

**Prairie View A&M University  
Core Curriculum Alignment Matrix**

Academic Unit     Languages and Communications    

Major:     Communications    

**Communications (composition, speech, modern language)**

The objective of a communication component of the core curriculum is to enable the student to communicate effectively in clear and correct prose in a style appropriate to the subject, occasion, and audience.

**Exemplary Educational Objectives**

**List all upper division courses for each major in your unit where Core Curriculum Exemplary Educational Objectives are reinforced.**

a. to understand and demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing, and presentation;	COMM 4313 News Writing & Reporting II			
b. to understand the importance of specifying audience and purpose and to select appropriate communication choices;	COMM 3703 Media Criticism	COMM 3303 Computer-Mediated Communication		
c. to understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written and oral communication;	COMM 3423 Feature & Magazine Writing	SPCH 4013 Business & Professional Speaking		
d. to apply the principles of communicating as process and the analysis of audience and purpose to assignments;	COMM 4013 Communication Theory	SPCH 3113 Nonverbal Communication		
e. to participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding;	COMM 3203 Intercultural Communication			
f. to understand and apply basic principles of critical thinking, problem solving, and technical proficient in the development of exposition and argument; and	SPCH 4923 Rhetorical Criticism			
g. to develop the ability to research and write a documented paper and/or to give an oral presentation.	COMM 4923 Communication Research			