

## Program Learning Outcomes Communications

1. **Communication Competence.** Communication graduates should have excellent oral and written communication skills as evidenced by the capacity to inform and persuade others with clear, organized, logical and compelling messages that adapt to the values, beliefs, attitudes, and motivations of the audience and context in which communication occurs.
2. **Intercultural Communication Skills.** Communication graduates should have the ability to communicate and collaborate effectively with others from diverse cultural backgrounds. Such skills are evidenced by an awareness and understanding of differences in beliefs, values, and communication practices across cultures, as well as an enhanced knowledge of ways to overcome barriers in intercultural communication.
3. **Critical Thinking Skills.** Communication graduates should have logical and critical thinking skills as evidenced by the ability to make purposeful and reflective judgments about what to believe and how to respond to the claims of others, determine the meaning and importance of observations and experiences, and draw valid conclusions based on available information.
4. **Media Literacy.** Communication graduate should be able to apply their critical thinking skills as consumers of media messages. These messages can be manifest or latent, visual or verbal, and distributed through traditional or new media. Media literacy is evidenced by the ability to assess the values expressed by and the claims made in news, entertainment media and advertising.
5. **Research Skills.** Communication graduates should be critical, insightful, and effective consumers of social research. These skills are evidenced by an understanding of the scientific methods used and the capacity to evaluate social research. They should have the ability to design and conduct research, including the ability to collect, analyze, report, and interpret data. For example, they should be able to conduct surveys of customers, clients and employees; and carry out basic market/audience analyses. They should be well versed in the use of the computer as a research tool for data collection, mining, manipulation and analysis, as well as its use to facilitate the process of reporting research results.