

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