Government and Public Administration Cluster
Naval Science IV: Effective Communications
Course Number 28.02700

Course Description:

The purpose of this course is to teach the students the techniques of effective communication, which is one of the most important skills that a good leader must develop in order to be successful. Minimum performance requirements of this course are in accordance with current Chief of Naval Education Training Instruction, NAVEDTRA 37128. The performance standards in this course are based on the performance standards identified in the curriculum for the United States Navy Junior Reserve Officer Training Corps. Successful completion of three courses of credit will qualify the student for advanced placement in a college ROTC program or accelerated promotion in the military service.

Course Standard 1

GPA-NSIVEC-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening
	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and Mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé

Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2   Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3   Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	Customer Service	The Application Process	Interviewing Skills	Finding the Right Job
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs
Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4   Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	

Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 **Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.**

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time
		Managing Projects
		Prioritizing Personal and Work Life

1.6 **Present a professional image through appearance, behavior and language.**

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Achieving Effective Communications

Course Standard 2

GPA-NSIVEC-2
Students will demonstrate an understanding of the aspects involved in achieving effective communications.

2.1 Discuss the importance of communication to the accomplishment of a units' mission.
2.2 Discuss the security a message has further down the chain of command.
2.3 Explain the basics involved in effective communications.
2.4 Explain what occurs when power is effectively used.
2.5 Explain five techniques for tailoring communication to people's level of understanding.
2.6 Describe what an officer must do prior to communicating with the crew.

Producing Effective Oral and Written Communications

Course Standard 3

GPA-NSIVEC-3
Students will understand that for an order to be effective it must be understood by the lowest command level tasked with carrying out the mission or objective.
    3.1   Discuss what a leader must do before issuing a crisp, clear oral or written message.
    3.2   Discuss the ways seniors and subordinates may react to a communication.

Course Standard 4

GPA-NSIVEC-4
Students will understand that to ensure that an intended message has been received is to look at the results.
    4.1   Discuss the concept that a successful communicator understands that different people respond differently to messages.
    4.2   Discuss the concept that setting the example is the basic way to communicate with others.
    4.3   Explain the two assumptions that can cause difficulty in communications.
    4.4   Explain Descartes' rules of logic of speaking.
    4.5   Discuss what a leader should do when delivering an order.
    4.6   Explain what voice and inflection convey.
    4.7   Discuss the importance about the manner in which the reader is addressed in written communications.

Communications: A Two-Way Exchange of Information

Course Standard 5

GPA-NSIVEC-5
Students will understand that the ability to convey messages from one person to another is dependent on the attitude and the motivation of the receiver.
    5.1   Identify the primary consideration in the communication process.
    5.2   Cite the five principles that help increase the accuracy of a message.
    5.3   Discuss the dual responsibility in effective communication.

Course Standard 6

GPA-NSIVEC-6
Students will understand that one of the foremost responsibilities of a leader is to serve as the example or model for followers in everything they do or represent.
    6.1   Discuss the concepts of setting the example as one of the foremost responsibilities of a leader.
    6.2   Identify what great leaders like Winston Churchill, Franklin Roosevelt, General MacArthur and Admirals Nimitz and Halsey have in common.
    6.3   Discuss the simple formula for successful communication.
    6.4   Describe the stereotypes that individuals carry with them.
    6.5   Discuss how a leader sets the moral tone for subordinates.

Course Standard 7

GPA-NSIVEC-7
Students will understand that communications as a component of planning requires a leader to engage in a continual exchange of ideas, requirements, and objectives with others.
    7.1   Discuss what a leader does to ensure development of useful plans.
    7.2   Discuss the three aspects of communication that are sufficient to convey an order.
    7.3   Explain why a follow-up system on plans and objectives are important.
    7.4   Cite the five criteria for effective listening techniques.

7.5   Discuss how to go about seeking acknowledgement of a message when the delivery and comprehension of the message are important.

Written Communications

Course Standard 8

GPA-NSIVEC-8
Students will demonstrate knowledge that written communications are very important when orders are complicated, when they are extremely formal, and when they are very important to the safety of the men and the ship.
8.1   Discuss when it is better to communicate in writing as opposed to verbally.
8.2   Describe a key advantage of written orders.
8.3   Identify the characteristics that are normally associated with the use of written orders in the Navy.
8.4   Discuss when a written order should be used, and when it should not be used.

Oral Communications

Course Standard 9

GPA-NSIVEC-9
Students will understand the limitations of oral communications as they pertain to complex tasks requiring detailed explanations.
9.1   Discuss what is meant by a verbal order.
9.2   Identify three criteria that good orders meet.
9.3   Identify four situations particularly suited for using oral orders.

Avoiding Communication Pitfalls

Course Standard 10

GPA-NSIVEC-10
Students will demonstrate knowledge of how to avoid communication pitfalls that leave room for interpretation of meaning.
10.1   Discuss when it is most likely that orders will be misunderstood.
10.2   Discuss the importance of providing background information for the proper execution of an order.
10.3   Discuss how a leader can avoid having orders distorted as they pass through the chain of command.
10.4   Discuss why administrative failures can occur when strict compliance is expected from discretionary orders.

Communication Presentations

Course Standard 11

GPA-NSIVEC-11
Students will demonstrate confidence and proficiency in communications by presenting both a written and an oral presentation.
11.1   Develop and present a written communiqué.
11.2   Develop and present an oral communiqué.