

I. GENERAL PURPOSE/AUDIENCE

Communication studies examines all modes of communication, including theories of communication, group communication, information theory, intra- and inter-personal communication, marketing, organizational communication, propaganda, public relations, speech communications, rhetoric, mass communication, web-based communication, and social media. All industries and all human interaction depend on the ability to read, write, and communicate effectively. Therefore, critical thinking is important to ensure that information delivered both orally and in writing is accurate and free of biases.

Audiences include educators, peers, various employers, voters, consumers, specifically targeted marketing groups, and others.

II. TYPES OF WRITING

- Abstracts
- Literature reviews
- Annotated bibliographies
- Research proposals
- Critical essays
- Outlines/scripts for speeches, written reports, or debates
- Analytical reports
- Case studies
- Business letters and memos
- Reflective essays

III. TYPES OF EVIDENCE

- Qualitative analysis (observations, case studies, interviews, focus groups)
- Quantitative analysis (surveys, experimentation, content analysis)
- Critical approaches (rhetorical criticism, discourse analysis, textual analysis)

IV. WRITING CONVENTIONS

- Utilize first person point-of-view when applicable
- Write clearly in a formal voice, applying critical thinking skills
- Demonstrate creativity and artistic expression
- Proofread writing carefully for any errors
- Establish credibility with the use of scholarly academic sources

V. COMMON TERMS AND CONCEPTS

Active Listening	Flow
Active Public	Immediacy
Ad hominem	Intercultural Communication
Agenda	Interpersonal Communication
Asynchronous Communication	Interview
Audience Analysis	Language
Avoiding Style	Logos
Brainstorming	Loyalty Response
Charisma	Mass Communication
Collaborative Style	Mindful Listening
Communication Flow	Nonverbal Communication
Community	Neglect Response
Competitive Style	Overtly
Compromising Style	Pathos
Conflict Orientation	Perceptions
Contentious Style	Persuasion
Covertly	Points of Agreement
Cultural Factors	Public Relations
Defensive Communication	Public Speaking
Dominant Style	Self-disclosure
Empathic Listening	Signal
Ethos	Speech
Evaluative Listening	Synchronous Communication
Exit Response	Target Audience
Fallacy	Voice Response

VI. CITATION STYLE

- MLA (Modern Language Association) and APA (American Psychological Association) are the most commonly used (Instructor citation requirements may vary)