick reference source



for interacting with fellow students, mentors, and WGU staff. While these guidelines adhere to the standards outlined in the WGU Student Handbook, they are not meant as a replacement for the explicit information presented in the handbook.

Be professional and respectful:

- Be civil and kind in your interactions with others.
- Respond to important emails sent to you.
- Be cautious when using ALL CAPS (yelling), sarcasm, and humor
- Be cautious when posting content (pictures, comments)
- Avoid forwarding spam or selling anything.
- Keep comments related to the topic.
- Be aware that mentors, students, and others live in different time zones.

Be short, concise, and readable:

- Use sans serif fonts (e.g., Arial, Helvetica) with a point size of 12 or higher.
- Use acronyms cautiously. For example, common acronyms such as FAQ and RSVP are fine; however, unknown acronyms like UCET or USOE should be spelled out.

Be credible:

- Cite references and sources such as web links, articles, books, etc., when possible.
- Re-read your emails to clarify and ensure it sends the intended “message.”

Be safe:

- Keep personal information private to avoid identity fraud.
- Keep other’s information private (WGU students, companies, etc.)