2. DEPARTMENTAL GOALS

A: Mission statement for the Communication Studies department:
Whitworth College’s Communication Studies Department provides students with the theories and skills necessary for effective communication in diverse contexts. Working within the tradition of liberal arts, the department introduces students to theoretical, historical, and philosophical assumptions fundamental to communication scholarship and practice.

B: Departmental Objectives:
During the 1997-98 Departmental Review, the Communication Studies faculty created 12 objectives for our program. We want all graduates to demonstrate their understanding and performance of these objectives. The department affirms these objects and wants graduates to:

1. **Be aware of the relationships between the theory and practice of journalism or speech communication and the student's faith or worldview.**
   Students will be able to articulate the relationships between their faith or worldviews and communication theories and practices. Students will explain how their values, beliefs, and attitudes inform their approach to human communication. Students will explain how their understanding of human communication theory and practice informs their faith or worldview.

   -> *Students will demonstrate mastery of this goal by writing reflective essays that connect their philosophy of communication with their practice of communication.*

2. **Demonstrate writing skills required to excel in an entry-level communications-related job and/or graduate school.**
   Students will be able to gather information and present it clearly, concisely, accurately, coherently and creatively to a target audience. Students will present information both to more formal academic and to mass audiences. Students will demonstrate careful, honest and imaginative work at each stage of the writing process: in generating ideas, gathering and organizing information, and revising their work.

   -> *Students will demonstrate mastery of this goal by writing publishable news stories, creating one-page summaries of complex reading with clear and cogent argumentation, and composing coherent research papers with evidence-based reasoning.*
3. **Demonstrate public speaking and presentation skills required to excel in an entry-level communications-related job and/or graduate school.**

   Students will be able to gather information and present it to diverse audiences. Students will be comfortable and confident in delivering successful oral presentations that inform or persuade their listeners. Students will be able to represent themselves and their own viewpoints, as well as the viewpoints of others. Students will demonstrate preparation at each stage of the speaking process: in generating ideas, gathering information, focusing their thoughts coherently and logically, preparing a draft, rehearsing delivery, using language and visual aids effectively, and critiquing presentations.

   --> *Students will demonstrate mastery of this goal by giving coherent informative and persuasive speeches and by defending their papers and points of view in classroom debates and oral presentations.*

4. **Demonstrate interpersonal skills required to excel in job, family and other contexts.**

   Students will be able to accurately analyze interpersonal communication situations, and to make appropriate communication decisions based on those assessments. Students will demonstrate appropriate skills in human perception, verbal and nonverbal communication, listening, self-presentation, conflict management, and relationship development.

   --> *Students will demonstrate mastery of this goal by working effectively with peers in classroom assignments and out-of-class projects, and successfully completing a professional internship.*

5. **Demonstrate critical thinking skills required to excel in the intellectual, professional and personal dimensions of life.**

   Students will be able to apply higher level thinking skills to human communication situations. Higher level thinking skills include: application of communication principles in the classroom and beyond; analysis of the parts, organization, arrangement, relationships and principles of communication; synthesis of parts of communication to produce unique communication messages; and evaluation of communication by making appropriate quantitative and/or qualitative judgments of communication.

   --> *Students will demonstrate mastery of this goal by displaying diagnostic and problem-solving skills in completing papers, oral presentations, project assignments and group tasks.*
6. **Demonstrate skills necessary to make and defend sound ethical decisions.**

Students will understand the need for sound ethical decision-making, and the concepts necessary to make such decisions. Students will practice defining, resolving and defending ethical decisions. Students will clarify their personal ethical values and explicitly relate them to the professional environment that they plan to enter.

->Students will demonstrate mastery of this goal by passing the Communication Ethics class (either the JMC or SP section) and effectively analyzing case studies regarding ethical problems in professional communication settings.

7. **Demonstrate ability to work cooperatively.**

Students will work effectively in pairs and groups to complete tasks, whether assigned by others or discovered by the group. Students will display audience sensitivity and respect toward fellow group members. They will use effective interpersonal skills to facilitate the completion of group tasks, and to promote group cohesion.

->Students will demonstrate mastery of this goal by displaying cooperative learning. Students will work in pairs and groups to complete particular class assignments. These cooperative learning tasks include service-learning projects and assignments with audiences beyond Whitworth College.

8. **Demonstrate appropriate knowledge of and proficiency with communication technology.**

Students will be introduced to communication technology and equipped to adapt to rapid technological change in the future. Students will be able to critically examine and analyze the ethical effects of technological developments.

->Students will demonstrate mastery of this goal by effectively using Internet search engines to find sophisticated research, use presentation software to strengthen professional presentations, and use other forms of electronic communication effectively.
9. **Understand the history and theory of the disciplines of journalism and mass communication, or speech communication.**
Students will be able to assess and explain the significance of the primary historical and contemporary influences shaping the disciplines of journalism and mass communication and/or speech communication.

-> Students will demonstrate mastery of this goal by passing the JMC/SP 212 Theories of Human Communication class and one of the History classes, either JMC 347 Mass Media History or SP 347W History and Theory of Rhetoric. Students will be able to read scholarly journals to understand new ideas, new research findings and emerging theories in the discipline.

10. **Understand legal and philosophical principles underlying freedom of expression.**
Students will be able to articulate the value of free expression for communications professionals and for our democratic society. Students will understand the opportunities and limitations created by the First Amendment. Students will demonstrate a working knowledge of the laws related to the professions they plan to enter.

-> Students will demonstrate mastery of this goal by passing either the JMC 402 Mass Media Law or SP 402 Freedom and Responsibility of Speech class. Students will explain how selected court cases shaped the collective understanding of free expression in the United States.

11. **Apply communication skills in cross-cultural settings.**
Students will understand their own cultural identity and how that influences their communication. Students will be able to recognize cultural and other differences and adapt appropriately when communicating in interpersonal transactions, in public presentations and through the mass media. Students will have skills in listening to and communicating the stories of others fairly and accurately.

-> Students will demonstrate mastery of this goal by working effectively with a variety of peers in classroom assignments and out of class projects. Students will articulate cultural differences in communication styles between people groups and demonstrate the ability to communicate effectively with people from diverse backgrounds.
12. **Experience a communications internship that clarifies the student's career goals and provides practical preparation for the student's career.**

Students will apply knowledge of the discipline in a professional setting. Students will gain a sustained exposure to the demands and norms of their professions. They will more sharply define their professional vocational options and initiate contacts useful in acquiring jobs.

-> *Students will demonstrate mastery of this goal by completing a professional internship, creating a professional resume, assessing their performance in the internship, and evaluating their own career goals.*