



## Communication Arts (B.A.) Student Learning Outcomes

### **1. Gain a practical understanding of the nature of their chosen field of work.**

- 1.a Secure hands-on practical experience by completing an internship. Develop the capacity to meet deadlines.
- 1.b Apply guidelines, norms and codes of ethics that govern ethical decision-making within the profession and other communication-related professions.

### **2. Understand First Amendment principles and the law appropriate to professional practice.**

- 2.a Apply legal and ethical principles by processing analyzing and editing information in stories and case studies.
- 2.b Gather and communicate information free of defamation, plagiarism, bias, copyright and trademark concerns.

### **3. Understand the role of mass media in society and evaluate its influence.**

- 3.a Analyze industry trends and the issues facing both the professional practice of mass communication and audience use of mass media.
- 3.b Grasp the history of and issues facing the professional practice of mass communications.

### **4. Communicate in appropriate forms and styles for the designated audience.**

- 4.a Use multimedia tools to produce written and oral communication clearly and specific for the audiences and purposes, using Associated Press style and proper mechanics.

### **5. 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. Use appropriate tools and technologies for given communication procedures.**

- 6.a Integrate the appropriate techniques for using, designing and editing multimedia tools; video and/or still cameras; graphic design software; content management software.
- 6.b Combine at least two multimedia elements to effectively inform or persuade an audience.