Summary of students’ perception of the most influential concepts in the Communication Studies Program

There were 34 students enrolled in the Capstone course in 2014. With each student selecting 5 concepts, there were 19 concepts selected by only one student. Below are the concepts selected by at least two students followed by the number of times it was selected in a student’s top five list (concepts with same number of mentions are listed alphabetically).

Power of Symbols/Labels = 10
Benefits and Styles of Conflict Management = 8
Elaboration Likelihood Model = 8
Principles of Power = 8
Contrasting Cultural Dimensions/World Views = 7
Fundamental Attribution Error = 6
Greater Cultural Awareness = 6
Group Roles, Styles (Myers Brigg) and Emergent Leaders = 6
Importance of Perception Checking = 5
Styles of Rhetorical Criticism = 5
Becoming a Learner = 4
Cognitive Dissonance = 4
Heart Energy/Listening = 4
“In the box” Self-deception = 4
Leadership Styles = 4
Power of Visuals & the Myth of Photographic Truth = 4
Self-Awareness = 4
Framing = 3
Nonviolent Communication = 3
“Face” Needs = 3
“I” Language (avoiding blame) = 3
Groupthink = 3
Power of Narratives = 3
Ethnocentrism = 2
“Foot in the Door” Persuasion = 2
Four Family Types = 2
Leader-Member Exchange = 2
Self-Disclosure Principles = 2
Six “Sticky” Principles = 2
Speech Acts = 2
TRIP approach to conflict = 2