

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

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.

<u>Exemplary Educational Objectives</u>	SPCH 1003 Fundamentals of Speech Communication
a. to understand and demonstrate the writing and speaking processes through invention, organization, drafting, revision, editing, and presentation;	X Students demonstrate an understanding of the speaking process from research to delivery through mastery of outline preparation.
b. to understand the importance of specifying audience and purpose and to select appropriate communication choices;	X Students identify target audience for speeches and use appropriate techniques to satisfy the listening purposes of audience members.
c. to understand and appropriately apply modes of expression, i.e., descriptive, expository, narrative, scientific, and self-expressive, in written and oral communication;	X Students deliver a variety of speeches including informative and persuasive presentations.
d. to apply the principles of communicating as process and the analysis of audience and purpose to assignments;	X Students use the elements in the communication process as a guide in preparing their speeches and analyze audience demographically and psychologically to ensure rhetorical sensitivity.
e. to participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding;	X Students participate in small group discussion assignments in which they define problems, analyze and propose solutions and decide how to implement appropriate solutions.