

Student Learning Outcomes Library

Office of Assessment & Accreditation

Indiana State University

MS Communication

Spring 2020

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Outcome	Related Foundational Studies or Graduate Goal
Advanced Primary Research—Demonstrates the ability to conduct advanced primary research in Communication	
1.1 Locate academic texts published in scholarly forums	
1.2 Analyze academic texts published in scholarly forums	
1.3 Cite academic texts published in scholarly forums	
1.4 Conduct primary disciplinary research using appropriate qualitative and/or quantitative methods	
1.5 Conduct primary disciplinary research using MLA and/or APA citation formats correctly	
Advanced Secondary Research—Demonstrate the ability to evaluate advanced secondary research in Communication and related disciplines	
2.1 Analyze and critique specific methodologies and approaches to communication research	
2.2 Evaluate secondary communication research using appropriate quantitative and/or qualitative methodologies and approaches	
Social Construction of Reality—Demonstrate an understanding of the concept of the social construction of reality	
3.1 Explain the relationship between symbols and meaning	

3.2 Explain the role of power in communicating cultural meaning	
Persuasion in Socio-Political Contexts—Demonstrate an understanding of the social and ethical implications of persuasion in socio-political contexts	
4.1 Identify and articulate the component parts of an argument	
4.2 Support argumentative claims with appropriate evidence and cogent reasoning	
Argument or Discussion—Apply research skills and critical thinking skills in a sustained argument or discussion suitable for professional presentation	
5.1 Explain the standard ethical perspectives applicable to public discourses	
5.2 Explain the role of context in the generation of persuasive texts	