

A.A. in COMMUNICATION: MASS COMMUNICATION option

College Learning Outcomes Matrix: Rate each course from 1 to 5 with 5 being the most important. (Ratings from the WiKI)

| AA in COMM: Communication, Mass Communications Option | Year of SLO Review | 1. Written, Oral and Visual Communication | 2. Scientific and Quantitative Reasoning: | 3. Critical Thinking: | 4. Problem Solving: | 5. Information Literacy: | GE | CORE DEGREE REQS (highlighted) |
|---|---------------------------|--|--|------------------------------|----------------------------|---------------------------------|-----------|---------------------------------------|
| COMM 110/JOURN 110 Introduction to Mass Communications | FALL 13 | 4 | 3 | 5 | 5 | 5 | X | X |
| COMM 150 Introduction to Filmmaking | FALL 13 | 5 | | 4 | 5 | | | X |
| COMM 160/JOUN 160 Images of Race, Class & Gender in the Media | FALL 13 | 4 | 3 | 5 | 5 | 5 | X | X |
| JOUN 115 News Reporting/Writing | | 5 | | 5 | 5 | 4 | | X |
| MMST 110 Introduction to Multimedia | SP 12 | 5 | 0 | 3 | 5 | 5 | | X |
| COMM/HUM 109A History of Film: Beginning to 1950 | FALL 13 | 5 | 0 | 5 | 3 | 4 | X | X |
| COMM/HUM 109B History of Film: 1950 to Present | | 5 | 0 | 5 | 3 | 4 | X | X |
| JOUN 122 Newspaper Production, Writing | | 5 | 0 | 5 | 5 | 5 | | X |
| JOUN 123 Newspaper Production | | 3 | 0 | 5 | 5 | 5 | | X |
| SPCH 140 Oral Interpretation of Literature I | SP 13 | 5 | 0 | 4 | 4 | 4 | X | X |
| SPCH 155 Radio and Television Announcing and Performance | SP 14 | 5 | 0 | 3 | 3 | 3 | | X |

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GENERAL EDUCATION SLOS

WHAT ASSIGNMENTS DO YOU GIVE IN THESE CLASSES THAT ASSESS THE FOLLOWING GE SLOS?

What assessment tools do you use? Fill out only for SLOs that you rated 4 or 5 on the page above.

| AA in COMM: Communication, Mass Communications Option | COMM/JOUR 110 | COMM 150 | COMM/JOUR 160 | COMM 109 A | COMM 109 B | SPCH 140 |
|---|--|---|---|--------------------------|--------------------------|---|
| 1. Written, Oral and Visual Communication: | Note taking Essay assignments Formal group research presentations | Produce a short film | Essays & Research Papers, Student films | Essays & Research Papers | Essays & Research Papers | Essay assignments Formal research presentations; oral presentations |
| 2. Scientific and Quantitative Reasoning: | Citation of sources in essay assignments and research presentations Measurement of personal media consumption and analysis of results | | Content Analysis Projects | | | |
| 3. Critical Thinking: | Analysis of media impact on society, culture and politics Analysis of advertising for methods and impact Analysis of advertising for coded content | Analysis of motion picture form and style | Analysis of media representation of race, gender, social class and other social formations. | Quizzes | Quizzes | |

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| AA in COMM: Communication, Mass Communications Option | COMM/JOUR 110 | COMM 150 | COMM/JOUR 160 | COMM 109 A | COMM 109 B | SPCH 140 |
|---|--|---|--|--|---|----------|
| 4. Problem Solving: | Researching salient media-related issues in relation to human social behavior and media technologies. Appropriate organization for group research presentation | Use of light meter to reduce or increase shadow density | Media Content Analysis Modeling; researching the historical context of media images in order to determine meanings | Identifying the differences between classic Hollywood silent film style & Soviet montage | Identifying the differences between Film Noir and neorealist styles | |
| 5. Information Literacy: | Use of library resources, including online databases for research papers. Analysis of media for content and methodology | Use of sophisticated computer editing machines | Use of library resources, including online databases for research papers | Using databases for research | Using databases for research | |

