

Standing Requirements

Outcomes Library

Communication and Culture Concentration - 2013

Description

The Communication and Culture Concentration examines communicative practices as modes of action, ways of accomplishing social ends, the craft of communicative activity/performance, and ordinary and spectacular cultural events. Courses in this concentration utilize multiple methods to develop an understanding of the cultural worlds human occupy. This concentration features ethnographic theory and method as well as critical theory and application. It involves students in participant observation, cross-cultural contexts, and prompts self-reflexivity to produce knowledge about how culture is produced/reproduced by human action.

1. Apply research and critical thinking skills in an argument or discussion

Apply research skills and critical thinking skills in a sustained argument or discussion.

Outcome	Mapping
1.1 Identify the component parts of an argument	No Mapping
1.2 Support argumentative claims	No Mapping
Support argumentative claims with appropriate evidence and cogent reasoning.	

2. Understand the social and ethical implications of persuasion in socio-political contexts

Demonstrate an understanding of the social and ethical implications of persuasion in socio-political contexts.

Outcome	Mapping
2.1 Explain the standard ethical perspectives applicable to public persuasion	No Mapping
2.2 Explain the role of context in the generation of persuasive texts	No Mapping

3. Understand hegemonic forces in the construction and interpretation of cultural texts

Demonstrate an understanding of the hegemonic forces of gender, race, class, age, and sexual orientation in the construction and interpretation of cultural texts.

Outcome	Mapping
3.1 Explain the historical underpinnings of hegemonic practices	No Mapping
3.2 Explain how power relationships constrain contemporary social interactions and texts	No Mapping
Explain the historical underpinnings of hegemonic practices in the United States and/or in other cultures.	
Explain how power relationships constrain contemporary social interactions and texts in the United States and/or in other cultures.	

4. Understand ethnographic and critical theories of communication in the formation and analysis of texts

Demonstrate an understanding of ethnographic and critical theories of communication in the formation and analysis of texts.

Outcome	Mapping
4.1 Apply ethnographic theory	No Mapping
Apply ethnographic theory in a sustained analysis of a cultural	

artifact or text.

4.2 Apply critical theory

No Mapping

Apply critical theory in a sustained analysis of a cultural artifact or text.

Core Communication - 2013

1. Conduct research

Demonstrate the ability to conduct primary research in Communication.

Outcome

Mapping

1.1 Locate texts

Locate academic and creative texts published in scholarly, trade, and creative forums.

Foundational Studies: 1. Locate, critically read, and evaluate information to solve problems.

1.2 Analyze texts

Analyze academic and creative texts published in scholarly, trade, and creative forums.

Foundational Studies: 1. Locate, critically read, and evaluate information to solve problems.

1.3 Cite texts

Cite academic and creative texts published in scholarly, trade, and creative forums.

No Mapping

2. Evaluate secondary research

Demonstrate the ability to evaluate secondary research in Communication.

Outcome

Mapping

2.1 Analyze methodologies and approaches to research

Analyze and critique specific methodologies and approaches to communication research.

Foundational Studies: 2. Critically evaluate the ideas of others.

2.2 Conduct research

Conduct communication research using appropriate quantitative and/or qualitative methodologies and approaches.

No Mapping

3. Understand communication processes

Demonstrate an understanding of communication processes.

Outcome

Mapping

3.1 Produce texts

Produce texts for appropriate audiences.

Foundational Studies: 10. Express themselves effectively, professionally, and persuasively both orally and in writing.

3.2 Analyze communication

Analyze communication in various contexts.

No Mapping

4. Understand the social construction of reality

Demonstrate an understanding of the concept of the social construction of reality.

Outcome

Mapping

4.1 Explain the relationship between symbols and meaning

No Mapping

4.2 Explain the role of power in communicating cultural meaning

No Mapping

5. Understand mediated communication

Demonstrate an understanding of mediated communication.

Outcome	Mapping
5.1 Explain the historical development of media and technology	No Mapping
5.2 Explain the political-economic milieu of media	No Mapping
5.3 Explain the mutual influence of media and culture	No Mapping

Health Communication Concentration - 2013

Description

The Health Communication Concentration examines the production and dissemination of health information and how that information impacts individuals, small groups and communities, organizations, and public policy. Health Communication draws from the fields of interpersonal, organizational and media communication, utilizing strategic communication to deliver evidence-based health information to various healthcare audiences. Courses in this concentration teach how to motivate individuals to be attentive and responsive to health information, as well as how to improve patient outcomes such as compliance, satisfaction, and quality of life through the use of targeted audience-specific texts which are frequently mass mediated.

1. Understand the social construction of health and illness

Demonstrate an understanding of the social construction of health and illness.

Outcome	Mapping
1.1 Explain the role of power in the practitioner-patient dyad	No Mapping
1.2 Explain the impact of culture on health and illness meanings and behaviors	No Mapping
1.3 Explain how health and illness shape perceptions of self and other	No Mapping

2. Understand the power of media

Demonstrate an understanding of the power of media to impact understandings of health, illness, risk, and disease.

Outcome	Mapping
2.1 Explain how media shape ideas about health and illness	No Mapping
2.2 Apply mass communication theories to the analysis of health communication texts	No Mapping

3. Understand theories

Demonstrate an understanding of various theories used to examine health behaviors and inform health communication practices.

Outcome	Mapping
3.1 Apply communication theory to examine health contexts and materials Apply communication and health communication theory to examine health contexts and materials meant to impact understandings of health, illness, disease, and risk.	No Mapping
3.2 Apply communication theory to explain how behavior is influenced Apply communication and health communication theory to explain how behavior is influenced by cognitive and peripheral cues, emotion, and self-efficacy.	No Mapping

4. Develop applied health communication projects

Apply communication concepts to develop applied health communication projects.

