

Introduction

The main purpose of Core Assessment is a personal self analysis where you take the course material and apply it a new event you did or experienced while enrolled in this course.

The Core Assessment Project should be communicated as a substantive, formal paper. The paper is not a research paper, although it has a research element in the backgrounder section due in Unit 2 along with references cited in the backgrounder.

The Core Assessment has two assignments.

- Unit 3 Backgrounder
- Unit 6 Core Assessment Paper

Unit 3 Backgrounder

Please note that the backgrounder is due by the end of Week/Unit

3. However, if you want feedback, feel free to email it to me early for a response from me. You can make a revision to increase your points. **Remember, it is not due until the end of Unit 3.**

What is a backgrounder?

This is a term used in journalism and public relations, the course designer is a former speech writer and is most familiar with this term. For your purposes, consider the backgrounder as the literature review and tentative outline for your core assessment assignment. Time goes by quickly, and you need to start thinking that assignment, which is a paper you will write. It is much easier to write a paper if you have had time to think about the topic and prepared a map (outline) of what you want to say.

This assignment is called an assessment because you will be assessing your intercultural skills as they were at the beginning of class and then tracking your changes, and finally discuss the practices you see as useful for your future endeavors. You will:

1. Pick an area about intercultural communication that would be most beneficial for you to develop. Determine your purpose of study from this choice. It may be useful to you in your future work, social/familial associations, or even a way to prepare yourself for your next move (company expatriate work or military transfer). You can look at the textbook outline to

get an idea of what aspect of intercultural communication you want to improve in.

2. Use one or more of the self-assessments in the textbook to analyze where your skills are, and as a way of judging how you can improve those skills.
3. You will write a tentative introduction and part of your abstract from the information you garner in steps 1 and 2. I say tentative because you will likely revise these aspects of your paper a little as you find your sources. (FYI, an abstract is a complete overview of your paper, in 50-100 words. Researchers use abstracts to get the gist of a paper and see if there will be useful information from reading the full paper.)
4. Create an outline, showing the 3-5 main points you will be covering. For example, you may want to develop your awareness of nonverbal skills in multi-cultural settings. There are so many nonverbal skills that you would have to write a book. So pick three, such as eye contact, body positioning, or proxemics.
5. Be sure to add critical thinking points to your outline. Critical thinking is applying scholarly/reliable sources to your statements about the communication skills you are discussing. This shows the reader that your thoughts have a reliable foundation. You can also use these sources as a launch-pad for self-analysis and apply them to your experiences.
6. Write a tentative conclusion.
7. Include your APA style reference list (class textbook and 4 additional scholarly sources are required). Remember, an in-text citation includes the page number: (Neuliep, 2015, p. 42 or Neuliep, 2017, p. 40) and needs to be tied to a corresponding reference. You can conduct research here: <https://www.park.edu/library/> Also try Google Scholar. Notice the scholarly sources toward the end of your textbook to see the kind of high quality sources you can use in your report. You will be graded on the quality of the sources that are used in your paper.

The below template shows all the pieces of this backgrounder assignment. For the paper, due at the end of Unit 6, the below outline for the 3 main points of the body will be written out and abstract, introduction, and conclusion may be revised.

1. **Title Page (page 1)**

1. **Abstract Draft (page 2)**

In about 50 words, summarize your report. This information is the kind of content you might put in a summary at the end of a report, but in APA style, the abstract goes at the beginning. In the abstract, you can say the following:

The research question to be answered in this report is the following: How can I use intercultural communication research principles to improve my communication? The three main ideas I am going to discuss are _____, _____, and _____. In the conclusion, I evaluate my course learning and ways that I plan to improve my intercultural communication in the future.

III. Introduction Draft (page 3)

Tell the reader why you are writing the report. State the purpose or objective of your report and provide an overview of the subject content that you will explain.

- 1. Body (page 3-6 for final paper, but just outline for the backgrounder)**
 - A. Main Idea One (e.g., Culture affects interpersonal communication.)
 1. Scenario or Personal Example
 2. Research Base (Explain and cite your textbook, supplemental research readings, or other scholarly articles from Communication and Mass Media Complete to support your concepts).
(Transition from This Idea to the Next Idea)
 - B. Main Idea Two (e.g., Listening affects interpersonal communication.)
 1. Scenario or Personal Example
 2. Research Base (Explain and cite your textbook, supplemental research readings, or other scholarly articles from Communication and Mass Media Complete to support your concepts).
(Transition from This Idea to the Next Idea)
 - C. Main Idea Three (e.g., Nonverbal communication affects relationships.)
 1. Scenario or Personal Example
 2. Research Base (Explain and cite your textbook, supplemental research readings, or other scholarly articles from Communication and Mass Media Complete to support your concepts).
(Transition from This Idea to the Next Idea)

1. Conclusion Draft (page 6-7)

Discuss the implications of your work in the course and what you learned about Interpersonal Communication principles and strategies. You may want to discuss some of the Tests for Success you took in the textbook, and what they said about your interpersonal communication. You may want to discuss your strengths and needs that you will work on after the course ends.

1. References in APA Style (page 8)

CA 235 Backgrounder Rubric

Criteria	Ratings Pts
Abstract draft (5 pts possible)	
Clear Introduction draft (5 pts possible)	
Made of 3-5 main points in outline form (3 pts possible)	
Describe 1-3 communication-based theories for each main point in outline (3 pts possible)	
Main points and accompanying theories presented in outline form (3 pts possible)	
Formulate personal strategies, based on scholarly information, for developing effective intercultural communication (using the main points and accompanying theories). Include in outline. (10 pts possible)	
Conclusion draft (5 pts possible)	
References (minimum 4 scholarly sources plus textbook) in APA	

CA 235 Backgrounder Rubric

Criteria	Ratings Pts
format	
(6 pts possible)	
Effective, clear writing; spelling and grammar checked	
(10 pts possible)	
Total Points (of possible 50):	