

Date: 30 March 2004

Certificate or Degree Program: **B. A. In Communication**

Mission: Communication focuses on understanding the processes that occur when individuals interact with one another, whether in interpersonal, small group, family, organizational, or public settings. Courses in Communication emphasize understanding what happens in direct verbal and nonverbal interaction between people, as opposed to written communication, or interaction via mediated circumstances such as television, radio, film, or Internet. Courses in Communication acknowledge both that communication occurs between persons who are diverse in gender, cultural background, belief, and orientation and that such diversity is increasingly apparent in Alaska and in an ever more complex and interdependent world.

Goal: The B.A. in Communication is intended to make clear how the discipline is distinct from other social disciplines, and to introduce students to the theoretical bases of the discipline in major content areas. The course work familiarizes students with the literature of the discipline and with research practices across the range of social and human sciences. Courses provide students in Communication the bases for making informed, critical analyses of their own and other's communicative acts, and for applying such knowledge in creating effective and ethical communication in social situations characterized by diverse social views.

INTENDED OUTCOMES/ OBJECTIVES	ASSESSMENT CRITERIA	IMPLEMENTATION PROCEDURES (what, when, who)
Students will understand and apply principles of ethical and epideictic speaking in any public presentation.	National Communication Association Speaking Competencies and NCA Ethics Policy	Entry Assessment: Course embedded presentation in COMM180. Exit Assessment: Course embedded presentation in COMM482 (Communication Capstone course).
Students will understand the ontological and epistemological grounds of Communication from perspectives of social and human science.	<ul style="list-style-type: none"> <li>* will learn the implications of the various theoretical perspectives used to research human communication.</li> <li>* will learn the implications of the various methodologies used in researching human communication.</li> <li>* will learn to read and understand the research produced in human communication inquiry.</li> </ul>	Entry Assessment: Recognition assignments in COMM180. Exit Assessment: Application of knowledge in Essay and project assignments for the capstone course. (COMM482)

## Report on Educational Effectiveness Assessment

<p>Students will understand and apply knowledge of the Interrelationship between human communication and all higher orders of human reality such as self, relationships, groups, organizations, and society.</p>	<ul style="list-style-type: none"> <li>* will have classroom Interactions that frame the Interrelationships between human communication and the creation, maintenance, and transformation of human social contexts.</li> <li>* will prepare papers and projects that demonstrate understanding of the morphogenic nature of human communication and human social contexts</li> </ul>	<p>Entry Assessment: assignments In COMM180</p> <p>Transition Assessment: course assignments In Major required courses. (students tracked through major and discussed specifically by Communication faculty)</p> <p>Exit Assessment: Research assignment In COMM482 (Capstone course).</p>
<p>Students will learn to understand and apply knowledge regarding the Important meaning differences represented by gender and other patterns of diversity.</p>	<ul style="list-style-type: none"> <li>* will have classroom Interactions that address gender and other cultural difference as mundane experiential difference.</li> <li>* will prepare papers and projects that explore the communication matters Involved In the experience of gender and other cultural difference</li> <li>* will Integrate knowledge of gender and other difference In portfolio and senior research essay.</li> </ul>	<p>Entry Assessment: Assignments In COMM180</p> <p>Transition Assessment: course assignments In major required courses. (students tracked through major and discussed specifically by Communication faculty)</p> <p>Exit Assessment: Literature review for capstone research assignment COMM482.</p>
<p>Students will understand and apply knowledge of the ethical dimensions of human communication In any human communication context.</p>	<ul style="list-style-type: none"> <li>* will have classroom Interactions that proffer the ethical as grounding of all human communication</li> <li>* will prepare papers and projects regarding the ethical dimensions of human communication.</li> <li>* will Integrate knowledge of the ethical dimensions of human communication In portfolio and senior research essay.</li> </ul>	<p>Entry Assessment: Introductory assignments In COMM180</p> <p>Transition Assessment: course assignments In major required courses. (students tracked through major and discussed specifically by Communication faculty)</p> <p>Exit Assessment: Research paper presented as requirement for COMM482 (capstone)</p>