

Department of Communication Studies Major

Primary Learning Goals in Core Courses for the Major and its Three Concentrations

Primary Learning Outcomes	Common Core			Corp/Org Core	Public and Mass Core	RITVIFilm Core		
	Com 103 Intro to Comm Studies	Com 301 Methods of Comm. Rese	Com 310 Theories of Persuasion	Com 242 Interpersonal Communication	Com 172 Survey of Media Communication	Com 117 Lang. of TV and Film	Com 212 Intro to TV Studio	Com 269 Intro Radio and Audio
Appreciate the generative force of audiences in the design of interpersonal public and mediated communication.	Primary Objective		Primary Objective		Primary Objective	Expectation		
Engage in discourse with others in ways that demonstrate awareness of the centrality of communication in human cultures.				Primary Objective				
Recognize contemporary analysts, theorists and artists and concepts in the study of human communication and mass media communication.	Primary Objective	Expectation	Primary Objective	Expectation	Expectation	Primary Objective	Expectation	
Articulate basic conceptual frameworks for the assessment of film and video content, and interpersonal and public messages.		Primary Objective	Primary Objective	Primary Objective		Primary Objective		
Recognize the defining features of public and private forms of communication.	Primary Objective			Expectation				
Recognize how advances in communication technology have altered patterns of social interaction.	Expectation				Expectation			
Anticipate communication effects in messages and media content from recognized theories and models.		Primary Objective	Primary Objective	Expectation	Primary Objective	Expectation		
Write and speak fluently and effectively.	Expectation	Expectation	Expectation	Expectation	Expectation	Expectation	Expectation	Expectation
Listen with empathy and accurate understanding.	Expectation			Primary Objective				
Convert schematic production and message ideas into effective verbal, visual and aural analogues.	Expectation						Primary Objective	Primary Objective
Be capable of creating messages or productions that are more original than derivative (moving from modeling to invention).							Primary Objective	Primary Objective