Texas A&M University
Core Curriculum
Initial Request for a Course Addition to the Fall 2014 Core Curriculum

Foundational Component Area: Communication

In the box below, describe how this course meets the Foundational Component Area description for Communication. Courses in this category focus on developing ideas and expressing them clearly, considering the effect of the message, fostering understanding, and building the skills needed to communicate persuasively. Courses involve the command of oral, aural, written, and visual literacy skills that enable people to exchange messages appropriate to the subject, occasion, and audience.

The proposed course must contain all elements of the Foundational Component Area. How does the proposed course specifically address the Foundational Component Area definition above?

English 210 provides practice in business, technical, or workplace writing, such as memoranda, proposals, reports, instructions, email, and correspondence (business letters), graphics, and document design (to enhance readability), and oral presentations that use PowerPoint. The course emphasizes practice in teamwork and individualized learning. The research process will be presented to aid students in developing assignments. The course emphasizes use of standard rhetoric: analysis of audience(s), purpose(s), and context(s); how to choose and employ the most appropriate means of persuasion for any situation. The ethics of correct citation will be emphasized, along with ethics as stated by the Society of Technical Communication.

Core Objectives

Describe how the proposed course develops the required core objectives below by indicating how each learning objective will be addressed, what specific strategies will be used for each objective and how student learning of each objective will be evaluated.

The proposed course is required to contain each element of the Core Objective.

Critical Thinking (to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information):

To emphasize critical thinking, the course will use regular reading assignments, online and/or study group discussion, and writing assignments, as listed in the opening paragraph above. Several will require database research that will require locating, assessing, and synthesizing information that best serves the goal of the document under development. Because each written assignment will have specific goals that reflect critical thinking, faculty will determine how well students have achieved the goals of each assignment.

Communication (to include effective development, interpretation and expression of ideas through written, oral and visual communication):

The course is designed to strengthen students' communication skills through writing a variety of documents, designing graphics (when needed), and choosing visual design to enhance clarity and readability of documents. Students will also discuss work online and in study groups and will follow principles of respect in their dealings with other students.

Teamwork (to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal):

The course helps students learn to work in teams by providing regular opportunities to discuss readings, written work or the planning of written work. For example, the course uses standard assignments where students are divided into
Texas A&M University

Core Curriculum

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groups whereby they interact collectively to review and respond to course readings and to their own writing; student interactivity is tracked by the online Learning Management System so that students can also be held individually accountable for contributing to the group goal.

Personal Responsibility (to include the ability to connect choices, actions and consequences to ethical decision-making):

Discussion of the need for correct citation and adherence to the STC Code of Ethics (Society of Technical Communication) will help students develop their assignments to fit these two forms of ethics. Students will also learn that every discipline has ethical codes which they must follow. Students will also learn the possible legal ramifications of failures to follow ethical guidelines required in a business or technical workplace. The STC emphasizes the following: legality, honesty, confidentiality, quality, fairness, and professionalism—integrity, standards, and performance: http://www.iit.edu/departments/csep/codes/coe/Society_for_Technical_Communication_Ethical_Guidelines.html

Please be aware that instructors should be prepared to submit samples/examples of student work as part of the future course recertification process.