Communication Arts (B.A.) Student Learning Outcomes

1. Prepare students for careers in mass communications through experiential learning.

1.a Prepare a professional portfolio of work.

1.b Demonstrate professional behavior including teamwork, reliability, and meeting deadlines.

1.c Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

2. Educate students about First Amendment principles and the law appropriate to professional practice.

2.a Apply legal principles by processing, analyzing and editing information in stories and case studies.

2.b Communicate information free of defamation, plagiarism, bias, copyright and trademark concerns.

3. Educate students on the role of mass media in society and evaluate its cultural influence.

3.a Evaluate industry trends and the issues facing both the professional practice of mass communication and audience use of mass media.

3.b Understand how the history of mass communications has affected the development of professional practice and impacted society.

4. Educate students on how to communicate effectively in a diverse world.

4.a Produce clear written communication for specific audiences and purposes, using Associated Press style and proper mechanics.

4.b Produce visual communication clearly and for specific audiences and purposes.

4.c Develop effective messages and presentations by utilizing the best practices for interviewing, interpersonal communication, and public speaking.

5. Educate students in how to critically examine individual work and that of others for accuracy, fairness and clarity.

5.a Use appropriate research design methods to collect data and communicate findings.

5.b Analyze when information is missing, misplaced, biased or unclear.

6. Educate students on how to use appropriate tools and technologies for given communication.

6.a Use the appropriate techniques and technology for producing, designing and editing multimedia content.

6.b Combine at least two multimedia elements to effectively inform or persuade an audience.