

Standing Requirements

Outcomes Library**MA in Communications Outcomes - Updated Spring 2015****1. Advanced primary research**

Demonstrate the ability to conduct advanced primary research in Communication

Outcome	Mapping
1.1 Locate academic texts published in scholarly forums.	No Mapping
1.2 Analyze academic texts published in scholarly forums.	No Mapping
1.3 Cite academic texts published in scholarly forums.	No Mapping
1.4 Conduct primary disciplinary research using appropriate qualitative and/or quantitative methods	No Mapping
1.5 Conduct primary disciplinary research using MLA and/or APA citation formats correctly	No Mapping

2. Advanced secondary research

Demonstrate the ability to evaluate advanced secondary research in Communication and related disciplines.

Outcome	Mapping
2.1 Analyze and critique specific methodologies and approaches to communication research.	No Mapping
2.2 Evaluate secondary communication research using appropriate quantitative and/or qualitative methodologies and approaches.	No Mapping

3. Social construction of reality

Demonstrate an understanding of the concept of the social construction of reality

Outcome	Mapping
3.1 Explain the relationship between symbols and meaning	No Mapping
3.2 Explain the role of power in communicating cultural meaning	No Mapping

4. Persuasion in socio-political contexts

Demonstrate an understanding of the social and ethical implications of persuasion in socio-political contexts.

Outcome	Mapping
4.1 Identify and articulate the component parts of an argument.	No Mapping
4.2 Support argumentative claims with appropriate evidence and cogent reasoning.	No Mapping

5. Argument or discussion

Apply research skills and critical thinking skills in a sustained argument or discussion suitable for professional presentation.

Outcome	Mapping
5.1 Explain the standard ethical perspectives applicable to public discourses	No Mapping
5.2 Explain the role of context in the generation of persuasive texts.	No Mapping

Replaced - MA in Commun Outcome Set

MA in Communication Learning Outcomes

Outcome	Mapping
1. Understanding of central issues and current research To develop an understanding of the central issues and current research important to the field of communication	No Mapping
2. Familiarity with knowledge in the field To be familiar with the breadth and depth of conceptual and applied knowledge in the field of communication.	No Mapping
3. Ability to communicate acquired knowledge To be able to communicate acquired knowledge	No Mapping
4. Ethical issues To be aware of ethical issues that pertain to the study and practice of communication	No Mapping
5. Design and present research To develop the ability to design and present an independent and meaningful research project	No Mapping
6. Relationship of communication to other fields To understand the relationship of communication to other disciplines	No Mapping

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