

Journalism – General Education Matrix

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

Journalism - GE	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	DEGREE
JOUN 110/COMM 110 Introduction to Mass Communication	S2013	5	0	5	3	X	
JOUN 160/COMM 160 Images of Race, Class & Gender in the Media	F2012	5	0	5		X	
JOUN 115 News Reporting/Writing	F2012	5	0	5	2	X	
JOUN 122 Newspaper Production, Writing		3	0	5	5		
JOUN 123 Newspaper Production		3	0	5	5		

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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? Assess only SLOs that you rated 4 or 5.

Journalism - GE	1. Written, Oral and Visual Communication:	2. Scientific and Quantitative Reasoning:	3. Critical Thinking 4. Problem Solving	5. Information Literacy:	GE	DEGREE
JOUN 110/COMM 110 Introduction to Mass Communication	Note taking Essay assignments Formal group research presentations	Citation of sources in essay assignments and research presentations Measurement of personal media consumption and analysis of results	Analysis of media impact on society, culture and politics Analysis of advertising for methods and impact Analysis of advertising for coded content	Do database research	X	
JOUN 160/COMM 160 Images of Race, Class & Gender in the Media	Essays & Research Papers, Student films	Content Analysis Projects	Analysis of media representation of race, gender, social class and other social formations.	Do database research	X	
JOUN 115 News Reporting/Writing	Write news stories		Analyze news and reportage/ Write a story on a deadline	Do database research	X	
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			

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JOUN_110	Introduction to Mass Communication and Media Literacy	Revise Course
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Expected Outcomes for Student:

Critically assess the history, structure, and function of dominant mass media forms.
 Demonstrate oral and written competence of the evolution of mass media as a result of emerging technologies, cultural conditions, and human ingenuity.
 Trace the influences of mass media forms on major cultural practices and social formations.
 Identify examples of the ways mass media affect contemporary social, political, and cultural climates.
 Classify the various types of mass communication in terms of their underlying technologies, artists and innovators, industry structure and consumers.

JOUN_115	Reporting/Writing for Mainstream Media	Revise Course
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Expected Outcomes for Student:

Upon completion of the course, students will be able to:
 demonstrate awareness of the differences between "hard news" and feature stories
 distinguish characteristics of journalistic practice for various media
 demonstrate understanding of the steps in planing and completing news and feature stories on deadline
 obtain and conduct in-depth interviews with sources
 cooperate with other newsroom staff members in a productive group effort
 develop graphic concepts for the illustration of their stories

JOUN_122	Newspaper and Media Production I	Revise Course
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Expected Outcomes for Student:

After the first time students take the course, they will be able to:

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.

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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; 		

JOUN_160	Images of Race, Gender, and Class in the Media	Revise Course
Expected Outcomes for Student:		
<p>Upon completion of this course, students will be able to:</p> <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. 		