

Mass Communication and Journalism

COLLEGE OF ARTS AND HUMANITIES

Student Outcomes Assessment Plan (Soap)

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I. Mission Statement

The mission of the Department of Mass Communication and Journalism at California State University, Fresno is to provide undergraduate students with quality educational experiences that promote critical thinking and the development of skills based on the theories, principles and practices of mass communication. Graduates of the department will have a comprehensive knowledge of the political, economic, cultural and technological forces that shape – and are shaped by – media content. They will also have an awareness of their responsibilities as ethical, self-directed practitioners within the rapidly changing communication industries.

II. Goals and Student Learning Outcomes

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Learning Goal 1. Think – Students will analyze and evaluate the history, roles, theories and practices of media in the U.S. and globally.

Student Learning Outcome 1.1: Identify significant milestones in the history of mass media.

Student Learning Outcome 1.2: Evaluate the mass media's role in society.

Student Learning Outcome 1.3: Explain media theories.

Student Learning Outcome 1.4: Describe mass media business, professional and regulatory practices.

Learning Goal 2. Write – Students will develop, design, and write communication materials following industry practices appropriate to the delivery medium.

Student Learning Outcome 2.1: Demonstrate correct grammar, spelling and punctuation in written materials.

Student Learning Outcome 2.2: Write clearly and concisely in the appropriate media style.

Student Learning Outcome 2.3: Develop written content that is appropriate for specific audiences.

Learning Goal 3. Produce – Students will develop, design, and produce communication materials that address specific communication goals for a targeted audience.

Student Learning Outcome 3.1: Create media content that addresses a communication goal.

Student Learning Outcome 3.2: Prepare professional quality communication materials targeted at a specific audience.

III. Curriculum Map (Matrix of Courses X Learning Outcomes)

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I= introduced, R= reinforced, E= emphasized

| | 1.1. Identify significant milestones in the history of mass media. | 1.2 Evaluate the mass media’s role in society. | 1.3 Explain media theories. | 1.4 Describe mass media business, professional and regulatory practices. |
|---|---|---|------------------------------------|---|
| MCJ 1 - Mass Communication & Society | | | | |
| MCJ 5 - Basic Editing | | | | |
| MCJ 10 - Media Writing | | | | |
| MCJ 30 - Intro to Multimedia Production | | | | |
| MCJ 102W - Reporting | | | | |
| MCJ 105 – Newspaper Workshop | | | | |
| MCJ 106 – Desktop Publishing | | | | |
| MCJ 108 – In-Depth Reporting | | | | |
| MCJ 112 – Audio Production | | | | |
| MCJ 113 - Video Production | | | | |
| MCJ 114 - Media Operations | | | | |
| MCJ 115 – Electronic Field Production | | | | |

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|---|---|---|------------------------------------|---|
| MCJ 116 - Advanced Video Production, Editing | | | | |
| MCJ 124 - Broadcast News Writing | | R | | E |
| MCJ 126 - Radio-Television Performance | | | | R |
| MCJ 128 - News/Public Affairs Production | | R | | R |
| MCJ 131 - Online Media Design | | | | R |
| MCJ 142 - Advertising Procedures | | | | |
| MCJ 143 - Newspaper Advertising Staff | | | | |
| MCJ 144 - Advertising Copy Editing | | | | |
| MCJ 146 - Advertising Media | | | | |
| MCJ 148 - Advertising Campaigns | | | | |
| MCJ 152 - Public Relations | | | R | R |
| MCJ 158 - Public Relations Writing | | | | |

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|--|---|---|------------------------------------|---|
| MCJ 159 - Public Relations Cases, Campaigns | | | | |
| MCJ 163 - Radio/TV as Popular Culture | | R | R | |
| MCJ 164 - Applied Media Research | | | E | |
| MCJ 172 - Media Law | R | R | | E |
| MCJ 173 - Media Ethics | | E | | E |
| MCJ 175 - Media Stereotypes | R | E | R | |
| MCJ 176 - International Mass Communication | R | E | R | |
| MCJ 178 - New Media Technologies | I: Non-Majors R: Majors | I: Non-Majors R: Majors | I: Non-Majors R: Majors | I: Non-Majors R: Majors |
| MCJ 179 - Cineculture | | R | | |

