



PROVIDENCE

PROGRAM OUTCOMES FOR BACHELOR OF ARTS IN COMMUNICATIONS AND MEDIA

(3-YEAR, 4-YEAR ADVANCED, AND 4-YEAR HONOURS)

The Communications and Media program offers tools with which to understand media and to understand how media functions, all in the context of a well-rounded Christian education: *visual literacy is central to this pursuit*. Students are encouraged to explore and analyze cultural artefacts such as television programs, movies and popular music in the context of interdisciplinary theory. *In fact, Inquiry and Analysis, Creativity and Depth and Breadth of Understanding are part of the objectives of the program, within the context of the discipline of Communications and Media*. The program includes introductory courses in Communications Theory and the world of Visual Communications, as well as courses focusing on the various media: Television, Film, Photography, Print and Radio. While the program does not include expansive professional training in media production, courses on global journalism, writing for the media and speaking in public will give students a foundation upon which to build practical skills; *skills include Teamwork, Ethical Reasoning and Leadership*. Students in Communications and Media may select a three-year Major, a four-year Advanced Major or a four-year Honours Major, or a Minor in the field.

Communications and Media at Providence is about media literacy as a foundation for further work in the field of media and communication. Understanding the media is integral to creating meaningful media. This program prepares students for employment in areas such as Canadian mainstream media, government policy creation, or for further studies either in media production or in Communications and Media Studies at a graduate level. A full review of this program will occur over a three-year cycle.

Program Objectives	Measurement Means	Cycle	Next Collection Date	Persons Responsible
The student will demonstrate media literacy as a foundation for further work in the field of media and communication. Supporting Academic Goal 6	DIRECT: 80% of students achieve 80% or higher on final paper in 433.3x classes. ¹ INDIRECT: Student feedback on course and instructor form for 433.3x classes. ²	DIRECT: Once per academic year INDIRECT: Done at the end of each semester	DIRECT: May 15, 2023 INDIRECT: Jan 15, 2023 and May 15, 2023	DIRECT: Dr. Greco INDIRECT: Academic Support Assistant
The student will recognize and articulate how media works in order to create meaningful media. Supporting Academic Goal 2	DIRECT: 80% of students achieve 80% or higher in final exam in 431.11 Intro to C&M. ³ INDIRECT: Student feedback on course and instructor form for 431.11. ⁴	DIRECT: Once per academic year INDIRECT: Done at the end of each semester	DIRECT: May 15, 2023 INDIRECT: Jan 15, 2023 and May 15, 2023	DIRECT: Dr. Greco INDIRECT: Academic Support Assistant
The student will be prepared for employment in areas such as Canadian mainstream media, government policy creation, or for further studies either in media production or in Communications and Media Studies at a graduate level. Supporting Academic Goal 5	DIRECT: Practica Rubrics TBD⁵ INDIRECT: Alumni survey regarding employment rates and further studies	DIRECT: Once per academic year INDIRECT: Done at the end of the academic year	DIRECT: May 15, 2023 INDIRECT: Oct 1, 2023	DIRECT: Dr. Greco INDIRECT: Grace Sandulak

FOOTNOTES:

1. 433.3x courses consist of the following upper-level courses that focus on particular media: 433.31 Media in Crisis: Radio and Print; 433.32 Television; 433.34 Photography; 433.35 New Media; 433.36 Film; and 433.37 Topics in Communications and Media. Each of these courses require the student to write a final research paper (consisting of 8-10 pages, using at least 5-8 acceptable academic sources), which should demonstrate a critical engagement with the medium on which the course is based, and must demonstrate the integration of course materials and concepts. The student is free to choose whatever topic related to that medium they wish to discuss. The paper should demonstrate a deeper critical engagement with the medium, or its content. The rubric for the final papers in these courses focuses on a couple of important areas: Integration of knowledge; and Depth of Discussion. In terms of Integration of knowledge, the paper is graded on how well it demonstrates full understanding and application of concepts learned in the course. Also, the paper is graded on how well concepts are integrated into the writer's own insights, and how well the writer provides concluding remarks that show analysis and synthesis of ideas. These elements contribute to 32% of the final paper grade; the other elements, such as citation, topic, cohesiveness, and so on—elements which point to general writing skill and academic prowess—contribute the remaining 68% of the final paper grade.
2. Providence's "Student Feedback on Course and Instructor" form asks students to assess the following: "Overall, this course was a valuable learning experience." As an indirect Measurement Means, the question hopes to ascertain the worth that a student attaches to the course, presumably for their formation for future work.
3. The final exam in 431.11 is a cumulative and comprehensive test of student knowledge, particularly in terms of course content, apart from analysis or application.
4. See 2.
5. There is currently no Practica Rubric. Rather, the course is assessed with the following. Students develop a major media and communications project. They propose the form, content, resources, and schedule of projects for this course. A project may be in the form of any type of public media such as radio, television, print, photography and film, and new media. Students enrolled in the 4-year program are encouraged to consider a major research paper or presentation on some aspect of communications and media. Alternatively, work in a "communications and media" capacity in an area of the institution (for instance, Publications or Athletics) will be considered for this course. Work in an area outside of the institution, in a "communications and media" capacity, is also an ideal possibility to fulfill the requirements of the course. Students are required to submit a proposal of their intended course of work, engage in regular check-ins, and produce a reflection paper at the end of the academic year, in which they reflect on their experience. However, the grades mostly reflect completion rather than assess any specific objectives. This would be improved through the use of a Rubric which might assess competency.