

Learning Objectives

Students who major in the Department of Journalism and Communication will be prepared to:

1. Apply a diverse set of skills such as the following to meet a variety of media-oriented objectives
 - a. Written, oral, and visual communication skills
 - b. An understanding of social science research methods
 - c. An understanding of journalistic investigation methods
 - d. The ability to critically evaluate images and ideas presented through media
 - e. An understanding of professional conduct
2. Demonstrate mastery of the skills required to succeed in the communication professions and/or the capabilities required to succeed in graduate school
3. Understand the philosophical, legal, theoretical, historical, and ethical foundations of the mass media as well as the roles and responsibilities of mass media in a democratic society and be prepared to apply this understanding when interacting with audiences
4. Understand the challenges facing media practitioners and audiences in the global media market based on theoretical grounding and practical experience gained through their educational experience