

PROGRAM: BROADCAST JOURNALISM

Students who complete the program will be able to:

- PLO1 Identify and articulate the historical development and democratic function of broadcast, print and online media in the U.S.
- PLO2 Write news copy clearly and accurately according to news values appropriate to a variety of formats and platforms.
- PLO3 Create and edit a news story based on accepted industry standards for the appropriate medium.
- PLO4 Employ aural and delivery skills appropriate to various news performance situations.
- PLO5 Demonstrate professional socialization skills in various news media environments.
- PLO6 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.