I= introduced, R= reinforced, E= emphasized

| | 2.1. Demonstrate correct grammar, spelling and punctuation in written materials. | 2.2 Write clearly and concisely in the appropriate style | 2.3 Develop written content that is appropriate for specific audiences. |
|---|---|---|--|
| MCJ 1 - Mass Communication & Society | R | | |
| MCJ 5 - Basic Editing | E | E | E |
| MCJ 10 - Media Writing | I | I | I |
| MCJ 30 - Intro to Multimedia Production | | | |
| MCJ 102W - Reporting | R | R | R |
| MCJ 105 – Newspaper Workshop | E | E | E |
| MCJ 106 – Desktop Publishing | | | |
| MCJ 108 – In-Depth Reporting | E | E | E |
| MCJ 112 – Audio Production | | | |
| MCJ 113 - Video Production | | | |
| MCJ 114 - Media Operations | | | |
| MCJ 115 – Electronic Field Production | R | R | R |
| MCJ 116 - Advanced Video Production, Editing | | | |

| | 2.1. Demonstrate correct grammar, spelling and punctuation in written materials. | 2.2 Write clearly and concisely in the appropriate style | 2.3 Develop written content that is appropriate for specific audiences. |
|--|---|---|--|
| MCJ 124 - Broadcast News Writing | E | E | E |
| MCJ 126 - Radio-Television Performance | E | E | E |
| MCJ 128 - News/Public Affairs Production | E | E | E |
| MCJ 131 - Online Media Design | R | R | R |
| MCJ 142 - Advertising Procedures | R | R | R |
| MCJ 143 - Newspaper Advertising Staff | E | E | E |
| MCJ 144 - Advertising Copy Editing | E | E | E |
| MCJ 146 - Advertising Media | R | R | R |
| MCJ 148 - Advertising Campaigns | R | R | R |
| MCJ 152 - Public Relations | R | R | R |
| MCJ 158 - Public Relations Writing | E | E | E |
| MCJ 159 - Public Relations Cases, Campaigns | R | R | R |
| MCJ 163 - Radio/TV as Popular Culture | | | |

| | 2.1. Demonstrate correct grammar, spelling and punctuation in written materials. | 2.2 Write clearly and concisely in the appropriate style | 2.3 Develop written content that is appropriate for specific audiences. |
|--|---|---|--|
| MCJ 164 - Applied Media Research | | | |
| MCJ 172 - Media Law | | | |
| MCJ 173 - Media Ethics | | | |
| MCJ 175 - Media Stereotypes | | | |
| MCJ 176 - International Mass Communication | | | |
| MCJ 178 - New Media Technologies | R | R | R |
| MCJ 179 - Cineculture | | R | |

I= introduced, R= reinforced, E= emphasized

| | 3.1. Create media content that addresses a communication goal. | 3.2 Prepare professional quality communication materials targeted at a specific audience. |
|---|---|--|
| MCJ 1 - Mass Communication & Society | | |
| MCJ 5 - Basic Editing | | |
| MCJ 10 - Media Writing | | |
| MCJ 30 - Intro to Multimedia Production | | E |
| MCJ 102w - Reporting | | |

| | 3.1. Create media content that addresses a communication goal. | 3.2 Prepare professional quality communication materials targeted at a specific audience. |
|---|---|--|
| MCJ 105 – Newspaper Workshop | E | E |
| MCJ 106 – Desktop Publishing | I | I |
| MCJ 108 – In-Depth Reporting | | |
| MCJ 112 – Audio Production | I | |
| MCJ 113 - Video Production | E | E |
| MCJ 114 - Media Operations | | |
| MCJ 115 – Electronic Field Production | E | E |
| MCJ 116 - Advanced Video Production, Editing | E | |
| MCJ 124 - Broadcast News Writing | | |
| MCJ 126 - Radio-Television Performance | R | R |
| MCJ 128 - News/Public Affairs Production | E | |
| MCJ 131 - Online Media Design | E | |
| MCJ 142 - Advertising Procedures | | |
| MCJ 143 - Newspaper Ad Staff | | |

| | 3.1. Create media content that addresses a communication goal. | 3.2 Prepare professional quality communication materials targeted at a specific audience. |
|--|---|--|
| MCJ 144 - Advertising Copy Editing | | |
| MCJ 146 - Advertising Media | | |
| MCJ 148 - Advertising Campaigns | E | |
| MCJ 152 - Public Relations | E | E |
| MCJ 158 - Public Relations Writing | | |
| MCJ 159 - Public Relations Cases, Campaigns | E | |
| MCJ 163 - Radio/TV as Popular Culture | | |
| MCJ 164 - Applied Media Research | | |
| MCJ 172 - Media Law | | |
| MCJ 173 - Media Ethics | | |
| MCJ 175 - Media Stereotypes | | |
| MCJ 176 - International Mass Communication | | |
| MCJ 178 - New Media Technologies | I | |
| MCJ 179 - Cineculture | | |

IV. Assessment Methods

A. Direct Measures (at least three)

1. **Student Advertising Campaign Assessment.** Each year, students in MCJ 148 put together an advertising campaign for a national company or organization. To assess how effectively these campaigns impact audiences and meet marketing and message goals, the professor has developed an instrument that includes benchmarks reflecting professional standards. Specific learning outcomes addressed by this instrument are 2.1, 2.2, 2.3 and 3.1.