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AA in COMM: Communication, Mass Communications Option

Note: Students must complete English 150 to satisfy the Associate degree. Transfer students are advised to complete English 150. All students should consult a counselor.

| REQUIREMENTS | UNITS | |
|--------------|-------|--|
| COMM 110 | 3 | Introduction to Mass Communication and Media Literacy (also offered as JOUN 110) |
| COMM 150 | 4 | Introduction to Filmmaking |
| COMM 160 | 3 | Images of Race, Gender, and Class in the Media (also offered as JOUN 160) |
| JOUN 115 | 3 | Reporting and Writing "The News" |
| MMST 110 | 3 | Introduction to Multimedia |

One course to be chosen from the following:

| | | |
|-----------|---|---|
| COMM 109A | 4 | History of Film: Beginning to 1950 (also offered as HUM 109A) |
| COMM 109B | 4 | History Film: 1950 to Present (also offered as HUM 109B) |

Additional 3 units to be selected from the following:

| | | |
|----------|---|--|
| JOUN 122 | 3 | Newspaper Production, Writing |
| JOUN 123 | 3 | Newspaper Production |
| SPCH 140 | 3 | Oral Interpretation |
| SPCH 155 | 3 | Radio and Television Announcing and Performing |

Written & Visual Communication:

Demonstrate the ability to write a brief news story under deadline conditions for any text-based mass medium

Demonstrate the ability to produce short motion-picture projects on film and video

Design a basic multimedia product through all its stages.

Critical Thinking:

Analyze the primary influences of dominant mass media on major cultural practices and social formations

Interpret media messages to create meanings based on personal experience

Problem Solving:

Recognize the influences of mass media on the construction of socio-cultural identity and behavior, in particular as they relate to the representations of race, class, and gender

Recognize the unique set of semiotic rules and conventions used by image-based media to construct messages.

Information Literacy

Research the historical influences of dominant communication technologies on society, culture and human behavior.

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IN WHICH COURSES ARE THESE DEGREE SLOS TAUGHT? Use “I” for Intro, “P” for Practice and “M” for Mastery.

| AA in COMM: Communication, Mass Communications Option | COMM 110 | COMM 150 | COMM 160 | JOUR 115 | MMST 110 | COMM 109 AB | JOUR 122 | JOUR 123 | SPCH 140 | SPCH 155 |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|-----------------|-----------------|-----------------|-----------------|
| Written & Visual Communication: | | | | | | | | | | |
| Demonstrate the ability to write a brief news story under deadline conditions for any text-based mass medium | | | | I | | | P | M | | |
| Demonstrate the ability to produce short motion-picture projects on film and video | | M | | | | | | | | |
| Design a basic multimedia product through all its stages. | | | | | P | | | | | |
| Critical Thinking: | | | | | | | | | | |
| Analyze the primary influences of dominant mass media on major cultural practices and social formations | P | | M | | | | | | | I |
| Interpret media messages to create meanings based on personal experience | P | | M | I | | M | P | P | | |
| Problem Solving: | | | | | | | | | | |
| Recognize the influences of mass media on the construction of socio-cultural identity and behavior, in particular as they relate to the representations of race, class, and gender | P | | M | I | | P | P | P | | |
| Recognize the unique set of semiotic rules and conventions used by image-based media to construct messages. | I | M | P | I | | M | P | M | | I |
| Information Literacy | | | | | | | | | | |
| Research the historical influences of dominant communication technologies on society, culture and human behavior. | P | | P | | | | | | | |
| Research historical and social influences in the development of cultures. | P | | P | | | | | | | |

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DEGREE SLOS

WHAT ASSIGNMENTS DO YOU GIVE IN THESE CLASSES THAT ASSESS THE FOLLOWING DEGREE SLO CATEGORIES?

