



TABLE OF SPECIFICATIONS
Comm 11 – Purposive Communication
1st Semester AY 2021-2022

Examination: ___ Midterm __ Final

Date of Examination: December 13-17, 2021

Content	No. of Meetings	Course Outcome/ Learning Outcome (CO/LO)	%	Taxonomy of Objectives						Total Items
				Remembering	Understanding	Applying	Analyzing	Evaluating	Creating	
				0%	0%	20%	20%	30%	30%	
Communication in Multimodal Landscapes	2	LO1. Adopt awareness of audience and context in presenting ideas LO2. Dichotomize visual literacy from multimodality.	20%	10	6	4	0	0	0	20
Communication Aids and Strategies Using Tools of Technologies	2	LO3: Design and/or actualize multimodal materials for a socio-civic oriented activity for a cause. LO4: Elucidate	20%	5	0	15	0	0	0	20