

The University of West Alabama Executive Summary

Effective Communication Strategies

The UWA QEP is designed to teach students how to translate communication strategies across multiple media platforms (i.e., email, journal article, essay, blog, twitter, etc.). In the process of developing the QEP, it became clear that traditional core elements of effective communication are often lost as students move rapidly from one channel of communication to another. For this reason and to better accomplish our mission to provide opportunities for our students to pursue a quality education, there is a need to increase awareness that core elements of effective communication must be considered regardless of the channel used. Translating the communication strategies below is not only useful, but imperative in the creation and analysis of any effective communication, and in media literacy.

- **Persona:** Individuals have a different persona for the various roles that they play (i.e., student, son/daughter, church member, employee, friend).
- **Audience and Audience Image:** The intended receiver of the message. Elements of audience image include demographics and psychographics and relationship to the subject and the sender.
- **Tone:** The “attitude,” “color,” “spirit,” or “accent” within the message, directed toward the audience and/or the subject.
- **Style:** Styles vary and can include slang, colloquial, informal, formal and even text-speak.
- **Occasion:** Fitting a communication message to the appropriate persona, audience, and time and place of the event.

Goals:

- Prepare students for effective communication in their personal and professional lives
- Change the culture of communication on the UWA campus
- Expose students to a wide array of media messages in order to improve critical and analytical skills.
- Prepare students to present an ethical and responsible persona, tone, and style in all communications.

Student Learning Outcomes (SLOs): UWA students will:

1. Demonstrate a greater understanding of the traditional strategies of effective communication, including persona, audience, tone, style, occasion, and media literacy.
2. Demonstrate improved writing skills across multiple media platforms
3. Demonstrate an improved ability to critique existing messages

Courses Used to Achieve Goals

Effective communication strategies will be implemented in QEP course sections of BY101-Principles of Biology and EH101-Written English I, during the first phase (years one and two) of the five-year plan. Additional upper-level courses will be added to the implementation plan in later phases, and will be selected using proposals from faculty.