

## **Media Communication Program Learning Outcomes (PLOs)**

The PLO's for the media communication major are an extension of the University's learning outcomes (ULOs). The ULOs are listed include:

### *PLNU Learning Outcome #1: Learning Informed by Faith*

Members of the PLNU community will display openness to new knowledge and perspectives, think critically, analytically, and creatively, and communicate effectively. These outcomes are reflected in PLOs #1-3 listed and described below.

### *PLNU Learning Outcome #2: Growing in a Faith Community*

Members of the PLNU community will demonstrate God-inspired development and understanding of others, living gracefully within complex environmental and social contexts. These outcomes are reflected in all of the PLOs listed and described below. The group project orientation of the major requires that students work together harmoniously and gracefully—in all of their production courses and in their internship.

### *PLNU Learning Outcome #3: Serving in a Context of Faith*

Members of the PLNU community will engage in actions that reflect Christian discipleship in a context of communal service and collective responsibility—serving both locally and globally. These outcomes are also reflected in all of the PLOs listed and described below. All/most student projects are aired on PLNU's campus cable channel--*Point TV—Channel 23*—whose mission is to serve the PLNU campus. They do this by creating programs that inform, enrich, enlighten, and celebrate the people and culture of the PLNU community.

### **PLO #1: Media Criticism & Ethical Analysis Skills (to begin spring, 2013)**

Media Communication majors will demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.

Note: this PLO has not been measured yet. The intent was to begin to measure this outcome starting spring, 2012. However, we were not able to achieve this goal. However, we will begin to this outcome at the end of the spring, 2013, semester. This is due to a curriculum-course timing issue, and the beginning of students being required to take COM 422 Portfolio Construction starting their program in 2009 (or after). This course includes the production of a short (7-10 minute) media criticism documentary project which features a critical analysis of a film, TV show, or website. This will provide a means for evaluating and measuring this PLO.

### **PLO #2: Scriptwriting Skills**

Media Communication majors will demonstrate scriptwriting skills for radio, TV, film, internet, church media, and/or corporate media industries.

**PLO #3: Production and/or Performance Skills**

Media Communication majors will demonstrate production and/or performance skills in radio, TV, film, internet, church media, and/or corporate media industries.

**PLO #4: Professional Socialization Skills**

Media Communication majors will demonstrate professional socialization skills in a radio, TV, film, internet, church media, and/or corporate media industry internship.