

## Program Outcomes and Assessment

**Degree Program:** Communication and Media Studies

**Contact Person:** Randy Clark

**Program Mission Statement:**

Communication and Media Studies (CMS) at Clayton State is an unconventional degree program. A Bachelor of Arts degree administered by the Department of Visual and Performing Arts, CMS emphasizes training in the liberal arts: literature, theater, art, philosophy, and languages.

The ability to write and speak well, the ability to think critically about differing media and modes of communication, the ability to recognize quality in written, visual, and multimedia texts--these are broad-based, flexible skills that enrich our graduates' lives. In addition, these same skills offer graduates the tools that they need to thrive in professions revolutionized by rapidly evolving communication technologies.

### Learning Outcomes

**Outcome 1:** Communicate effectively in visual, written, spoken and non-verbal forms by achieving congruence in messages sent and messages received on all major levels of communication, including interpersonal, small group, large group, mediated group and mass communication

**Outcome 2:** Demonstrate critical and analytical skills by examining fully a diverse range of messages, both mediated and non-mediated, appraising form and content of message, purpose of message, role of audience, and use of channel and practicing informed and relevant decision making when engaged in specific communication situations, particularly regarding the demands and opportunities of those situations.

**Outcome 3:** Recognize the relationships between communication efforts, both mediated and non-mediated, the role of those efforts in society throughout history and across various global cultures

**Outcome 4:** Learn and apply aesthetics to media product, exploring the nature of beauty, art, and taste and performing critical analyses of art and culture, past and present, national and international.

**Outcome 5:** Cite and apply principles of ethics, differing conceptions of right conduct, moral character, and justice, and the central role of ethical behavior in sustaining human culture and communication

**Outcome 6:** Define the major forms of international communication and global media and recognizing recent technological innovations

**Outcome 7:** Exhibit readiness to enter a communication- or media-related career through successful completion of an appropriate internship

### Data Collection Overview

Learning Outcome	Assessment Method/Type of Evidence	When/Where will Data Collection Take Place	Who will collect data
<p>Communicate effectively in visual, written, spoken and non-verbal forms by achieving congruence in messages sent and messages received on all major levels of communication, including interpersonal, small group, large group, mediated group and mass communication</p>	<p><b>Assignments in the following required courses</b></p> <p>COMM 1110, Spoken Communication Evaluation of opposing points of view Presentation and slide show Process description</p> <p>COMM 3300, Interpersonal Communication Collaborative group activity Essays assessing students' ability to recognize a concept in their own experience Essays assessing students' ability to analyze how concepts function in their own lives</p> <p>CMS 2010, Introduction to Media Study Collaborative group activity Presentation</p> <p>CMS 2100, Introduction to Film Critique a film</p>	<p>As assignments are completed and evaluated</p>	<p>CMS faculty</p>

	<p>CMS 3500, Writing and Editing for Mass Media Newspaper story</p> <p>CMS 3710, Writing for Digital Media Analysis of web sites</p> <p><b>Evidence of Academic Quality</b> CMS 2010, Introduction to Media Study Rubric scores for written work Student reflections on what they have learned over the course of the semester</p> <p>CMS 2100, Introduction to Film</p> <p>CMS 3500, Writing and Editing for Mass Media Rubric scores for written work Portfolio</p> <p>CMS 3710, Writing for Digital Media</p> <p>Score gains between entrance exam and exit exam scores, both of which are writing assessment tests. Tests are</p>	<p>Tests are given before student is allowed to major in CMS and before student receives a degree in CMS</p>	<p>CMS program coordinator</p>
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	scored “blind” on a rating scale.		
	Student evaluations of courses	End of each semester	VPA department chair
Demonstrate critical and analytical skills by examining fully a diverse range of messages, both mediated and non-mediated, appraising form and content of message, purpose of message, role of audience, and use of channel and practicing informed and relevant decision making when engaged in specific communication situations, particularly regarding the demands and opportunities of those situations.	<p><b>Assignments in the following required courses</b></p> <p>CMS 2010, Introduction to Media Study Model or simulation Presentation Review and critique a work of art</p> <p>CMS 2100, Introduction to Film Review and critique films</p> <p>CMS 3500, Writing and Editing for Mass Media Editing and revision of a paper Critique of one’s own work</p> <p>COMM 1110 Writing and presentation of persuasive speeches Critique of one’s own work and that of peers</p> <p>COMM 3300 Journal writing Self perception presentation</p> <p>Evidence is also provided by these assignments in elective</p>	End of each semester	CMS faculty

	<p>courses :</p> <p>CMS 3340, National Cinemas Review and critique films</p> <p>CMS 4310, Film Analysis and Criticism Review and critique films</p> <p>CMS 4330, Film Genres Review and critique films</p> <p>CMS 4810, Women and the Arts Review and critique works of art</p> <p><b>Evidence of Academic Quality</b> CMS 2010, Introduction to Media Study Rubric scores for written work</p> <p>CMS 2100, Introduction to Film</p> <p>CMS 3500, Writing and Editing for Mass Media Rubric scores for written work</p> <p>Student evaluations of classes</p>		
Recognize the relationships between communication efforts, both mediated and non-	<p>Assignments in these required courses</p> <p>CMS 2010, Introduction to</p>	Upon completion and evaluation of each assignment	CMS faculty
		End of each semester	VPA department chair

