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)