The Changing World of Communication

Class of '57
• Monocultural
• Restricted modality
• Disciplinary
• Technical
• Expert
• Complex
• Unigenerational

Class of '17
• Intercultural
• Multimodal
• Interdisciplinary
• Technical – non-technical
• Expert - layman
• Complex - simple
• Intergenerational
Communication Challenges for our Graduates

The Doctor

The Designer

The Entrepreneur

The Journalist

The Social Worker

The Teacher
And What About …
• The Dentist?
• The Architect?
• The Engineer?
• The Lawyer?
• The Psychologist?

Communication Challenges for our Graduates

What do they communicate about?

Who do they communicate with?

What communication knowledge do they need to possess?

How are they expected to communicate?

What communicative attributes do they need to demonstrate?

What communication skills do they need to develop?
Communication-Intensive Courses

CI-badged courses are courses that consist of a syllabus with components that EXPLICITLY develop students’ communication-related knowledge (understanding of communication as it relates to human interaction), skills (skills in communicating effectively with others, using language and/or other means) and attributes (the attributes of effective communicators).

CI-badged courses are specifically highlighted in the University Academic Attainment Profile (AAP).

There are three broad types of CI-badged course: courses in language and communication offered by CAES; courses with a focus on professional/disciplinary communication knowledge and skills offered by academic faculties; and other courses in which content relating to communication is particularly prominent.
The course documentation of CI-badged courses clearly specifies communication-related **course learning outcomes** (in terms of communication-related knowledge, skills and attributes) that relate specifically to at least two of the following four **communication ‘literacies’**:

1. The ability to communicate through spoken texts that are constructed with the appropriate content, structure and language features, fit for their intended academic or professional purpose and audience.

2. The ability to communicate through written texts that are constructed with the appropriate content, structure and language features, fit for their intended academic or professional purpose and audience.

3. The ability to communicate in speech and writing through appropriate visual modes (e.g. diagrams, graphs, charts) and/or visual media (e.g. posters, 3-D printed objects, stage performances).

4. The ability to use appropriate information and communication technologies to find, evaluate, create and communicate information in speech and writing (e.g. wikis, websites, virtual reality projects).
Communication-Intensive Courses

At least 40% of the course grade of a CI-badged course is assigned to *communication-rich assessment tasks* relating specifically to communication-related knowledge, skills and attributes, as specified in the course learning outcomes.

*Assessment rubrics* are provided that describe expected student performance in these communication-rich assessment tasks.

NB: The University’s expectation in relation to the *teaching and learning approach* adopted on CI-badged courses is that it be active and dialogic, that assessment be both formative and summative, and that feedback be frequent, timely and relevant.
Course Approval Process

Stage 1
1. Download C-I certification form
2. Complete the form

1. C-I certification Form
   2. Course syllabus, grade descriptors and assessment rubrics

Stage 2
Submit
1. Course Modification Application
2. C-I course certification
3. Endorsement from FTLQC

Stage 3
Submit
1. Course Modification Application
2. C-I course certification
3. Endorsement from TLQC
Final approval
Thank You