

BROADCAST JOURNALISM PROGRAM LEARNING OUTCOMES (PLOs)

Last Revised 5/23/14

BROADCAST JOURNALISM

Students who complete the program will be able to:

1. identify and articulate the historical development, content, audiences and function of U.S. media.
2. write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning.
3. create and edit a news story based on accepted industry standards and values.
4. employ aural and delivery skills appropriate to various news performance situations.
5. demonstrate professional socialization skills in various news media environments.
6. identify major ethical theories and professional codes, apply them critically to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.

BROADCAST JOURNALISM (with Bloom's & WASC Core Included)

Students who complete the program will be able to:

1. identify (**Knowledge**) and articulate (**Comprehension** & **Synthesis**) the historical development, content, audiences and function of U.S. media. [**Critical Thinking**]
2. write (**Synthesis**) news copy clearly and accurately, demonstrating quantitative and qualitative reasoning. [**Written Communication, Information Literacy, Quantitative Reasoning/Literacy**]
3. create (**Synthesis**) and edit (**Application**) a news story based on accepted industry standards and values. [**Written Communication, Information Literacy, Critical Thinking**]
4. employ (**Application**) aural and delivery skills appropriate to various news performance situations. [**Written Communication, Oral Communication**]
5. demonstrate (**Application**) professional socialization skills in various news media environments. [**Information Literacy, Critical Thinking**]
6. identify (**Knowledge**) major ethical theories and professional codes, apply (**Application**) them critically to ethical dilemmas, and defend (**Evaluation**) the application of the theory and code to a given situation as a Christian communicator. [**Critical Thinking**]

WASC Core Competencies

Written Communication, Oral Communication, Information Literacy,
Quantitative Reasoning/Literacy, Critical Thinking

BLOOM'S TAXONOMY

Knowledge, Comprehension, Application, Analysis, Synthesis, Evaluation