

TX-Communication Applications		Scope and Sequence
Unit	Lesson	Objectives
<b>Foundations of Communication</b>		
	What is Human Communication?	<p>Explain the benefits of the study of communication.</p> <p>Define and explain the term communication.</p> <p>Identify the major forms and purposes of communication.</p>
	Elements and Characteristics of Human Communication	<p>Identify and explain the elements of human communication.</p> <p>Define and explain the 6 characteristics of human communication.</p>
	Principles of Communication	<p>Explain the 5 principles of effective communication.</p> <p>Apply the 5 principles of effective communication to a variety of situations.</p>
	Ethics and Diversity: Culture and Communication	<p>Recognize ethical communication.</p> <p>Describe the influence of culture on communication.</p> <p>Begin to develop culturally sensitive and ethical communication skills.</p>
	The Principles of Language	<p>Define and explain language.</p> <p>Explain the 4 meanings humans give language.</p> <p>Identify cultural principles that guide interpersonal, verbal communication.</p>
	Using Verbal Messages Effectively	<p>Identify the 5 steps for effective verbal communication.</p> <p>Use verbal communication to establish positive relationships.</p>

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	Ethics and Diversity: Confronting Bias in Language	<p>Define and explain bias.</p> <p>Identify examples of biased language.</p> <p>Learn ways to avoid biased language.</p>
	Communication and Technology: Etiquette on the Web	<p>Use guidelines for appropriate online, verbal communication.</p> <p>Apply web etiquette guidelines to online communication.</p>
	The Characteristics of Nonverbal Communication	<p>Explain how verbal and nonverbal messages are integrated.</p> <p>Explain the essential characteristics of non-verbal communication.</p>
	Nonverbal Communication: Appearance, Gestures, and Expressions	<p>Recall how your appearance communicates nonverbal messages.</p> <p>Understand how your gestures, posture and movement communicate nonverbal messages.</p> <p>Understand how eye contact and facial expressions communicate nonverbal messages.</p>
	Unit Test	
<b>Listening and Responding; Culture and Gender Differences</b>		
	The Listening Process	<p>Describe the difference between hearing and listening.</p> <p>Identify and explain the 5 steps of the listening process.</p>
	Listening Styles and Effective Listening	<p>Describe the various listening styles.</p>

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Identify strategies for effective listening.

## Cultural Contexts and Values in Communication

Describe the importance of studying other cultures.

Identify and explain the cultural contexts and values that influence communication.

## Gender and Communication

Describe the different reasons men and women communicate.

Explain the differences in how and what men and women communicate.

## Bridging Differences

Identify and explain the barriers encountered in intercultural communication.

Understand how to overcome barriers in intercultural communication.

## Writing an Editorial Based on an Interview

Plan and conduct an interview.

Write an argumentative editorial based on an interview.

## Unit Test

**Interpersonal, Small Group, and Organizational Communication**

## Interpersonal Communication

Recognize the difference between interpersonal and impersonal communication.

Identify and explain the 5 stages of interpersonal conversation.

Use conversational management strategies.

## The Importance of Relationships

Restate the importance of friendships, family connections, and relationships with colleagues.

Discuss methods of enhancing different relationships.

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## Ethics and Communication: Ethical Conflict

Describe the role of conflict in communication and relationships.

Describe the 3 styles of conflict management.

Identify and explain the steps to effective conflict management.

## Dynamics of Groups and Teams

Identify the different roles filled by group or team members.

Describe the importance of rules and norms in groups and teams.

Identify the types of power found in groups and teams.

## Effective Group Work

Identify and explain the characteristics of effective group members.

Identify and explain the steps of effective group work.

## Organizational Communication

Define the term organization.

Identify and explain the characteristics of organizations.

Understand the various types of organizational messages.

## Interviewing Basics

List strategies to use for obtaining an interview.

Describe interview styles and identify ways to be successful in each type.

Identify employment testing procedures.

## Speaking and Listening: Effective Group Discussions

Use strategies to prepare for a group discussion.

Recognize and apply techniques for effectively presenting during a group discussion.

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Demonstrate the ability to listen and respond to information in a discussion.

## Unit Test

**Introduction to Public Speaking and Informative Speeches**

## Listening to and Critiquing Public Speeches

Explain the guidelines for effective listening.

Define and explain the term criticism.

Explain the guidelines for effective critiques of speeches.

## Managing Apprehension

Define and explain the term apprehension.

Review the causes of apprehension.

Learn ways to address the causes of apprehension.

## Identify Your Topic and Purpose

Identify general standards for deciding on a speech topic.

Understand the methods of choosing and limiting a topic.

Identify the various public speaking purposes.

## Analyze and Adapt to Your Audience

Recall the basic characteristics of audiences.

Discuss how to learn about your audience.

Identify steps to adapt your speech to the audience.

## Speaking and Listening: Planning a Multimedia Presentation

Convey ideas clearly and effectively.

Use multimedia to present ideas in an engaging and persuasive way.

**TX-Communication Applications****Scope and Sequence****Unit Lesson****Objectives**

Plan a presentation that is appropriate for the topic, audience, and purpose.

Unit Test

**Persuasive Speaking: Formal Debate**

Goals of Persuasive Speaking

Define persuasion.

Identify and explain the three general goals of persuasive speaking.

Persuasion Techniques

Identify the 3 general principles of effective persuasion.

Understand how to use logical, emotional, and credibility appeals to persuade.

Developing Persuasive Speeches

Describe the 3 types of persuasive speeches.

Understand how to develop each of the 3 types of persuasive speeches.

Speaking and Listening: Formal Debate

Identify the elements and types of a formal debate.

Recognize strategies for presenting arguments effectively, including the use of evidence and persuasive techniques.

Apply rules for effective speaking and listening.

Unit Test

**Writing and Presenting an Argumentative Essay**

Research Skills

Analyze different sources.

Incorporate research into a response.

Adjust a response based on new information.

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Research Workshop: Writing and Presenting the Argumentative Essay, Part 1

Construct an argumentative essay that supports a specific claim.

Conduct appropriate research using relevant print and digital sources, with standard source citation.

Organize and write a clear, coherent argumentative essay based on reason and evidence using an appropriate style.

Revise for the writing traits of ideas and organization.

Edit and rewrite for word choice and sentence fluency.

Research Workshop: Writing and Presenting the Argumentative Essay, Part 2

Write an argumentative speech that demonstrates a clear command of formal English.

Create a presentation that makes strategic use of a variety of digital media.

Present information clearly for the targeted audience, with supporting evidence.

Unit Test

**Cumulative Exam**

Cumulative Exam Review

Cumulative Exam