

# BROADCAST JOURNALISM PLOs ASSESSMENT 3-YR CYCLE

## PROGRAM LEARNING OUTCOMES (PLOs) FOR BROADCAST JOURNALISM

Students who complete the program in Broadcast Journalism 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 to ethical dilemmas, and defend the application of the theory and code to a given situation as a Christian communicator.

## Multi-Year Assessment Plan 3-Yr. Cycle (Repeats Twice in Program Review Cycle)

PLO	YEAR ONE 2011-12 Courses Assessed	YEAR TWO 2012-13 Courses Assessed	YEAR THREE 2013-14 Courses Assessed	YEAR ONE 2014-15 Courses Assessed	YEAR TWO 2015-16 Courses Assessed	YEAR THREE 2016-17 Courses Assessed
1. Identify and articulate the historical development, content, audiences, and function of U.S. media	WRI 250	COM 150		WRI 250	COM 150	
2. Write news copy clearly and accurately, demonstrating quantitative and qualitative reasoning		COM 243	WRI 312		COM 243	
3. Create and edit a news story based on accepted industry standards and values	COM 414	COM 413	COM 313		COM 313	
4. Employ aural and delivery skills appropriate to various news performance situations.		COM 425			COM 425	
5. Demonstrate professional socialization skills in various news media environments.			WRI 470 or COM 421			WRI 470 or COM 421

6. Identify 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.	WRI 340	COM 150		WRI 340		
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