

Pictures Matter in Theory: The Impact of Creating Visual Representations for Student Learning

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Rationale

- Historically, core substance for students has meant “information”
- Organizations, particularly those that are larger, more complex, or long-established, report employees’ abilities to contribute creatively is often limited or non-existent
- Need to better bridge the gap between the academic and professional environment
 - Competitiveness
 - Continuity
 - Connectivity
 - **Creativity**

Theories Portfolio Assignment

For this assignment you will be creating a portfolio that demonstrates your knowledge of the 6 organizational communication foundational theories.

For each theory you will:

1. Create a visual representation
2. Answer the following:
 - a. Explain *why* your image represents this theory
 - b. Describe communication from this theory and explain how your image represents it
 - c. Describe this theory’s major implications.
 - d. Explain the strengths of this theory, when it is appropriate to use, and how the strengths are represented in the image.
 - e. Explain the weaknesses of this theory, when not to use it, and how your image would have been different if you had focused on this instead of the strengths of the theory

Suggestions

- Discuss creativity in your particular field of study
- Brainstorm an example in class
- Carefully explain what will be graded *objectively* and what will be correct as long as it is well supported or *explained*
- Provide in-class time to debrief

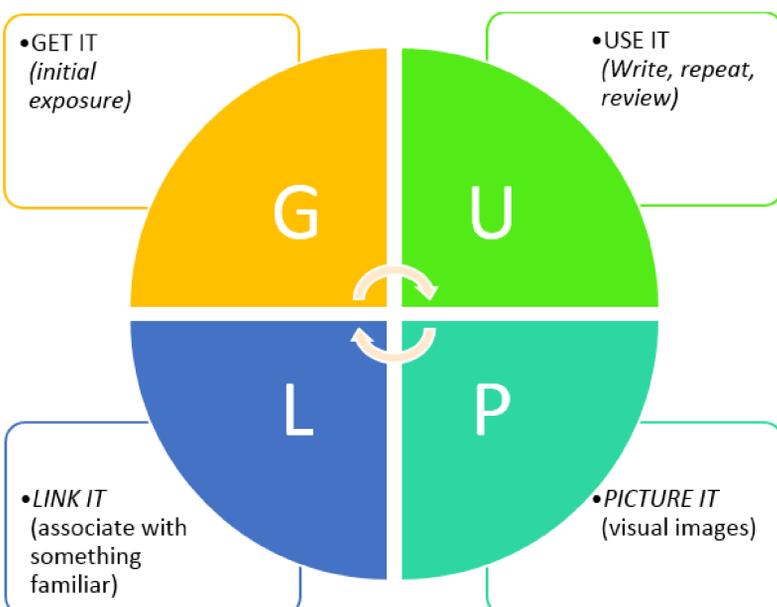


Classical theory is all about “predictability, standardization, and specialization.” A pyramid is made up of a hierarchy with a lot of downward communication, and these reasons are why this picture is a great representation.



The rites and rituals of an organization are the symbolic ceremonies that celebrate the values of the organization; this image represents what happens in the movie on Wednesdays.

Student learning



Rubric

Theory	Image	Explain	Communication	Implications	Strengths	Weaknesses
Classical						
Human Relations						
Human Resources						
Cultural						
Critical						
Systems						

References

- Harir, D., & Bibi, H. (2015). The 4 Cs Model: A new approach to marketing education in Lebanon. *International Journal of Enhanced Research in Educational Development*, 3(3) 33-39.
- Healey, K. (2015, August 21). <http://fortune.com/2015/08/21/kerry-healey-encourage-creativity/>
- Pepperdine University <http://www.pepperdine.edu/disabilityservices/students/tips/memstrat.htm>

