JOURNALISM AND MASS COMMUNICATIONS, M.A. WITH GCIT NCCU

Learning Outcomes

1. Students will demonstrate a familiarity with research designs, data collection methods and sampling techniques and should be able to organize and conduct basic market research and audience measurement studies. The students also should become familiar with and understand current journalism and mass communications research studies in scholarly journals.
2. Students will demonstrate a thorough knowledge of mass communications theory. Students will become familiar with contemporary scholarship involving major mass communications theories.
3. Students will be able to demonstrate an understanding of legal issues in professional communication.
4. Students will demonstrate effective writing and critical thinking skills and the application of those skills in journalism and mass communications scholarship.
5. Students will be able to demonstrate an understanding of the mass media as social institutions and relate mass communications processes and effects to politics, culture and society in general.