Outcome	Mapping
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4.1 Conduct a review of the literature

Apply research skills to conduct a review of literature on a health communication topic.

Foundational Studies: 1. Locate, critically read, and evaluate information to solve problems.

4.2 Apply appropriate theoretical lens

Apply appropriate theoretical lens to study a health communication issue, topic, or campaign.

No Mapping

4.3 Develop and conduct a study

Develop and conduct a study of health-related issues or topics, using various methods of research and appropriate methodological selection.

No Mapping

4.4 Present an applied health communication project

Prepare and present a comprehensive applied health communication project.

No Mapping

Journalism Concentration - 2013

Description

The Journalism Concentration explores the various skills, laws, ethics, power dynamics, and responsibilities of the news media in modern society. Courses in this concentration focus on the technical skills and theoretical understandings needed to successfully hear, interpret, and share the stories of people whose circumstances may be different, but are vital to the changing and diverse world in which we live.

1. Understand how journalism is shaped by culture

Demonstrate an understanding of how journalism is shaped by cultural and societal forces.

Outcome

Mapping

1.1 Explain journalism's role in democracy and American history

No Mapping

Explain journalism's role in democracy, broadly, and in American history, specifically.

1.2 Explain journalism's role and responsibility

No Mapping

Explain journalism's role and responsibilities in terms of representations of race, class, gender, and underrepresented peoples.

1.3 Explain the legal and ethical considerations

No Mapping

Explain the legal and ethical considerations that must be accounted for in the creation of journalistic content.

1.4 Explain economic forces that shape journalistic texts

No Mapping

Explain the economic forces that shape journalistic texts and limit journalists.

2. Demonstrate proficiency the skill sets related to journalism

Demonstrate proficiency in the various skill sets related to producing journalistic media texts.

Outcome

Mapping

2.1 Demonstrate proficiency in dominant media platforms and their tools

No Mapping

Demonstrate proficiency in dominant media platforms and their related technological tools (hardware and software), as well as adaptability to emerging media technologies.

2.2 Demonstrate proficiency in information gathering skills

No Mapping

Demonstrate proficiency in information gathering skills, including sourcing, interviewing, and recording information accurately.

2.3 Produce journalistic texts

Foundational Studies: 10. Express themselves effectively, professionally, and persuasively both orally and in writing.

Produce journalistic texts that meet professional standards and market place demands.

Media Studies Concentration - 2013

Description

The Media Studies Concentration examines the social implications and responsibilities of the media and develops fundamental knowledge of media production theory and skills. Courses in this concentration challenge students to engage media texts critically, rather than to accept them passively. Coursework in this concentration foregrounds accomplishment in the skills sets necessary for those entering careers in mediated communication. Students learn to be both mindful consumers and responsible creators of mediated texts, which are essential aspects of contemporary life.

1. Explain the interactive relationships between media industries and society

Outcome

Mapping

1.1 Explain the effects of economic factors on media products

No Mapping

Explain the effects of economic factors on the creation and distribution of media products.

1.2 Explain the effects of media products upon cultural perceptions

No Mapping

Explain the effects of media products upon cultural perceptions of gender, race, religion, age, and nationality.

2. Plan and conduct research

Demonstrate an ability to plan and conduct research on mediated communication.

Outcome

Mapping

2.1 Locate and analyze existing research

Locate and analyze existing research on mediated communication.

Foundational Studies: 1. Locate, critically read, and evaluate information to solve problems.

2.2 Explain the limitations of media effects research

No Mapping

2.3 Analyze moving-image stories

No Mapping

Analyze moving-image stories using interpretive theories.

3. Produce effectively-structured stories

Demonstrate an ability to produce effectively-structured stories for electronic mass media.

Outcome

Mapping

3.1 Create a script or plan

Demonstrate the ability to create a usable, well-structured script or plan.

No Mapping

3.2 Plan the shooting of electronic projects

Demonstrate the ability to plan the shooting of electronic projects using storyboarding or shooting scripts.

No Mapping

3.3 Structure a story in post-production

Demonstrate the ability to structure a story in post-production (digital editing.)

No Mapping

Public Relations Concentration - 2013

Description

The Public Relations Concentration explores how to help organizations build and maintain good reputations and communicate effectively with employees, the media, community groups, and other constituents important to their success. Courses in this concentration emphasize the use of strategic communication to place messages in the media through media releases, editorial content, and promotion. Students learn more comprehensive and nuanced understandings of organizations, various media, and the construction of effective campaigns.

1. Understand the public relations planning process

Demonstrate an understanding of the dynamic, non-linear public relations planning process.

Outcome

Mapping

1.1 Explain the public relations campaign process

No Mapping

Explain the public relations campaign processes of research, planning, communication/execution, and evaluation.

1.2 Explain the relationship function of public relations planning

No Mapping

2. Understand the legal and ethical standards

Demonstrate an understanding of the public relations profession's legal and ethical standards

Outcome

Mapping

2.1 Apply ethical framework

No Mapping

Apply ethical frameworks to address public relations dilemmas.

2.2 Explain the core principles of the PRSA Code of Ethics

No Mapping

3. Produce texts for public relations purposes

Demonstrate an ability to produce clear, persuasive texts for public relations purposes.

Outcome

Mapping

3.1 Produce texts

Produce public relations texts that meet professional (PRSA) standards.

Foundational Studies: 10. Express themselves effectively, professionally, and persuasively both orally and in writing.

3.2 Demonstrate proficiency in information gathering skills

No Mapping

Demonstrate proficiency in information gathering skills; to include identifying sources, performing accurate sourcing, applying ethics, conducting interviews, and recording information accurately.

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