

Unit	Topic	Lesson	Objectives
Communications: Foundations of Communication			
	Introduction to Communications		
	What is Human Communication?		
			Understand the benefits of the study of communication.
			Define and explain the term communication.
			Identify the major forms and purposes of communication.
	Elements and Characteristics of Human Communication		
			Identify and explain the elements of human communication.
			Define and explain the 6 characteristics of human communication.
	Principles of Communication		
			Understand and explain the 5 principles of effective communication.
			Apply the 5 principles of effective communication to a variety of situations.
	Ethics and Diversity: Culture and Communication		
			Recognize ethical communication.
			Understand the influence of culture on communication.
			Begin to develop culturally sensitive and ethical communication skills.
	Self-Awareness and Perception		
	Self-Concept and Self-Esteem		
			Understand self-concept and self-esteem.
			Understand the importance of self-concept and self-esteem to effective communication.
			Learn how to begin to develop self-awareness and healthy self-esteem.
	Self-Disclosure		
			Understand self-disclosure.
			Identify factors influencing self-disclosure, including its rewards and dangers.
			Learn guidelines for self-disclosure and communication.
	Perception		
			Identify and explain the stages of perception.
			Learn ways to increase perceptual accuracy.
			Understand the links between perception and communication.

Unit	Topic	Lesson	Objectives
Communications: Understanding Verbal and Nonverbal Messages			
	Verbal Messages		
	The Principles of Language		
			Define and explain language.
			Explain the 4 meanings humans give language.
			Identify cultural principles that guide interpersonal, verbal communication.
	The Power of Words		
			Identify the ways words have power.
			Understand the effects of positive and negative verbal communication.
	Using Verbal Messages Effectively		
			Identify the 5 steps for effective verbal communication.
			Understand how to use verbal communication to establish positive relationships.
	Ethics and Diversity: Confronting Bias in Language		
			Define and explain bias.
			Identify examples of biased language.
			Learn ways to avoid biased language.
	Communication and Technology: Etiquette on the Web		
			Understand guidelines for appropriate online, verbal communication.
			Apply web etiquette guidelines to online communication.
	Nonverbal Messages		
	The Characteristics of Nonverbal Communication		
			Understand how verbal and nonverbal messages are integrated.
			Understand the essential characteristics of non-verbal communication.
	Nonverbal Communication: Appearance, Gestures, and Expressions		
			Understand how your appearance communicates nonverbal messages.
			Understand how your gestures, posture, and movement communicate nonverbal messages.
			Understand how eye contact and facial expressions communicate nonverbal messages.
	Nonverbal Communication: Touch, Voice and Environment		
			Understand the role of touch in nonverbal communication.
			Understand how changes in voice affect nonverbal communication.
			Understand how the physical environment affects nonverbal communication.

Unit	Topic	Lesson	Objectives
Communications: Listening and Responding; Culture and Gender Differences			
	Listening and Responding		
	The Listening Process		
			Understand the difference between hearing and listening.
			Identify and explain the 5 steps of the listening process.
	Listening Styles and Effective Listening		
			Understand and explain the various listening styles.
			Identify strategies for effective listening.
	Improving Responding Skills		
			Identify characteristics of effective responses.
			Understand and apply the principles of active listening.
	Culture and Gender Differences		
	Cultural Contexts and Values in Communication		
			Understand the importance of studying other cultures.
			Identify and explain the cultural contexts and values that influence communication.
	Gender and Communication		
			Understand the different reasons men and women communicate.
			Understand the differences in how and what men and women communicate.
	Bridging Differences		
			Identify and explain the barriers encountered in intercultural communication.
			Understand how to overcome barriers in intercultural communication.
Communications: Interpersonal, Small Group, and Organizational Communication			
	Interpersonal Communication		
	Interpersonal Communication		
			Understand the difference between interpersonal and impersonal communication.
			Identify and explain the 5 stages of interpersonal conversation.
			Understand conversational management strategies.
	Stages of Relationship Development		
			Define the term relationship and identify different types of relationships.
			Identify and explain the stages of relationship development.
	The Importance of Relationships		
			Understand the importance of friendships, family connections, and relationships with colleagues.
			Discuss methods of enhancing different relationships.

