

DEPART OF MASS COMMUNICATION
Bachelor of Science in Mass Communication

MISSION STATEMENT

The Department of Mass Communication aims to:

- Educate students for ethical citizenship in a society in which communication and the free flow of information are the bases of democracy;
- Focus on contemporary trends within the discipline, recognizing the complex mosaic of changing employment possibilities available in the information environment and thus preparing students for an economy in which the ability to adapt is a fundamental requisite to success;
- Facilitate the development of sophisticated abilities in the gathering, analysis, and dissemination of information;
- Provide state-of-the-art facilities for mass communication laboratory experiences

GOALS

Professional/Technical

Students completing the B.S. in Mass Communication will have the skills to function as a professional broadcaster, professional journalist or public relations professional.

Socio-Historical

Students completing the B.S. in Mass Communication will have a critical understanding of the evolution of mass media and their impact on American society.

Legal/Ethical

Students completing the B.S. in Mass Communication will recognize and comprehend the political framework of mass media in America and the First Amendment freedoms and will exercise ethical responsibility in their practice of mass communication.

STUDENT LEARNING OBJECTIVES

Professional/Technical

- The student will recognize professional broadcasting, journalism or public relations standards and practices.
- The student will apply professional standards and practices to creation of media content.

Socio-Historical

- The student will comprehend the historical evolution of mass media.
- The student will apply a historical perspective to contemporary professional situations.

Legal/Ethical

- The student will recognize the basic freedoms afforded to media as well as the legal limitations on media and comprehend the ethical questions in professional media situations.
- The student will operate within the legal limits of professional activities and employ appropriate ethical behaviors in professional media situations.