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Philosophy of Teaching

As a teacher and advisor, I am creative catalyst of positive energy and enthusiasm. From my perspective, effective teaching goes beyond knowledge of a particular subject. I bring in the theoretical constructs, relevant examples, energetic enthusiasm, and a positive belief that all students can succeed if they put their minds to it. I truly believe “attitude is everything” in the classroom, and make every attempt to create a positive learning environment. Because of this, I am dedicated to my students, willing to go the “extra mile” to ensure they learn in a stimulating atmosphere of encouragement. I use the *FACE model* as my teaching philosophy.



■ **F is for Freedom & Flexibility**

Students have the freedom to ask questions in class and outside of the classroom. I also offer them flexibility in learning without comprising standards or expectations. If a student has a good idea, I am eager to listen and try it out. Freedom and flexibility also means an open office door where students can come for help, clarification or general advice.

■ **A is for Application**

That is real-world application. Using situated cognition and meaningful learning strategies, I make every attempt to help the students understand communication and public relations concepts as these concepts would be applied in the “real world.” This means using current, real-world examples from the news and pop culture in classroom supplements. I also strive to teach applicable skills – my goal is to assist students in developing professional and personal skills that will help them achieve success after long-after graduation. For example, I recently developed a new public relations module in E-Newsletters in attempt to make sure our curriculum reflects cutting edge PR tactics.

■ **C is for Creativity and Competence**

I take a creative approach to teaching and learning. For example, I use a variety of strategies to reach-out to my 120-student lecture class. Instead of simply standing and talking to students for hours on end, I bring in guest speakers, develop interactive assignments, and use mini-exercises to keep them enthused and energized. I also utilize the latest technology (i.e. Blackboard) to reach out to students, and help them reach out to each other. I also encourage students to explore their own creative strengths. Competence is important in my classes. I push students on the continuum of competence – all the way to superior work.

■ **E is for Excellence, Encouragement and Engagement**

I strive for excellence in my teaching, and also expect students to give me their personal best. One of my favorite things to tell students is that it is my job to “Elevate them to Excellence” as opposed to let them wade in mediocrity. I also encourage students to explore their personal interests in the context of public relations. For example, recently I developed a personalized practicum for a student interested in developing her skills in web-design, and helped another student gain national media exposure by helping him learn how to “pitch” his articles and news releases to national cycling magazines.