

Verbal Communication Outcomes

Student Leader Learning Outcomes (SLLO) Project

Definition Of Verbal Communication:

"Communication is the exchange of thoughts, messages, or information, as by speech, signals, writing, or behavior."

The basis of communication is the interaction between people. Verbal communication is one way for people to communicate face-to-face. Some of the key components of verbal communication are sound, words, speaking, and language. Since the majority of speaking is an interpersonal process, to communicate effectively we must not simply clean up our language, but learn to relate to people. Some of the major areas of public speaking are speaking to persuade, speaking to inform, and speaking to inspire or motivate. (Taken directly from <https://sites.google.com/site/communicationskill4you/verbal-communication>)

Key Components of Verbal Communication:

Elements:

- Content
- Purpose
- Audience analysis/involvement
- Organization
- Creativity
- Use of audio-visual
- Speaking/voice

- Length
- Eye contact

Formats:

- Meetings
- Interviews
- Presentations
- One on one

Outcomes:

Students will be able to:

- Effectively communicate verbally for a wide variety of purposes and audiences
- Maintain self confidence when speaking to an audience
- Accurately convey the intent of their message when speaking
- Structure a speech that is clear and easy to follow
- Select appropriate audio/visual support methods and materials
- Use at least one popular software program to create a presentation
- Use mainstream technology in conjunction with this software to deliver a presentation (e.g., laptops, projectors)
- Effectively adjust their presentation styles to appropriately address the audience
- Exhibit behaviors and mannerisms associated with successful presentations (e.g., voice, pace, dress, gestures, eye contact, etc.)
- Field questions from the audience and address them satisfactorily

Other Useful Rubrics Related to This Topic:

Delegation, Fiscal Responsibility, Teams and Groups

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Resources:

- Definitions:
 - <https://sites.google.com/site/communicationskill4you/verbal-communication>
- 7 Steps for Creating an Effective Speech
 - <https://gspm.online.gwu.edu/blog/7-keys-to-a-good-speech/>
- Communication Skills Overview
 - <http://www.mindtools.com/CommSkill/CommunicationIntro.htm>
- How to Become a Better Communicator
 - <https://www.eruptingmind.com/how-to-really-become-a-better-communicator/>
- Verbal Communication Skills
 - <https://www.skillsyouneed.com/ips/verbal-communication.html>
 - <https://www.indeed.com/career-advice/career-development/how-to-improve-verbal-communication-skills>
- Books
 - Atkinson, C. (2007). *Beyond bullet points: Using microsoft powerpoint to create presentations that inform, motivate, and inspire*. Redmond, WA: Microsoft Press.
 - Bienvenu, S. (2000). *The presentation skills workshop: Helping people create and deliver great presentations*. New York, NY: American Management Association.
 - Emden, J., & Becker, L. (2016) *Presentation Skills for Students*. London, UK: Palgrave.
 - Johnson, B (2019) *Practical Presentation Skills: Authenticity, Focus, & Strength*. Boston, MA: Hachette Book Group.
 - Kaye, E. A., & Devillers, J. (2002). *Maximize your presentation skills: How to speak, look and act on your way to the top*. New York, NY: Crown Publishing Corp.