

Communication

Bachelor of Arts, Communication Studies

Cognitive Outcomes. Students should be able to:

- Understand and appreciate the complexities of the communication process across a wide range of contexts.
- Understand and appreciate the central role of media institutions, media content and its global circulation in connecting peoples and shaping their worldviews.
- Assess how diverse ethical perspectives underlie the production and reception of messages and arguments across media and audiences.
- Understand how the rhetorical/critical and empirical approaches and methods contribute to the unique nature of the communication discipline.
- Differentiate between levels of communication study – interpersonal, group, public, intercultural and mass communication.
- Understand the production, economic and behavioral dimensions of a mediated world.

Behavioral Outcomes. Students should be able to:

- Create and deliver oral presentations with various purposes to a range of audiences.
- Craft clear prose according to accepted rules of grammar, syntax and punctuation.
- Conduct database inquiries essential to various forms of writing projects.
- Create, evaluate and appropriately refute messages in public, technical, and private spheres.
- Effectively create and deliver oral presentations in various contexts and for a range of audiences.
- Successfully work with others to solve problems and complete tasks.
- Effectively create written products in various contexts and for a range of audiences.

Affective Outcomes. Students should:

- Value how worldviews are central to the ways that people think and act in the world.
- Develop an aesthetic appreciation for the role of various rhetorical artifacts in personal, social and cultural contexts.
- Nurture a perspective of contingency rather than certainty.
- Acquire a commitment to ethics and to high ethical standards for self, others, and institutions.
- Appreciate the centrality of communication study in a wide range of vocations and careers.

Bachelor of Arts in Communication (Conflict)

Cognitive Outcomes. Students should be able to:

- Understand and appreciate the complexities of the communication process across a wide range of contexts.
- Understand and appreciate the central role of media institutions, media content and its global circulation in connecting peoples and shaping their worldviews.
- Assess how diverse ethical perspectives underlie the production and reception of messages and arguments across media and audiences.
- Understand the nature of conflict as an integral part of the human experience within the framework of interaction with others.
- Recognize the different levels of conflict, interpersonal, group, political, and cultural, and their similarities and differences.
- Understand theories of peacebuilding and the role of and importance of peacebuilding internationally and locally.
- Have a broad knowledge and understanding of applied strategies of conflict management and peacebuilding including dialog, mediation, arbitration, negotiation and grass-roots peacebuilding.

Behavioral Outcomes. Students will be able to:

- Create and deliver oral presentations with various purposes to a range of audiences.
- Craft clear prose according to accepted rules of grammar, syntax and punctuation.
- Conduct database inquiries essential to various forms of writing projects.
- Map conflicts and conduct situational analysis and diagnosis.
- Demonstrate empathy and dialog skills within and among various diverse constituencies.
- Demonstrate critical thinking skills particularly with regard to separating fact, opinion and inference in conflict and peacebuilding contexts.
- Research and write effectively about conflict, peacebuilding, and conflict resolution.
- Demonstrate understanding of group process and shared decision-making and problem solving.

Affective Outcomes. Students should:

- Value how worldviews are central to the ways that people think and act in the world.
- Have enhanced attitudes of mutual respect and provisionalism regarding the beliefs, values and actions of others.
- Have an enhanced appreciation for the importance of diversity in the world.

Bachelor of Arts Communication (Journalism)

Cognitive Outcomes. Students will be able to:

- Understand and appreciate the complexities of the communication process across a wide range of contexts.
- Understand and appreciate the central role of media institutions, media content and its global circulation in connecting peoples and shaping their worldviews.
- Assess how diverse ethical perspectives underlie the production and reception of

messages and arguments across media and audiences.

