

## Master of Science Degree in Mass Media Arts and Journalism Program Outcomes

1. Students will demonstrate oral and nonverbal Communication skills in forms and styles that are clear, accurate, thorough, cogent, fair and appropriate for communication professions, audiences and purposes they serve.
2. Students will demonstrate the ability to write in forms and styles that are clear, accurate, thorough, cogent and fair, and appropriate for scholarly research as well as for communication professions, audiences and purposes they serve.
3. Students will demonstrate the ability to think critically, creatively, and independently as they consider the persuasive nature of communication and the role of strategic planning for communication events.
4. Students will demonstrate an awareness and appreciation of the diversity of groups in a global society in relationship to communication.
5. Students will demonstrate the ability to gather and critically evaluate information from diverse and varied sources.
6. Students will demonstrate an understanding of the history and development of communication and the ways in which this history has affected individuals and society.
7. Students will demonstrate the ability to edit or produce communication material that is clear, accurate, thorough, cogent and fair.
8. Students will demonstrate an understanding of current media technologies and their capabilities, limitations and implications from multiple perspectives, including that of producer, artist and audience.
9. Students will demonstrate appreciation for the pervasive nature of communication by acknowledging the interdependence and intertwining of all disciplines with communication.
10. Students will demonstrate an awareness and appreciation of the foundations of the First Amendment and ethical issues in the media in order to realize their democratic potential, exhibit robust citizenship, and conduct their endeavors with civility and integrity.