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Donna Gotch

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Name, Department, and Email Address:

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Name and Date of Conference Attended:

National Communication Association Annual Convention, November 8 – 11, 2018,
Salt Lake City, Utah

Teaching Skills Studied:

This conference provided a number of opportunities to attend interactive discussions about and demonstrations of teaching strategies, specifically two short courses and one panel that were dedicated to teaching in general and more specifically to the courses I teach, Communication 312: Persuasion and 491: Ethical Aspects of Communication. For the purposes of this report I will focus specifically on one of the short courses as it was extremely beneficial to expanding the instructional activities and teaching strategies for teaching Communication 312: Persuasion.

Teaching the College Course on Social Influence: Playful and Popular Pedagogy for Professors and Pupils of Persuasion: The purpose of this short course was to focus on the instructional activities that not only illustrate essential principles of social influence, but also engage students along the way. An array of games, activities, video clips and exercises were offered. As part of the course, multiple activities were conducted, with instructions for debriefing. In addition, video clips from popular and classic films and television shows as a means of demonstrating specific theories and concepts were shown.

Impact on Current Teaching:

Attending this conference, specifically the short course featuring pedagogy for professors of persuasion, directly and significantly enhanced my teaching of Communication 312. Persuasion is an elective course within the Human and Organizational Concentration of our department's curriculum. I always look for ways to incorporate new course assignments and activities while maintaining the objectives of the courses I teach. Attending this specific short course provided me with a wealth of activities to implement in my course. Since attending I have implemented several of the activities in my course, much to the benefit of my students. While I used to engage students in a discussion about brands and logos and the impact they have on audiences I now engage them in an activity by showing them just a slice of a number of company logos and ask them to identify the company which most are easily able to identify. Once identified, we discuss why the particular logo is effective, what it communicates, and how it represents the company and the image they want to have. This is just one example of an activity that has enhanced how I address course material. The impact on my teaching is significant. Attending this particular short course has changed how I teach Comm 312 and how I engage my students.

Date submitted: November 7, 2019