<p>mediated, the role of those efforts in society throughout history and across various global cultures</p>	<p>Media Study Case study Evaluation of opposing points of view</p> <p>CMS 3101, Media and Culture</p> <p>CMS 3200, History of Communication Case study Dramatization of an event</p> <p>CMS 4500, Global Contexts in CMS All class assignments are dedicated toward analyzing communication efforts across global cultures</p> <p>COMM 1110 View and evaluate speech presentations from persons of different backgrounds</p> <p>Evidence is also provided by assignments in the following elective courses: CMS 3310, Film History Review and critique international films</p>		
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	<p>CMS 3340 National Cinemas Review and critique international films</p> <p>COMM 4510, Intercultural Communication View and evaluate video demonstrating conflicts between different cultures</p> <p><b>Evidence of Academic Quality</b> CMS 2010, Introduction to Media Study Rubric scores for Written Work</p> <p>CMS 3101, Media and Culture</p> <p>CMS 3200, History of Communication Student reflections on what they have learned over the course of the class</p> <p>CMS 4500, Global Contexts in CMS</p> <p>Score gains between entrance exam and exit exam scores, both of which are writing assessment tests. Tests are</p>	<p>Tests are given before student is allowed to major in CMS and before student receives a degree in CMS</p>	<p>CMS program coordinator.</p>
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	scored “blind” on a rating scale.		
	Student evaluations of courses	End of each semester	VPA department chair
Learn and apply aesthetics to media product, exploring the nature of beauty, art, and taste and performing critical analyses of art and culture, past and present, national and international.	<p><b>Assignments in the following required classes:</b></p> <p>CMS 2010, Introduction to Media Study Review and critique a work of art</p> <p>CMS 2100, Introduction to Film Review and critique works of art</p> <p>CMS 3200, History of Communication Case study Review and critique works of art</p> <p>Evidence is also provided by assignments in the following elective courses:</p> <p>CMS 3310, Film History Review and critique works of art</p> <p>CMS 3340 National Cinemas Review and critique works of art</p> <p>CMS 4310, Film Analysis and</p>	After each assignment is completed and evaluated	CMS faculty

	<p>Criticism Review and critique works of art</p> <p>CMS 4320, Women and Film Review and critique works of art</p> <p>CMS 4330, Film Genres Review and critique works of art</p> <p>CMS 4800, Women and the Arts Review and critique works of art</p> <p><b>Evidence of Academic Quality</b> CMS 2010, Introduction to Media Study Rubric scores for written work Student reflections on their values, attitudes, and beliefs</p> <p>CMS 2100, Introduction to Film</p> <p>CMS 3200, History of Communication Student reflections on what they have learned over the course of the class</p>		
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	<p>Student reflections on their values, attitudes, and beliefs</p> <p>Student evaluations of courses</p>	End of each semester	VPA department chair
<p>Cite and apply principles of ethics, differing conceptions of right conduct, moral character, and justice, and the central role of ethical behavior in sustaining human culture and communication</p>	<p><b>Assignments in the following required classes</b></p> <p>COMM 1110, Spoken Communication View and evaluate videos of speeches and discuss ethical dilemmas</p> <p>CMS 2010, Introduction to Media Study Evaluation of pros and cons of alternative solutions to an ethical problem Case study involving ethical issue</p> <p>CMS 3101 Media and Culture</p> <p>CMS 3500, Writing and Editing for Mass Media News Story Evaluation of pros and cons of alternative solutions to an ethical problem</p> <p>Evidence is also provided by assignments in the following</p>	Upon completion and evaluation of assignments	CMS faculty

	<p>elective courses:</p> <p>CMS 3400 Communication Law Writing assignment on ethical dimensions in communication and law</p> <p>CMS 4560 Public Relations Principles and Practices Case study Evaluation of pros and cons of alternative solutions to an ethical problem</p> <p><b>Evidence of Academic Quality</b> COMM 1110, Spoken Communication</p> <p>CMS 2010, Introduction to Media Study Rubric scores for written work</p> <p>CMS 3101 Media and Culture</p> <p>CMS 3500, Writing and Editing for Mass Media Rubric scores for written work</p> <p>CMS 4500 Global Contexts in CMS</p>		
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	Student evaluation of courses	End of each semester	VPA department chair
Define the major forms of international communication and global media and recognizing recent technological innovations	<p><b>Assignments in the following required courses:</b>  CMS 3020, Research Methods  Annotated bibliography  Presentation</p> <p>CMS 4500, Global Contexts in CMS  All assignments in class are aimed at defining the major forms of global media</p> <p>Evidence is also provided assignments in the following elective courses:  COMM 4510, Intercultural Communication</p> <p><b>Evidence of Academic Quality</b>  Student reflections on what they have learned over the course of the semester</p>	End of each semester upon completion and evaluation of each assignment	CMS faculty
	Student evaluation of courses	End of each semester	VPA department chair
Exhibit readiness to enter a communication- or media-related career through	<p><b>Assignments completed in the following required class:</b>  CMS 3901</p>		

successful completion of an appropriate internship	Journal kept by student during internship	Weekly during internship	Internship supervisor
	Ratings by internship supervisors of student skills	End of each semester	Internship supervisor