| AA in COMM: Communication, Mass Communications Option | WRITTEN AND VISUAL COMMUNICATION | CRITICAL THINKING | PROBLEM SOLVING | INFO LITERACY |
|--|---|---|--|----------------------|
| COMM 110/JOURN 110 Introduction to Mass Communications | Write analytic papers | Analysis of media images | Address and argue aspects of media-related social issues | Do database research |
| COMM 150 Introduction to Filmmaking | Produce short films | Use light meter to reduce or increase shadow density | Organize production for short films | |
| COMM 160/JOURN 160 Images of Race, Class & Gender in the Media | Write analytic papers; make short documentary films | Analysis of media images | Develop content analyses | Do database research |
| JOUN 115 News Reporting/Writing | Write news stories | Analyze news and reportage | Write a story on a deadline | Do database research |
| MMST 110 Intro to Multimedia | Create multimedia project | | | |
| COMM/HUM 109A History of Film: Beginning to 1950 | Written & multimedia essays | Quizzes | ID differences between Hollywood silent classic style and Soviet montage | Do database research |
| COMM/HUM 109B History of Film: 1950 to Present | Written & multimedia essays | Quizzes | ID differences between Film Noir & Neorealist style | Do database research |
| JOUN 122 Newspaper Production, Writing | Write feature stories | Analyze differences between feature and news stories | Develop questions for interviews | Do database research |
| JOUN 123 Newspaper Production | Plan newspaper layout | Analyze various photo captions for appropriateness to story | Select stories and accompanying photos and/or images | |
| SPCH 140 Oral Interpretation of Literature I | | | | |
| SPCH 155 Radio and Television Announcing and Performance | | | | |

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THESE DEGREE OUTCOMES EQUAL WHICH COURSE OUTCOMES FOR THESE COURSES? It might be helpful to highlight the parallel course level ones in the course SLOs in the following pages. (The idea is to only do one assessment that will count for multiple levels of SLOs.)

| AA in COMM: Communication, Mass Communications Option | COMM 110 | COMM 150 | COMM 160 | JOUR 115 | MMST 110 | COMM 109 AB | JOUR 122 | JOUR 123 | SPCH 140 | SPCH 155 |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|--------------------|-----------------|-----------------|-----------------|-----------------|
| Written & Visual Communication: | | | | | | | | | | |
| Demonstrate the ability to write a brief news story under deadline conditions for any text-based mass medium | | | | 3 | | | 1 | | | |
| Demonstrate the ability to produce short motion-picture projects on film and video | | 1 | | | | | | | | |
| Design a basic multimedia product through all its stages. | | | | | 1 | | | | | |
| Critical Thinking: | | | | | | | | | | |
| Analyze the primary influences of dominant mass media on major cultural practices and social formations | 1,3,4 | | 3,4 | | | | | | | |
| Interpret media messages to create meanings based on personal experience | | | 7 | | | 5 | | | | |
| Problem Solving: | | | | | | | | | | |
| Recognize the influences of mass media on the construction of socio-cultural identity and behavior, in particular as they relate to the representations of race, class, and gender | 3,4 | | 1,2,3,4,5,6 | | | | | | | |
| Recognize the unique set of semiotic rules and conventions used by image-based media to construct messages. | 1, 4 | | 1,2 | | | | | | | |
| Information Literacy | | | | | | | | | | |
| Research the historical influences of dominant communication technologies on society, culture and human behavior. | 1,2,3 | | 3,4,6 | | | 5 | | | | |
| Research historical and social influences in the development of cultures. | 1,2,3 | | 4,6 | | | 5 | | | | |

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| COMM_110 | Introduction to Mass Communication and Media Literacy | Revise Course |
| Expected Outcomes for Student: | | |
| <ol style="list-style-type: none"> 1. Critically assess the history, structure, and function of dominant mass media forms. 2. Demonstrate oral and written competence of the evolution of mass media as a result of emerging technologies, cultural conditions, and human ingenuity. 3. Trace the influences of mass media forms on major cultural practices and social formations. 4. Identify examples of the ways mass media affect contemporary social, political, and cultural climates. 5. Classify the various types of mass communication in terms of their underlying technologies, artists and innovators, industry structure and consumers. | | |

