

Professor Fernandez’s Instruction Manual: Almost every new product you buy has an instruction manual. Why doesn’t someone issue a similar manual for the people we work with most frequently? In an attempt to bridge the gap, I’ve constructed a manual of tips for working with me. Craft an instruction manual for your group. Bring 5 hard copies, along with 5 hard copies of your schedule to class on February 2.

Characteristic	So What?
Teaching:	
Experimental	<ul style="list-style-type: none"> • I expect students to learn through trial and error. • You can almost certainly recover from a fall, or perceived failure – these are the most robust learning opportunities. • The process of trial and error might leave a student feeling discouraged. <p>Best practices: Accept constructive criticism and move forward with confidence and optimism.</p>
Expectations	<ul style="list-style-type: none"> • I have high expectations for students. • I expect students to think critically, create solutions and articulate their unique position. • High expectations can come across as brash or lacking empathy. <p>Best practices: Attend class, actively listen and ask questions often.</p>
Learning:	
Auditory	<ul style="list-style-type: none"> • I learn through conversation. <p>Best practices: Talk to me often and participate in class discussion.</p>
Logical	<ul style="list-style-type: none"> • I value research. • I’m persuaded by thoughtful articulations of evidence, beyond one’s individual experience. • My tendency to play devil’s advocate can be off-putting. I will often present a position in order to challenge students to think about other alternatives -- this does not mean that I disagree with his/her position. <p>Best practices: Evaluate multiple perspectives and support your claims with credible information sources.</p>
Background:	
Journalism; Public Relations; and Marketing Research	<ul style="list-style-type: none"> • I’m a former legislative news-writer. As such, I pay close attention to the mechanics of writing. • I’ve worked in political public relations and consequently tend to emphasize persuasive communication approaches in assigned coursework and class discussions. • My area of research focuses on emerging media and audience analysis. I expect students to evaluate the differences across media platforms and avoid assumptions about a “one-size-fits-all” approach to communication. <p>Best practices: Remember that communication is an applied art – the tools and practices I emphasize are necessary for your success in future classes and as a communication professional.</p>

