**COMMUNICATION**

**General Information**

Mar

**DIRECTIONS**: After completing this assignment, you will be able to successfully describe and implement effective written, verbal, and non-verbal communication skills. For this assignment, you will choose to work with 2 other WBL students (3 students per group max). You group will produce a video where you will act out scenes depicting proper and improper communication in regards to written, verbal, and non-verbal. The video may contain humor, but also must cover all mandatory items listed below. **The video must be between 3-5 minutes in length**.

Be sure your video includes:

* Title Slide including a unique title for you video, and first and last names of group members.
* Introduction discussing the importance of communication
* Separate scenes depicting examples of each type of these three types of communication (be sure to address all points described further down on this page)
  + written communication
  + verbal communication
  + non-verbal communication
* Credits listing actors, narrators, resources, etc.

Include examples of written and oral communication as discussed in the following sections. You will refer to these examples throughout your video.

**WRITTEN COMMUNICATION**

Explain the importance of written communication as it relates to the following: Emails, letters, Twitter, Facebook, texting, blogs, personal websites, Instagram.

How can improper written communication negatively affect your reputation, job status, etc?

In your video, provide an example of professional written communication. Then provide an example of unprofessional written communication. **All examples must be school appropriate!**

**VERBAL COMMUNICATION**

Explain the importance of verbal communication as it relates to each of the following: face-to-face meetings, employer relationships, job interviews, phone calls including voice mail messages and greetings.

In your video, provide an example of a professional voicemail greeting. Also, provide an example of an unprofessional voicemail greeting. **All examples must be school appropriate!**

**NON-VERBAL**

In your video, provide examples of positive and negative non-verbal communication and how it can affect you. Name 3 non-verbal cues you would use in the United States, but would not use in another country. Explain the meaning of the gesture here in the United States and the meaning of the gesture in another country (be sure to mention which country). **All examples must be school appropriate!**

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| **Student:**  Mar | | | | |
| **COMMUNICATION**  **Rubric – Video**  ***\**Turn In With Your Assignment*\**** | | | | |
| **Criteria** | **Points Possible** | | **Student Assessment** | **Points Earned** |
| Importance of communication video between 3-5 minutes in length. Information is included and is well organized.   * Introduction (5) * Written Communication (10) * Verbal Communication (10) * Non-verbal Communication (10) * Conclusion/Summary (5) | 40 | |  |  |
| Written Communication Examples   * Email to friend * Email to boss | 20 | |  |  |
| Verbal Communication Examples   * Professional Voice Mail greeting * Unprofessional Voice Mail greeting | 20 | |  |  |
| Professionally produced video which remains school appropriate at all times. | 10 | |  |  |
| Title Slide at the beginning  **AND**  Credit Slide Including **At Least 3 References** | 10 | |  |  |
|  | **100** | |  |  |
| COMMENTS: | |  | | |