2. **General Education Course Essays.** The professor of MCJ 175, an upper-division GE course, has developed a rubric to assess how effectively students (1) evaluate the media's role in society vis-à-vis gender, sexual orientation, race and ethnicity and (2) explain theories relevant to those issues. The rubric is based on Chris Worsnop's "Assessment Scale for Response to Media," an instrument that is widely used to measure student learning outcomes in media courses through written essays. Specific learning outcomes addressed by this rubric are 1.1, 1.2 and 1.3.
3. **Media Law and FCC Regulatory Practices.** The instructor of MCJ 172 has developed a rubric used with iClicker to assess student understanding of the lectures and/or readings related to regulatory practices. This instrument asks students to think critically about the function and purpose of the Federal Communication Commission and explain what they are. The specific learning outcomes addressed by this rubric are 1.2 and 1.4.
4. **Broadcast Journalism Core Course Assessment.** Instructors of MCJ 124 and 128 have identified an assessment procedure that relied on ETS Criterion, quizzes, and a grading rubric in an effort to assess the writing component and production elements of those courses. The specific learning outcomes addressed by this procedure are 2.1, 2.2, 2.3, 3.1 and 3.2.

B. Indirect Measures (*Alumni Survey is required*)

1. **Alumni Survey.** We conduct a survey of alumni opinions regarding their experiences and learning in the MCJ program every year.

V. Student Learning Outcomes X Assessment Methods Matrix

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The student learning outcomes assessed using the direct measures above.

| | Student Advertising Campaign Assessment | General Education Course Essays | Media Law and FCC Regulatory Practices | Broadcast Journalism Core Course Assessment |
|---|---|---------------------------------|--|---|
| 1.1. Identify significant milestones in the history of mass media. | | X | | |
| 1.2 Evaluate the mass media's role in society. | | X | X | |
| 1.3 Explain media theories. | | X | | |
| 1.4 Describe mass media business, professional and regulatory practices. | | | X | |
| 2.1. Demonstrate correct grammar, spelling and punctuation in written materials. | X | | | X |
| 2.2 Write clearly and concisely in the appropriate style | X | | | X |
| 2.3 Develop written content that is appropriate for specific audiences. | X | | | X |
| 3.1. Prepare professional quality communication materials for distribution to specific audiences. | X | | | X |
| 3.2 Produce content across multiple platforms. | | | | X |

VI. Timeline for Implementation of Assessment Methods and Summary Evaluations

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Year 2010 to 2011

Collect and analyze data for Student Advertising Campaign Assessment (MCJ 148), General Education Course Essays (MCJ 175), and Media Law and FCC Regulatory Practices (MCJ 172). Implement changes based on the findings.

Year 2011 to 2012

New Activities: Develop rubrics for signature assignments, portfolios, and other creative works in select classes.

Year 2012 to 2013

New Activities: Pilot test and further revise the rubrics developed during AY 2011-2012 for signature assignments, portfolios, and other creative works in select classes.

VII. Closing the Loop - Summary Evaluation, Curriculum Adjustment, and Reporting

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The information gathered from assessment efforts will be shared with all faculty members and used to adjust the curriculum, course content, and instruction. The results of the assessment efforts above have already catalyzed positive changes in those courses. The instructor of the advertising class is revising her course curriculum so that students will spend more time looking at new media and some of the more non-traditional forms of integrated marketing components. The instructor of the media stereotypes course is expanding the class time devoted to the theories and issues that have challenged students. The instructor of the media law course is similarly devoting more time to those concepts that students have had a difficult time understanding, and the broadcast journalism instructor is pushing to establish MCJ 113 as a prerequisite to MCJ 124 and 128 to help ensure that students have basic video production skills prior to taking these classes. The assessment efforts to date have provided useful direction in adjusting the MCJ curriculum, course content and instruction. Additional assessment rubrics are being developed in other MCJ courses and will begin in the upcoming year and will be equally valuable in strengthening our program.