

Masters in Communication Studies Learning Objective Outcomes

Based on the National Communication Association's
Learning Outcomes in Communication Project¹

Employ Communication Theories, Perspectives, Principles, and Concepts

<ul style="list-style-type: none">■ Explain Communication theories, perspectives, principles, and concepts■ Synthesize Communication theories, perspectives, principles, and concepts■ Apply Communication theories, perspectives, principles, and concepts■ Critique Communication theories, perspectives, principles, and concepts	<p>Achieves the ability to describe and employ communication theories, perspectives, principles, and concepts. In particular the student can clearly, and accurately employ communication concepts and theories. In addition, the student has addressed the majority of items listed under the learning objective.</p>	<p>Approaches the ability to describe and employ communication theories, perspectives, principles, and concepts. Specifically, the student may achieve some but not all of the items contained in the learning objective. Detail may be lacking or some details might be incorrect.</p>	<p>Lacks the ability to describe and employ communication theories, perspectives, principles, and concepts.</p>
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Engage in Communication Inquiry

<ul style="list-style-type: none"> ■ Interpret Communication scholarship ■ Evaluate Communication scholarship ■ Apply Communication scholarship ■ Formulate questions appropriate for Communication scholarship ■ Engage in Communication scholarship using the research traditions of the discipline ■ Differentiate between various approaches to the study of Communication ■ Contribute to scholarly conversations appropriate to the purpose of inquiry <p><u>For rhetoric students:</u></p> <ul style="list-style-type: none"> ■ identify meanings embedded in messages ■ Articulate characteristics of mediated and non-mediated messages. ■ Recognize the influence of messages. 	<p>Achieves the ability to engage in communication inquiry. In particular the student can clearly, and accurately interpret, evaluate, and apply communication scholarship. In addition, the student has addressed the majority of items listed under the learning objective.</p>	<p>Approaches the ability to engage in communication inquiry. Specifically, the student may achieve some but not all of the items contained in the learning objective. Detail may be lacking or some details might be incorrect.</p>	<p>Lacks the ability to engage in communication inquiry.</p>
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Create Messages Appropriate to the Audience, Purpose, and Context

<ul style="list-style-type: none"> ■ Locate and use information relevant to the goals, audiences, purposes and contexts ■ Select creative and appropriate modalities and technologies to accomplish communicative goals ■ Adapt messages to the diverse needs of individuals, groups and contexts ■ Present messages in multiple communication modalities and contexts ■ Adjust messages while in the process of communicating ■ Critically reflect on one’s own messages after the communication event 	<p>Achieves the ability to create messages that are appropriate to the audience, purpose, and context. In particular the student can adapt messages and adjust messages while in the process of communicating. In addition, the student has addressed the majority of items listed under the learning objective.</p>	<p>Approaches the ability to create messages that are appropriate to the audience, purpose, and context. Specifically, the student may achieve some but not all of the items contained in the learning objective. Detail may be lacking or some details might be incorrect.</p>	<p>Lacks the ability to create message that are appropriate to the audience, purpose, and context.</p>
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ⁱ https://www.natcom.org/sites/default/files/publications/LOC_1_What_Should_a_Graduate_with_a_Communication_Degree.pdf