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|---|---|---------------|
| COMM_150 | Introduction to Film and Video Production | Revise Course |
| Expected Outcomes for Student: | | |
| <ol style="list-style-type: none"> 1. Demonstrate the ability to produce short motion-picture projects on film and video 2. Use basic preproduction tasks for film and video projects 3. Demonstrate the ability to edit motion-picture images on a computer 4. Construct shots that have artistic composition and framing 5. Select motion picture images that express their ideas and concepts | | |

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|---|--|---------------|
| COMM_160 | Images of Race, Gender, and Class in the Media | Revise Course |
| Expected Outcomes for Student: | | |
| <ol style="list-style-type: none"> 1. Conduct elementary content analyses of media texts 2. Conduct basic textual analysis of media texts 3. Incorporate basic understanding of differences between "mass" and "class" audience reception into analyses of media images 4. Use the notions of "ideology" (underlying beliefs) and "hegemony" or dominance/subordinate relationships in basic-level analyses of media 5. Distinguish among the basic functions of media in society and their relationship to the construction of racial and gender stereotypes. 6. Integrate understanding of the history of racial and gender stereotyping in American media into critical analyses of contemporary media images. 7. Demystify the nature of mass media representations, in particular as they relate to the representations of gender, race, and class in American culture. | | |

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| JOUN_115 | Reporting/Writing for Mainstream Media | Revise Course |
| Expected Outcomes for Student: | | |
| <p>Upon completion of the course, students will be able to:</p> <ol style="list-style-type: none"> 1. demonstrate awareness of the differences between "hard news" and feature stories 2. distinguish characteristics of journalistic practice for various media 3. demonstrate understanding of the steps in planning and completing news and feature stories on deadline 4. obtain and conduct in-depth interviews with sources 5. cooperate with other newsroom staff members in a productive group effort 6. develop graphic concepts for the illustration of their stories | | |

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| JOUN_122 | Newspaper and Media Production I | Revise Course |
| Expected Outcomes for Student: | | |
| <p>After the first time students take the course, they will be able to:</p> <ol style="list-style-type: none"> 1. develop plans to produce news and feature stories on deadline, 2. demonstrate understanding of how to conduct in-depth interviews with sources, 3. cooperate with other staff members in a productive fashion, 4. develop graphic concepts for the illustration of their stories. | | |

| | | |
|--|-----------------------------------|---------------|
| JOUN_123 | Newspaper and Media Production II | Revise Course |
| Expected Outcomes for Student: | | |
| <p>Upon completion of this course, students will demonstrate awareness and beginning utilization of the following skills:</p> <ol style="list-style-type: none"> 1. distinguishing among characteristics of good photographs for news, feature, action, sports and mug shots for publication; 2. maintaining a template-based news Web site; 3. employing digital media through all stages of publication. 4. employing a digital single-lens-reflex camera and accessories (flash unit, tripod, filters, etc.); 5. describing ethical standards for both written and photographic journalistic procedures; | | |

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|---|-----------------------------------|---------------|
| SPCH_140 | Oral Interpretation of Literature | Revise Course |
| Expected Outcomes for Student: | | |
| <ol style="list-style-type: none"> 1. Identify the three forms of literature and analyze their particular literary devices. 2. Select and edit literature into a workable script that is appropriate to the genre assigned, audience, and occasion. 3. Analyze the literature for performance of narration, foerum, difficulty, and balance. 4. Deliver the script by using voice, character, pacing and nonverbal suggestion to create the author's intended meaning. 5. Write introductions to selected readings that announce the author and title while preparing the audience for the oral interpretation of literature. 6. Evaluate and reflect on in-class performances of self and others by providing feedback on individual and group performances and provide suggestions for improvement. | | |