

**Wisconsin Content Standards**

**APPENDIX C**

All professional education content courses leading to certification shall include teaching and assessment of the Wisconsin Content Standards in the content area.

<p><b>In this column, list the Wisconsin Content Standards that are included in this course. The Standards for each content area are found in the Wisconsin Content Standards document.</b></p>	<p><b>In this column, indicate the nature of the performance assessments used in this course to evaluate student proficiency in each standard.</b></p>
<p>#2 Contemporary theories of communication including purposes, source, setting, audience, subject &amp; media</p>	<p>Essay exams demonstrating ability to understand &amp; apply theories; written analysis/evaluations of the theoretical bases for communication research articles; written research prospectus including section establishing theoretical base for study</p>
<p>#10 Communication ethics &amp; individual responsibility associated with competent &amp; effective communication in society</p>	<p>Essay exams addressing ethical dimensions of communication &amp; research; written analyses/evaluations of ethical communication components in communication research</p>