### Discussion of Results and Changes

#### Learning Outcome 1:

Communicate effectively in visual, written, spoken and non-verbal forms by achieving congruence in messages sent and messages received on all major levels of communication, including interpersonal, small group, large group, mediated group and mass communication

#### Results and Changes

Based on course evaluations and test results in upper division courses, the department determined that there was a need for a survey course that would provide students with an overview of mass communication, particularly the semiotics involved in communication. In the spring semester of 2008, the course CMS 2010, Introduction to Media Study was added as a requirement for the CMS degree and a prerequisite for most CMS classes. Because many students were not passing the writing assessment test on their first attempt, CMS 2010 was designed to be a writing intensive course that would increase the students' writing skills. In the fall of 2009, the department noticed a substantial increase both in the number of students taking the test and students passing the test.

#### Learning Outcome 2:

Demonstrate critical and analytical skills by examining fully a diverse range of messages, both mediated and non-mediated, appraising form and content of message, purpose of message, role of audience, and use of channel and practicing informed and relevant decision making when engaged in specific communication situations, particularly regarding the demands and opportunities of those situations.

#### Results and Changes

Scores on the writing assessment exit exams indicated that students needed greater skill at analyzing media and in applying some of the concepts learned in classes. In 2006 the department added one required course that required the students to analyze news

reporting in both written and broadcast forms, CMS 3500, Writing and Editing for Mass Media. The department also added two elective courses that emphasized the study and analysis of motion pictures and television; CMS 4330, Film Genres was added in 2006 and CMS 3100, History of Film, was added in 2007.

**Learning Outcome 3:**

Recognize the relationships between communication efforts, both mediated and non-mediated, the role of those efforts in society throughout history and across various global cultures.

**Results and Changes**

Classroom tests and discussions indicated that students, though ethnically diverse, were still somewhat lacking in knowledge about other cultures and about the history of mass communication in general. The department added CMS 3100, History of Film in 2007. COMM 4510, Intercultural Communication was also added in 2007. Both courses are electives. In 2007, the department hired a faculty member whose Ph.D. was in Intercultural Communication. Exit exams now show the students mentioning specific concepts and facts from the two courses that were added to address this learning outcome.

**Learning Outcome 4:**

Learn and apply aesthetics to media product, exploring the nature of beauty, art, and taste and performing critical analyses of art and culture, past and present, national and international.

**Results and Changes**

From its beginning, the CMS degree has emphasized aesthetics and the department is always looking for opportunities to reinforce an appreciation of aesthetics among its students. CMS students had been required to take PHIL 2401, an aesthetics course, until the philosophy program decided to drop that course from its curricula. When CMS 2010, Introduction to Media Study, was added to the curriculum in 2008, the department designed the class to include thorough study of both elite and popular art and of international art and culture.

**Learning Outcome 5:**

Cite and apply principles of ethics, differing conceptions of right conduct, moral character, and justice, and the central role of ethical behavior in sustaining human culture and communication

**Results and Changes**

The department had once offered an ethics class but that course is no longer being offered. The department created and added four new classes that devote significant time to the study of media ethics: CMS 4560, Public Relations Practices and Principles was added in 2005; CMS 3500, Writing and Editing for Mass Media, was added in 2006; CMS 2010, Introduction to Media Study, was added in 2008; CMS 3400 was added in 2009. The department hired a full time journalism/public relations professor in 2005 and a professor with an L.L.D. in 2007.

**Learning Outcome 6:**

Define the major forms of international communication and global media and recognizing recent technological innovations.

**Results and Changes**

CMS 4500 has always been the capstone course of the degree, but when course evaluations, class papers, and entrance and exit exam revealed that students were not fully versed in international and intercultural communication, the department added COMM 4510, Intercultural Communication, in 2007 and designed the survey course, CMS 2010, Introduction to Media Study, to include extensive discussion of global media. Student evaluations of both courses indicate that students are satisfied with the instruction they receive regarding global media and international communication. The department will have additional evidence when the first students who were required to take CMS 2010 are enrolled in the capstone course, which will probably occur next year.

**Learning Outcome 7:**

Exhibit readiness to enter a communication- or media-related career through successful completion of an appropriate internship.

**Results and Changes**

Based on student self-evaluations by CMS interns, presented to the internship advisor on a weekly basis, and on evaluations from the interns' mentors, the department determined that students would better develop readiness to enter a communication or media career if they completed an internship off campus. In 2007, the department began requiring that all CMS majors complete an internship off campus.