

# MASS COMMUNICATIONS, B.A.J.M.C.

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The challenge of 21st-century communications is to combine the information-gathering function-research and data bases-with the disciplines of disseminating information-journalism, advertising, public relations, visual communications, and mass communications.

The college's School of Journalism and Mass Communications is professionally oriented and grounded strongly in the liberal arts. It offers instruction at the undergraduate and graduate levels. Course work is offered in electronic and print journalism, advertising, public relations, visual communications, and mass communications to train students in both the processes and effects of mass communication.

## Learning Outcomes

Students graduating from the Mass Communications, B.A.J.M.C. program will be able to...

- Demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level.
- Think critically, creatively and independently; evaluate their own work and the work of others for accuracy, fairness, clarity, style and correctness.
- Understand the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society.
- Understand the ethical concepts, legal implications, considerations and practices that guide the mass media professions.
- Demonstrate the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content.
- Apply basic numerical and statistical concepts and methods appropriate for the communications professions.