Journalism Assessment Plan
Rev. 12/7/2020

Journalism	16-17	17-18	18-19	19-20	20-21	21-22
JRNLB1 - Media and Society						
• 1. Upon completion of the course the student will be able to: Define mass communication and apply critical thinking skills when examining influences of media on society		C		C		
• 2. Upon completion of the course the student will be able to: Understand evolution of mass communication and have a basic understanding of how mass media -- newspapers, television, Internet and others -- operate and how they affect our lives		C		C		
• 3. Upon completion of the course the student will be able to: Discuss theories of mass media and research ideas that support these theories		C				P
• 4. Upon completion of the course the student will be able to: Attain a good understanding of guidelines and ethics in mass media and the First Amendment		C				P
• 5. Upon completion of the course the student will be able to: Understand positive and negative influences of technology as related to mass media		C				P
JRNLB2 - Beginning Reporting						
• Upon completion of the course, the student will be able to define reporting and demonstrate the four things necessary to consider being a reporter.						P
• Upon completion the student will be able to:Understand guidelines for story ideas, define the term sources and demonstrate the use of them in stories.				C		P
• Upon completion the student will be able to:Understand and demonstrate interview techniques and story structure techniques.			C	C		P
• Upon completion the student will be able to:Understand elements of media ethics, including objectivity in reporting and the difference between a news story and an opinion.			C			P
• Upon completion the student will be able to:Recognize pitfalls and criticism reporters often face.						P
JRNLB5 - Public Relations						
• 1. Upon successful completion of the course, the student will be able to analyze the history of public relations in modern for-profit and non-profit organizations and differentiate names and major contributions of key historical figures in public relations.					P	
• 2. Upon successful completion of the course, the student will be able to construct professionally written messaging specific to the practice of public relations.					P	
• 3. Upon successful completion of the course, the student will be able to design a public relations campaign, taking into account market/audience research and analysis, an organization's key public or target audiences, sound campaign implementation and evaluation strategies.					P	
• 4. Upon successful completion of the course, the student will be able to analyze public relations problems within an ethical and legal framework and formulate appropriate courses of action for a public relations practitioner in those specific circumstances.					P	
JRNLB15 - Press Photography						
• Upon completion of the course, the student will be able to snow basic camera operations and how to shoot photos that extend beyond point-and-shoot snapshots					P	
• Upon completion the student will be able to: Understand and recognize how light affects photographs					P	
• Upon completion the student will be able to: Recognize the style and type of photographs that fit into the definition of photojournalism					P	
• Upon completion the student will be able to: Possess basic Photoshop skills necessary for preparation of photographs for publication, including toning, color correction, making and working on selections, understanding pixel counts and resolution, and establishing an effective workflow					P	
• Upon completion the student will be able to: Understand key photojournalism issues, such as ethics, legal rights, evolving trends and technologies such as multimedia and the impact of the Internet on the profession					P	
JRNLB16 - Multimedia Reporting						
• Upon completion the student will be able to:Understand the role new media plays in gathering and disseminating information.					P	
• Upon completion the student will be able to:Demonstrate production of multimedia content, including audio interviews, video, and digital recording.					P	
• Upon completion the student will be able to:Demonstrate the ability to write for web and mobile platforms.					P	
• Upon completion the student will be able to:Understand the continually evolving ethics and standards for multimedia stories.					P	
• Upon completion the student will be able to:Ability to remain current on equipment such as digital camera, video recorder and software such as Premiere.					P	

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JRNLB25 - Newspaper/Online Production I						
• Upon completion the student will be able to;Complete reporting and photography assignments in timely manner for publication of the student newspaper and online edition.				C		
• Upon completion the student will be able to;Demonstrate use of newspaper style and journalism ethics.				C		
• Upon completion the student will be able to;Demonstrate ability to critique a print publication and online publication.				C		
• Upon completion the student will be able to;Engage effectively in the critical thinking, teamwork and organization of producing the publications.				C		
JRNLB26 - Newspaper Production/Editors						
• Upon completion of the course, the student will be able to demonstrate ability to exercise teamwork, organization and critical thinking skills to successfully complete seven cycles of publishing the student newspaper and online edition.		C	C			P
• Upon completion the student will be able to:Understand the importance of newspaper ethics, style and standards, as well as participating in critiques and leading final critique session.		C	C	C		
• Upon completion the student will be able to:Demonstrate and understand the production process, including page design and editing, of the student newspaper and online edition.		C	C	C		
• Upon completion the student will be able to:Demonstrate ability to act as supervisor to other students for specifics functions of the newspaper and online editions.		C	C	C		
• Upon completion the student will be able to:Demonstrate ability to meet deadlines for own assignments while also acting as supervisor.		C	C	C		
JRNLB48WE - Occupational Work Experience Education/Internship						
• 1. Upon successful completion of the course, the student will be able to understand the specific work experience objectives in journalism as described by employer and identify the various skills, knowledge and attitudes necessary to the accomplishment of those objectives.				C	P	
• 2. Upon successful completion of the course, the student will be able to demonstrate the creation of various skills, knowledge and attitudes necessary to the completion of the work experience objectives in journalism and the ability to effectively meet employer's job expectations.				C	P	
• 3. Upon successful completion of the course, the student will be able to apply acquired skills, knowledge and attitudes to career opportunities in journalism.				C	P	