- Understand and appreciate the importance of informed citizens in a self-governing society and the media role in providing that information.
- Understand the legal and ethical principles that shape and motivate news media locally, nationally and globally.
- Understand the historical and economic contexts that underlie media in the U.S. and influence their future.
- Understand the relationship between news media and other media as they seek out, package and distribute information.
- Understand the forms in which information is delivered (news, advertising, commentary) and the criteria that distinguish each.
- Understand the importance of maintaining currency with local, national and global events and issues and the importance of using creditable sources in that regard.

Behavioral Outcomes. Students should develop competence in:

- Creating and delivering oral presentations with various purposes to a range of audiences.
- Crafting clear prose according to accepted rules of grammar, syntax and punctuation.
- Conducting database inquiries essential to various forms of writing projects.
- Skills associated with fact-gathering for broadcast-related platforms, including research, interviewing and direct observation.
- Writing, editing, designing and producing narratives of interest and importance in a variety of formats.
- Participating effectively in group creativity, whether as a supervisor, collaborator, coach or critic.

Affective Outcomes. Students should:

- Value how worldviews are central to the ways that people think and act in the world
- Nurture an appreciation for freedom of expression and a commitment to expanding it.
- Nurture the desire to serve well in sustaining an informed citizenry.
- Nurture a concern for clear, accurate and honest communication.

Bachelor of Arts, Communication (Media Performance and Production)

Cognitive Outcomes. Students should understand:

- And appreciate the complexities of the communication process across a wide range of contexts.
- And appreciate the central role of media institutions, media content and its global circulation in connecting peoples and shaping their worldviews.
- and be able to assess how diverse ethical perspectives underlie the production and reception of messages and arguments across media and audiences.
- The responsibilities of media industries to sustain a thoughtful and informed public.

- The legal and ethical responsibilities of producing media texts
- How legal, economic and management factors create the context within which media texts are produced.
- The various forms of media text production, such as news, advertising, documentary and entertainment.

Behavioral Outcomes. Students should be able to:

- Create and deliver oral presentations with various purposes to a range of audiences
- Craft clear prose according to accepted rules of grammar, syntax and punctuation
- Conduct database inquiries essential to various forms of writing projects
- Develop competency in audio and video production technologies, with special attention to the emergence of digital technologies and their applications across user platforms.
- Acquire skills in acting and directing.

Affective Outcomes. Students should nurture:

- And value and understanding of how worldviews are central to the ways that people think and act in the world
- An appreciation for freedom of expression and responsible content production.
- A personal ethical responsibility as a producer of media texts towards audiences, and an appreciation of their diversities.

Bachelor of Arts Communication (Public Relations and Advertising)

Cognitive Outcomes. Students should understand and appreciate:

- The complexities of the communication process across a wide range of contexts.
- The central role of media institutions, media content and its global circulation in connecting peoples and shaping their worldviews.
- Assessment of diverse ethical perspectives underlying the production and reception of messages and arguments across media and audiences.
- The history of public relations, its legal and socio-political frameworks, and its code of ethics.
- Relevant theories of organization and organizational development and change.
- Communication theories relevant to relationship development and management, public communication and social influence.
- How issues of gender, cultural and global reach affect public message design and campaigns.
- Responsible use and reporting of research.

Behavioral Outcomes. Students should be able to:

- Create and deliver oral presentations with various purposes to a range of audiences.
- Craft clear prose according to accepted rules of grammar, syntax and punctuation.

- Conduct database inquiries essential to various forms of writing projects.
- Perform, read and interpret research across critical and empirical methods.
- Plan messages based upon clear written and oral expression.
- Conduct problem definition, strategic and tactical planning, and use ethical decision-making.
- Manage communication flow using appropriate technologies, within and across organizational boundaries.
- Demonstrate basic proficiency in & recognition of role of technologies in public relations practice.

Affective Outcomes. Students should nurture and value:

- How worldviews are central to the ways that people think and act in the world
- Lifelong intellectual curiosity and critical thinking.
- Ethical conduct for self and others,
- Responsible membership in and leadership of groups.
- Relational sensitivity based on awareness of cultural and gender differences.

