

## What I am Looking For in Outcome Essay 2

Below you will find the six questions being asked of you for Learning Outcome Essay 2. In addition to the information provided below I am expecting students to follow the Outcome essay example I have provided. This is especially true concerning the first section of your paper.

In all of the following, when appropriate, use academic terminology in your responses. Don't just write off the top of your head using laymen vocabulary when there are specific academic terms to describe or define a concept or idea you are attempting to express.

**In your essay, you may, identify and apply these standards to your academic endeavors or your profession of choice.**

### **Choose three to respond to:**

- How have you analyzed an audience in order to effectively construct messages?
  - This question is simply asking you to discuss and describe how you have performed an audience analysis and its effect on the construction of your message. This is a core principle and function of successful communication. Whether it be interpersonal, mass media, small group or any other communication context, the wise, productive and efficient communicator will perform an analysis of their audience, be it one person or one million. What analysis criteria do you use, and how has it helped you construct your message?
  
- Describe how you have used critical thinking skills to evaluate the merit of published sources for support of messages or arguments.
  - Here I simply want you to describe how you determine the reliability and validity of published sources in developing a supportive message. What do you look for? What are the criteria you use to make this determination?
  
- Describe how you have questioned and appraised the legal, ethical, and moral aspects of communication in relational, organizational, and mass media contexts.
  - Whether it be in the interpersonal, organizational and or mass media contexts, how do you assess or appraise a message to determine its legal, ethical and moral standing? In other words, what are the objective criteria you use to make a determination as to the legal, ethical and moral standing of a message?

- Describe how you have evaluated and debated real-world issues in order to formulate, implement, and assess recommendations and practical solutions for addressing social problems.
  - Discuss how you have or how you would evaluate or debate a real-world issue, for the purpose of formulating, implementing or simply assessing recommendations *related to addressing* the real-world issue. How do you go about determining the best way to address a social problem? This is directed at how to find solutions for addressing a social problem, not how to solve the problem. In other words, what is the best way to present the problem and or solution to the public?
  
- How you have facilitated group, relational and intercultural interaction to recommend communication solutions.
  - This is asking you to describe how you have or would facilitate a group, interpersonal or intercultural communication interaction specifically for the purpose of recommending communication solutions. State what the communication problem/breakdown is/was, and then what you did (or would do) to facilitate the interaction in order to bring the person, or group to a point where you could or did recommend a solution.
  
- How you have completed communication audits to determine ways to improve leadership, cooperation, conflict management, efficiency, and organizational cohesion.
  - In responding to this question you need to put on your communication consultant hat. You need to approach this from a consultant's viewpoint. First describe what a communication audit is? How have you used it to determine ways to improve leadership? How have you used it to determine ways to improve cooperation between management and labor or between departments, resolved conflict, or any of the other issues raised in the question?

There is a systematic approach to communication audits. For example what is the organization's structure? Is the structure congruent with the management approach being used by the organization? Are the previous two issues compatible with the leadership styles being utilized by the organization? Does the leadership style properly facilitate the types of followers (employees) in the organization (see situational leadership)? What is the overall communication flow within the organization? Is it congruent with the other factors discussed? Where there is incongruence, there will be communication problems and breakdowns. While this is an organizational view you can narrow this down to a department or small group within an organization. Again if you have not actually done this, state that and then describe how you would do it.

**In addition to the above information, I strongly recommend you review the grading rubric for the general overview of how your paper will be graded.**

**As always if you have any questions please let me know!**