

Point Loma Nazarene University

Journalism Major

Annual Assessment Report

Literature, Journalism, and Modern Languages Department

2010-2011

Assessment Plan Description:

- 1. Expanded Statement of Purpose or Program Mission Statement (Draft as of May 18, 2011, by Dean Nelson and Sue Atkins; it has not had departmental discussion yet):**

The Core Value of the PLNU Journalism Program: The Art and Craft of Great Storytelling

Storytelling has always mattered to humanity. It is how we have understood our world and our place in it, how we have dialogued with our God and with one another. It has informed us, entertained us, warned us, encouraged us. With the 21st century, we are inundated by a virtual tsunami of new media. But the next generation of journalists will still be storytellers. The PLNU journalism program helps students adapt to the best practices of the changing media environment by building on the strong foundation of stories well told.

- 2. Program Learning Outcomes (PLOs) (Draft as of May 18, 2011, by Dean Nelson and Sue Atkins; these PLOs have not had departmental discussion yet):**

PLO 1 Students will exhibit effective research and reporting practices. Rationale:

Reporters must gather and present content from well-informed people and relevant documents. They must apprise themselves of current events and trends as well as seek historical context. They develop sources among voices representing various positions, communities, and cultures. They make use of the most current investigative tools, including computer-assisted reporting, as well as the personal interview.

PLO 2 Students will display strong interpretive, analytic, and critical thinking skills.

Rationale: Journalists must think critically both about texts read and the broader texts of people, events, and institutions in the world. In their roles as watchdogs, journalists hold those in positions of power accountable, exercise habits of skepticism, and demand solid verification of claims. They read a variety of genres, including great literary texts,

to recognize distinctive rhetorical purposes, such as to inform, to entertain, to warn, and to teach. From great writers, they experience great ideas about the human condition and valuable techniques to enhance their own craft as storytellers.

PLO 3 Students will communicate ideas clearly and accurately in forms appropriate to the purpose, medium, and audience.

Rationale: Journalists must present ideas with clarity and context in a variety of formats and platforms. In the multimedia world of the 21st century, journalists must adapt their storytelling skills to a variety of print and electronic media. They develop both their writing and editing skills working within the particular conventions and best practices of various media platforms and for various audiences.

PLO 4 Students will employ appropriate ethical and legal standards and professional codes in their service to their communities and cultures.

Rationale: Since the expression of the First Amendment to the U.S. Constitution, freedom of the press has been preserved to inform citizens so they can participate most effectively within a democracy. Journalists encounter legal and ethical dilemmas and must exercise good moral decision-making in their professional practices as news gatherers and communicators.

3. **Curriculum Map (Still to be done for these PLOs)**
4. **Multi-Year Assessment Plan: (Still to be done for these PLOs) Assessment Activities:**
(We have just created our PLOs and have not assessed them)
5. **Methods of Assessment and Criteria for Success: (none yet for these PLOs)**
6. **Summary of Data collected: (none yet for these PLOs)**
7. **Use of Results: (none yet for these PLOs)**

NOTE: **WRI 430 (3) MULTIMEDIA JOURNALISM** was added to the journalism program in 2010-11, and other courses dropped and realigned (see attachment for the rationale).