

## Engineering Communication Program (ECP) Communication Principles and Indicators

Principles	Indicators
1. Structure a logical argument in an engineering context	• Selects appropriate content and approach for audience and purpose
	• Makes interpretive and analytical claims using reasonable inference from data
	• Supports a claim with use of evidence and reasoning
	• Makes use of logical reasoning patterns to structure argument
2. Organize communication for an intended audience	• Understands and adapts appropriate modes to meet an audience's needs
	• Uses explicit structure to direct an audience
	• Transitions effectively between paragraphs and sections
	• Provides context before detail
3. Develop clear, correct, and cohesive sentence and paragraph structures	• Chooses appropriate rhetorical structures for paragraphs and sentences
	• Builds each paragraph around a focus or claim, usually signalled by a topic sentence
	• Chooses appropriate paragraph format to achieve purpose
	• Selects and positions appropriate subject, verb and object forms within sentences for clarity and strength
4. Deliver oral communication effectively to an intended audience	• Chooses appropriate rhetorical structures for oral communication
	• Presents in a natural but prepared manner
	• Engages with audience through appropriate eye contact and non-distracting body gestures
	• Uses appropriate volume, articulation and pace
5. Create clear and appropriate visuals to represent engineering ideas	• Builds visuals with a clear purpose
	• Selects visual type appropriate to purpose and audience
	• Highlights signal and limits noise
	• Integrates visuals effectively into text or talk