

Broadcast Journalism

Program Learning Outcomes (PLOs):

The Broadcast Journalism major is a joint program between the Department of Communication & Theatre and the Department of Literature, Journalism and Modern Languages. The PLOs listed below were developed in a collaborative effort between Dr. Sue Atkins (LJML) and Dr. Clark Greer (Communication & Theatre) during spring semester 2011.

PLO 1: Students will identify and articulate the historical development and democratic function of broadcast, print and online media in the U.S.

PLO 2: Students will write news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.

PLO 3: Students will create and edit a news story based on accepted industry standards for the appropriate medium.

PLO 4: Students will employ aural and delivery skills appropriate to various news performance situations.

PLO 5: Students will demonstrate professional socialization skills in various news media environments.

PLO 6: Students will describe major ethical theories and professional codes, apply them to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.