



DEPARTMENTAL PLAN FOR ASSESSMENT OF STUDENT LEARNING
2004-2005 ACADEMIC YEAR

Department: MASS COMMUNICATION AND JOURNALISM
Program: MASTER OF ARTS

Mission Statement

The mission of the Department of Mass Communication and Journalism graduate program is to provide quality educational experiences to students that promote critical thinking and creative skills based on the theory, principles, and techniques of mass communication via both print and electronic media. Graduates will be prepared to become professional communicators in the media industry and informed media users. Graduates will understand their responsibilities as ethical, self-directed practitioners within changing information, technological, and communication environments.

Student Learning Goals

Student Learning Goal 1: Students will develop critical-thinking and decision-making skills through exposure to the humanities, sciences, and social sciences as well as mass communication and journalism.

Objective 1.1: Students will demonstrate an ability to interpret data, identify assumptions, recognize strong versus weak arguments, induce and deduce inferences and evaluate opposing arguments.

Objective 1.2: Students will demonstrate a broad knowledge of concepts, issues, facts and theories derived from the natural and social sciences and from the arts and humanities.

Student Learning Goal 2: Students will acquire oral, written and visual communication skills with personal quality or style.

Objective 2.1: Students will acquire basic writing skills and be proficient in the fundamentals of grammar, sentence syntax and punctuation.

Objective 2.2: Student will be able to effectively select, organize and present information orally, visually and in writing.