

# CLEAR COMMUNICATION

Clear communication is a complex, nuanced and teachable practice essential for successful officers and leaders of character. Effective use of oral, visual, written, and aural modes of communication signifies the professional competence and knowledge expected in a leader while engendering the trust of those being led. Officers must routinely assess context, understand purpose, develop processes, know audiences, and employ the materials necessary to plainly convey intentions in documents that range from staff work and simple orders to strategic plans and systematic designs: in short, tell the Air Force story. At its height, an officer of character's clear communication will serve a persuasive role, promoting change in an audience's attitudes, values, beliefs, or behaviors. To that end, cadets will inevitably develop and use communication skills across all mission elements.

USAFA GRADUATES WILL BE ABLE TO<sup>1</sup>:

## ***Analyze the Communication Situation***

(Includes the Air Force CELOs listed under sub-competency A2.6.4: Strategic Communication)

Proficiency 1: Demonstrate a thorough understanding of the rhetorical situation (context, audience, purpose, and genre) for a communication task.

Proficiency 2: For a given rhetorical situation, develop an appropriate scope of inquiry (research question, hypothesis, or textual interpretation).

Proficiency 3: Define the genre specific argumentation conventions (expectations for stance/claims, evidence use, organizational patterns) required to effectively complete a communication task.

## ***Build Content/Tell Compelling Stories***

(Includes the Air Force CELOs listed under sub-competency A2.6.4: Strategic Communication)

Proficiency 4: Articulate a compelling, authoritative, and precisely stated central message that is responsive to the communication situation and focuses all elements of the work. (A2.6.4.1.1)

Proficiency 5: Exhibit skillful, analytic use of high quality, credible, relevant sources to develop ideas that are appropriate for the discipline and communication mode. (A2.6.4.1.2)

## ***Employ Professional Conventions for Language, Syntax, and Mechanics***

(Includes the Air Force CELOs listed under sub-competency A2.2.1: Speaking and Writing)

Proficiency 6: Apply contextually appropriate stylistic conventions (such as MLA, APA, Chicago, Tongue & Quill, etc.) for the selection, integration and presentation of supporting materials, such as explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities.

Proficiency 7: Exploit graceful language – imaginative, notable, and forceful – that artfully communicates meaning to an audience.

Proficiency 8: Incorporate effective delivery techniques (posture, gesture, eye contact, vocal expressiveness, etc.) to make a presentation compelling.

***Engage in Revision and Clarification Processes***

(Includes the Air Force CELOs listed under sub-competency A2.2.2: Active Listening)

Proficiency 9: Participate in feedback processes (give and receive) in ways that lead to substantive revision.

---

<sup>1</sup> These proficiencies were modelled after the American Association of Colleges and Universities Essential Learning Outcomes. [www.aacu.org/leap/essential-learning-outcomes](http://www.aacu.org/leap/essential-learning-outcomes)