COMMUNICATION LITERACY PLAN

Academic Program: Anthropology
Program Head: Dr. Michael Jordan (Coordinator), Dr. Brett A. Houk (Chair)
Department/School: Department of Sociology, Anthropology, and Social Work
College: Arts and Sciences

Narrative description of the Communication Literacy plan:
The discipline of anthropology consists of three subfields (ethnology, archaeology, and physical anthropology). Students majoring in anthropology are required to take four upper division courses, consisting of a theory course (ANTH 3316) and one course in each subfield (ANTH 3311, ANTH 3339, and ANTH 3380). Three of these four “core” courses (ANTH 3311, ANTH 3316, and ANTH 3380) will be incorporated into the program’s communication literacy plan. The plan focuses on three forms of communication: written, visual, and oral. Each course will serve as a vehicle for delivering instruction and training pertaining to one of these forms of communication. These pairings are based, in part, on differences between the subfields. For example, visual communication in the form of poster presentations is more common in physical anthropology than ethnology. Therefore, ANTH 3311 will provide students with training in effective visual communication. The foundational theory course, ANTH 3316, will focus on written communication. Oral communication will be emphasized in ANTH 3380. There is not a set order in which students must complete these courses. However, they must complete ten hours of introductory-level coursework before enrolling in the foundational courses. The current undergraduate course rotation ensures that the courses in the communication literacy plan will be offered on a regular basis. Currently, all three courses are taught once every two years.

Courses in the Communication Literacy plan:
- ANTH 3316 Anthropological Theory: Understanding Language and Culture (face to face)
- ANTH 3311 Human Variation (face to face)
- ANTH 3380 Methods and Theory in Archaeology (face to face)

Learning outcomes for the Communication Literacy plan:
- Written Communication (ANTH 3316)
  - Students graduating with an undergraduate degree in anthropology will be able to effectively communicate information on anthropological theories in a written format.
- Visual Communication (ANTH 3311)
  - Students graduating with an undergraduate degree in anthropology will be able to effectively communicate research data in a visual format.
- Oral Communication (ANTH 3380)
  - Students graduating with an undergraduate degree in anthropology will be able to effectively communicate information on archaeological findings in an oral presentation.

Learning methods or projects that will evidence student competence in the learning outcomes:
- Written Communication - Written Research Paper in ANTH 3316
  - Students in ANTH 3316 will write a research paper comparing and contrasting two anthropological theories. In the process, students will learn about the components that comprise an effective research paper. Emphasis will be placed on teaching students how to develop a thesis and structure their arguments. In addition, students will learn correct citation practices within the discipline. The intended audience for this assignment will be professional colleagues. The assignment is designed to equip students with the skills needed to prepare a research paper for a professional journal.
- Visual Communication - Conference Style Poster Presentation in ANTH 3311
  - Students in ANTH 3311 will design a conference-style poster presentation. In the process, students will learn about the components that comprise an effective poster, as well as graphic design strategies that contribute to effective visual communication. Students will familiarize themselves with software used in designing posters. In addition, they will learn how to summarize and present research data in graphs and charts. The intended audience for this assignment will be professional
The assignment is designed to equip students with the skills needed to prepare a poster presentation for a professional conference.

- **Oral Communication – Public Presentation in ANTH 3380**
  - Students in ANTH 3380 will develop and present a ten minute oral presentation. In the process, students will learn about the essentials of oral communication. Students will also familiarize themselves with presentation software (PowerPoint, Prezi, etc.). Students will learn to use presentation software in a way that enhances their oral presentation and does not distract from it. The intended audience for this assignment will be a lay audience. The assignment is designed to equip students with the skills needed to communicate archaeological findings with members of the general public.

**Assessment plan:**
The overall success of the communication literacy plan will be assessed based on the percentage of students attaining the designated learning outcome in each of the three courses during a period consisting of two academic years. The program expects at least 85% of students in each class to meet the designated learning outcome. Faculty will be responsible for reporting the percentage of students achieving the communication learning outcome assessed in their class. Faculty will utilize revised AACU VALUE rubrics for oral and written communication to assess student performance. A new rubric, modelled on the AACU VALUE rubrics for oral and written communication, will be developed to assess visual communication.

**PLEASE CHECK ANY OF THE FOLLOWING IF THEY APPLY TO YOUR CL PLAN PROPOSAL:**

- Requesting exception to the recommended minimum of three courses in our CL Plan. Justification:
- Requesting exception to the recommended maximum of six courses in our CL Plan. Justification:
- Our CL plan includes courses housed in other departments.

**PLEASE CHECK WHICH OF THE FOLLOWING YOUR PROGRAM WILL USE TO ACCOMMODATE STUDENTS ON PRE-2017 CATALOGS:**

- Our program will continue to use our existing WRIT courses to accommodate students on pre-2017 catalogs.
- Our program will substitute CL courses for any remaining WRIT courses to accommodate students on pre-2017 catalogs.

*Submit this proposal via email to Dr. Kathleen Gillis on or before 2/6/2017.*