

## Contact Person 2005-06

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## Program(s) Assessed

Communication Studies (COMA)

## Learning Goal/Outcome

Discipline Foundations: Understand the assumptions and organizing principles governing key subdivisions of the of the communication discipline. Recognize contemporary analysts, theorists, artists, and concepts in the study of human communication and mass media.

## Question

What are the indicators of mastery in the field of communication studies?

## Expected Answer (hypothesis)

We expect that some students will show a range of understanding with some demonstrating proficiency while others will show excellence in their grasp of key concepts. We also anticipate that some may have a vague understanding of fundamental concepts.

## Hoped for Answer (alternate hypothesis)

We hope that all students show a basic understanding of fundamental concepts and theories and demonstrate the ability to apply them in different contexts.

## Plan (methods)

In this initial year, we plan to review a sample of random student portfolios (seniors only) of submitted work in core courses such as Introduction to Communication Studies, Persuasion, Languages of Film and Television, and Methods of Research. We would also like to develop a web-based instrument to test random students on key concepts relevant to all majors with a mechanism for focusing on information relevant to the different tracks of Organizational Communication, Public and Mass Communication, and Radio/TV/Film. In future years we plan to administer a survey to incoming majors to assess their knowledge of the communication field. We also plan to have an external reviewer (s) for the different tracks of the department to review the syllabi, goals, and representative student work portfolios on a regular basis (every 5 years).