Unit	Topic	Lesson	Objectives
		Ethics and Communication: Ethical Conflict	
			Understand the role of conflict in communication and relationships.
			Describe the 3 styles of conflict management.
			Identify and explain the steps to effective conflict management.
	Group and Organizational Communication		
		Dynamics of Groups and Teams	
			Identify the different roles filled by group or team members.
			Understand the importance of rules and norms in groups and teams.
			Identify the types of power found in groups and teams.
		Effective Group Work	
			Identify and explain the characteristics of effective group members.
			Identify and explain the steps of effective group work.
		Organizational Communication	
			Define the term organization.
			Identify and explain the characteristics of organizations.
			Understand the various types of organizational messages.
Speech: Introduction to Public Speaking			
	Understanding Public Speaking		
		The Importance of Public Speaking	
			Understand the benefits of studying public speaking.
			Identify the essential characteristics of public speaking.
		Listening to and Critiquing Public Speeches	
			Explain the guidelines for effective listening.
			Define and explain the term criticism.
			Understand and explain the guidelines for effective critiques of speeches.
		Managing Apprehension	
			Define and explain the term apprehension.
			Understand the causes of apprehension.
			Learn ways to address the causes of apprehension.
	Getting Started: Choosing a Topic, Purpose, and Thesis		
		Identify Your Topic and Purpose	
			Identify general standards for deciding on a speech topic.
			Understand the methods of choosing and limiting a topic.
			Identify the various public speaking purposes.

Unit	Topic	Lesson	Objectives
		Develop a Thesis	
			Define and explain the term thesis.
			Understand the characteristics of an effective thesis statement.
			Understand the uses of the thesis.
		Analyze and Adapt to Your Audience	
			Understand the basic characteristics of audiences.
			Understand how to learn about your audience.
			Identify steps to adapt your speech to the audience.
Speech: Preparing and Delivering Your Speech			
		Research and Supporting Materials	
		Types of Supporting Materials	
			Identify and explain the different types of supporting materials.
			Understand when to use the different types of supporting materials.
		Research	
			Identify and explain the steps of effective research.
			Define the term plagiarism.
			Understand how to avoid plagiarism in your speeches.
		Presentation Aids	
			Understand why it is useful to have presentation aids.
			Identify the various types of presentation aids.
			Understand how to effectively use presentation aids.
		Writing Your Presentation	
		Organizing and Outlining Your Ideas	
			Understand how to identify your main points.
			Identify and explain the different ways to organize your information.
			Understand how to create an outline of your presentation.
		Introductions, Conclusions, and Transitions	
			Identify effective introductions.
			Understand effective conclusions.
			Recognize effective transitions.
		Wording Your Presentation	
			Describe effective wording for speeches and presentations.
			Identify appropriate language for speeches and presentations.

Unit	Topic	Lesson	Objectives
	Delivering Your Presentation		
	Methods of Delivery		
			Identify and explain the different methods of delivery.
			Understand advantages and disadvantages of each type of delivery.
	Effective Vocal Delivery and Bodily Actions		
			Identify and explain the important characteristics of effective vocal delivery.
			Discuss effective movements, gestures, and expressions.
	Rehearsal		
			Understand the importance of rehearsal for effective public speaking.
			Identify and explain the steps for effective rehearsal.
Speech: Informative and Persuasive Presentations			
	Speaking to Inform		
	Types of Informative Presentations		
			Understand descriptive speeches.
			Identify definition speeches.
			Recognize demonstration (“how-to”) speeches.
	Organizing Your Informative Presentation		
			Recognize the principles of effective informative speeches.
			Understand how to organize informative speeches.
	Tips for Clear and Interesting Presentations		
			Identify the strategies for making your presentation interesting.
			Explain how to make your presentation clear.
	Speaking to Persuade		
	Goals of Persuasive Speaking		
			Define persuasion.
			Identify and explain the 3 general goals of persuasive speaking.
	Persuasion Techniques		
			Identify the 3 general principles of effective persuasion.
			Understand how to use logical, emotional, and credibility appeals to persuade.
	Developing Persuasive Speeches		
			Describe the 3 types of persuasive speeches.
			Understand how to develop each of the 3 types of persuasive speeches.