Core Objectives

Describe how the proposed course develops the required core objectives below by indicating how each learning objective will be addressed, what specific strategies will be used for each objective and how student learning of each objective will be evaluated.

The proposed course is required to contain each element of the Core Objective.

Critical Thinking (to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information):

This course will develop critical thinking skills associated with media literacy and written analysis. It will be evaluated through class discussion and exams that include both critical thinking questions and brief written elements. As part of this exploration, students will examine issues such as the value to the individual of knowing who is sending potentially manipulative mass media message and why; the tension between individual privacy and the public’s right to know; and the way in which mass media messages are delivered to various audiences in an effort to achieve a particular impact on individuals or society.

Communication (to include effective development, interpretation and expression of ideas through written, oral and visual communication):

This course will develop communication skills that include interpretation and expression of ideas through written, oral and visual communication. Evaluation of progress in written communication will be measured through brief writing elements of each exam. Progress in oral communication will be evaluated through ongoing class discussion and monthly breakout discussions that include oral reports. Progress in visual communication will be evaluated through required viewing of assigned videos as well as class discussion and exams that address video content, photojournalism, film and documentaries, broadcast journalism and graphic elements of advertising.

Empirical and Quantitative Skills (to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions):
Texas A&M University
Core Curriculum

Initial Request for a Course Addition to the Fall 2014 Core Curriculum

This course will examine empirical and quantitative research on communication model theories, including step-by-step explanation of how researchers collect and analyze data by exposing students to a variety of standard social science research concepts, including samples, P value, standard deviation, causation vs. correlation, and quantitative vs. qualitative studies. Student understanding will be measured through class discussion and exams.

Social Responsibility (to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities):

This course will educate students in social responsibility and values held by journalists and other communicators as part of the informed democratic process, including ethical professional behavior and free expression. Students will examine issues such as censorship, media bias and the legal and ethical limits imposed on journalists' reporting, as well as the differing effects those issues may have on the reporting of regional, national or global events. Student progress will be evaluated through class discussion and exams.

Please be aware that instructors should be prepared to submit samples/examples of student work as part of the future course recertification process.