

# EFFECTIVE, ENGAGED, AND PERSUASIVE COMMUNICATION - WRITTEN (CMW)



## Learning Outcome

Upon completion of the Carolina Core, students will be able to identify and analyze issues, develop logical and persuasive arguments, and communicate ideas clearly for a variety of audiences and purposes, through writing.



## Student Achievements

Students who achieve this learning outcome will be able to:

- ✓ Identify and demonstrate appropriate means of communication for varied audiences and purposes.
- ✓ Reason clearly in writing to inform, persuade, and exchange views.
- ✓ Articulate a critical, informed position on an issue and engage in productive and responsible intellectual exchanges that demonstrate the ability to grasp and respond to other positions as well as to set forth their own.

## BACKGROUND

University of South Carolina students must be able to think critically, and to read, write, inquire, and converse as citizens in a diverse, democratic society. They must be able to identify and use appropriate technologies, genres, and media to communicate ideas to varied audiences in ways that are conventional as well as creative, informative as well as persuasive. And because communication is reciprocal, they must also be engaged, active listeners.

## Instructor Role

Your role is to select an assignment that could be scored by the [CMW Rubric](#), which measures the extent to which students meet the three student achievements discussed in the previous section.

During the semester that your course is selected for assessment, you will administer the assignment, collect, and grade as usual. You will then submit the grades and assignments to OIRAA, which will then be scored by trained external reviewers using the CMW rubric. Assessment results will be returned after all CMW rating has been completed.



## Submitting Assignments

Assignments will be primarily collected via Blackboard, however, alternatives to Blackboard are available. Options and instructions for submitting assignments are available on [OIRAA's Assessment Resources website](#).

## Resources



The [Carolina Core website](#) has resources available to faculty and staff regarding the assessment process, including assignment guides and rubrics.