

## **LEARNING OUTCOMES IN THE MULTIMEDIA COMMUNICATION BA DEGREE**

The following learning outcomes are expected of each student graduating with a bachelor's degree in journalism:

1. Students will be able to write and produce a variety of mass media products, including news stories, press releases, and advertising copy, according to accepted journalistic standards, including Associated Press and broadcast style.
2. Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
3. Students will understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues.
4. Students will understand how to plan, produce, write, direct and distribute media projects using a variety of technology and multimedia tools.
5. Students will understand the history and role of professionals and institutions in shaping mass communications.
6. Students will understand how the production and dissemination of mass media affects various cultures nationally and internationally.
7. Students will understand the legal and professional codes of ethics and conduct that guide mass communications in a global society.

**UAPB DEPARTMENT OF MULTIMEDIA COMMUNICATION STUDENT LEARNING OUTCOMES &  
CURRICULUM MAP BA – PRINT JOURNALISM**

Understand and apply first Amendment principles and the law appropriate to professional practice.
Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of MASS COMMs in a global society.
Understand concepts and apply theories in the use and presentation of images and information.
Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
Think critically, creatively and independently.
Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
Apply basic numerical and statistical concepts.
Apply tools and technologies appropriate for the communications professions in which they work.
Demonstrate fundamental skills that show competency in and ability to be employed in a MASS COMM field.

**UAPB DEPARTMENT OF MULTIMEDIA COMMUNICATION STUDENT LEARNING OUTCOMES &  
CURRICULUM MAP**

**B.A. – BROADCAST JOURNALISM**

Understand and apply first Amendment principles and the law appropriate to professional practice.
Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to MASS COMMs.
Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of MASS COMMs in a global society.
Understand concepts and apply theories in the use and presentation of images and information.
Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
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Demonstrate fundamental skills that show competency in and ability to be employed in a MASS COMM field.