

**1 Develop communication ability (effectively send and respond to communications for varied audiences and purposes)**

Level 1 — Identify own strengths and weaknesses as communicator

Level 2 — Show analytic approach to effective communicating

Level 3 — Communicate effectively

Level 4 — Communicate effectively making relationships out of explicit frameworks from at least three major areas of knowledge

*In majors and areas of specialization:*

Level 5 — Communicate effectively, with application of communications theory

Level 6 — Communicate with habitual effectiveness and application of theory, through coordinated use of different media that represent contemporary technological advancement in the communications field

In Writing,  
Reading,  
Speaking,  
Listening,  
Using Media,  
Quantified Data,  
and Technology