

Communication; Bachelor of Science Degree, Journalism Concentration

Program Outcomes

1. 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. 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. 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. Demonstrate an awareness and appreciation of the diversity of groups in a global society in relationship to communication.
5. Demonstrate the ability to gather and critically evaluate information from diverse and varied sources.
6. Demonstrate an understanding of the history and development of communication and the ways in which this history has affected individuals and society.
7. Demonstrate the ability to edit or produce communication material that is clear, accurate, thorough, cogent and fair.
8. Demonstrate an understanding of current media technologies and their capabilities, limitations and implications from multiple perspectives, including that of producer, artist and audience.
9. Demonstrate appreciation for the pervasive nature of communication by acknowledging the interdependence and intertwining of all disciplines with communication.
10. 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.