



Students will be able to employ effective speaking, writing, listening, and digital communication techniques.

Objective	Definition	Key Term	(3) Competence	(2) Building Capacity	(1) Exposure
Written	Written communication is the development and expression of ideas in writing in many genres and styles. It can involve working with different technologies, and mixing texts, data and images. Written communication abilities develop through iterative experiences across the curriculum.	Context and purpose of writing	Demonstrates an advanced understanding of context, audience, and purpose that is responsive to the assigned task(s).	Demonstrates a moderate understanding of context, audience, and purpose, and a clear focus on the assigned task.	Demonstrates limited awareness of context, audience, purpose, and the assigned task.
		Content development	Demonstrates an advanced ability to use appropriate, relevant and compelling content in order to illustrate the writer's understanding and shape the whole work.	Demonstrates a moderate ability to use appropriate, relevant and compelling content to illustrate ideas within the context of the discipline and shape the whole work.	Demonstrates a limited ability to use appropriate and relevant content to develop and explore ideas through most of the work.
		Genre and disciplinary connections	Demonstrates sophisticated attention to a wide range of conventions particular to the discipline and the writing task, including organization, content, presentation, formatting, and stylistic choices.	Demonstrates moderate attention to a wide range of conventions particular to the discipline and the writing task, including organization, content, presentation, formatting, and stylistic choices.	Demonstrates limited attention to a wide range of conventions particular to the discipline and the writing task, including organization, content, presentation, formatting, and stylistic choices.
		Control of syntax and mechanics	Uses sophisticated language that skillfully communicates meaning to readers of varied genres and styles with clarity, fluency, and free of errors.	Uses straightforward language that generally conveys meaning to readers with few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.
Digital media	Digital communication is the expression of ideas and content beyond traditional writing and oral communication. It involves working competently in a variety of digital media environments and understanding the breadth of the possible audience with these different media.	Digital media	Utilizes digital technology to deliver a clear, compelling, and appropriate message; demonstrates advanced knowledge of various media outlets, their audiences, and consequences of their use.	Utilizes digital technology to deliver a clear and appropriate message; demonstrates moderate knowledge of various media outlets, their audiences, and consequences of their use.	Utilizes digital technology to deliver a clear and appropriate message; demonstrates limited knowledge of various media outlets, their audiences, and consequences of their use.