

**Chart 3.2.1 Communication Studies Undergraduate Degree Level Expectations  
and Program Learning Outcomes 2016**

	<p align="center"><b>a. Degree-Level Expectation</b> <i>This degree is awarded to students who have demonstrated the following:</i></p>	<p align="center"><b>b Program Learning Objectives (with assessment embedded in outcomes)</b> <i>By the end of this program, students will be able to:</i></p>	<p align="center"><b>c. Appropriate Degree Requirement &amp; Assessment</b> <i>Align courses and assessment methods/activities with the program learning objectives.</i></p>
<p><b>1. Depth and Breadth of Knowledge</b></p>	<p>(i) Ability to distinguish communication studies as a distinct and comprehensive scholarly field;</p> <p>(ii) Knowledge and critical understanding of the central concepts, theories and methods of the field;</p> <p>(iii) Awareness of historical and current social relations of power as they apply to communication studies.</p>	<p>(i) Identify the historical and current interdisciplinary nature of communication studies;</p> <p>(ii) Identify relationships between socio-cultural, political economic, and technological aspects of media and communication;</p> <p>(iii) Identify and apply key theoretical and methodological frameworks in the critical analyses of the creation, production, consumption and distribution of media and technology in Canada, as well as in global contexts;</p> <p>(iv) Identify key issues and debates in the field in consideration of, for example, communication ethics, human rights and social justice; or social relations such as class, gender and race in the use and development of media and technology.</p>	<p>(i) Introduction to Communications; 2000 level required courses in Media, Culture and Society, Politics and Policy, and Critical Technology Studies;</p> <p>(ii) The degree program is structured with a year-over-year accumulation of knowledge and analytical techniques that begins with a general introduction to various approaches to study in the field via the required courses and increasingly focuses in specialization and specificity of subject matter as it reaches the fourth and final year;</p> <p>(iii) General Courses: 1000 and 2000 levels (identify) 3000 and 4000 levels (apply). Focused Courses: Foundational Communication Theory, Contemporary Communication Theory, Introduction to Research Methods, Research Methods Seminar;</p> <p>(iv) All courses to varying degrees; Specific course examples include: Ethics in the Media; Feminist Perspectives on Media; Feminist Perspectives on Technology; Advertising 1 &amp; 2; Evaluating Media History; Media, Publics and Democracy; Popular Culture; Global Communication; Issues in the Political Economy of Media; Approaches to Communication &amp; Development; Theories of Diaspora &amp; Transnational Media; Public Communication &amp; Political Discourse; and</p>

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			<p>Communications Field Experience.</p> <p>(v) All courses employ a variety of assessment tools to meet learning objectives, utilizing standard testing methods, essays, oral presentations, and journals for example, as well as blogs, wikis, experimental research, community engagement and field placement evaluations. The program also provides alternative assessments and accommodation for disabled and learning disabled persons.</p>
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<b>2. Knowledge of Methodologies</b>	<p>(i) An understanding of the current range of interdisciplinary methodologies used in the field;</p> <p>(ii) Ability to select and warrant appropriate methodologies for given research designs.</p>	<p>(i) Identify a variety of qualitative and quantitative research approaches to the study of media and culture, politics and policy, and media technology;</p> <p>(ii) Apply various methodological approaches in the design and conduct of independent research projects.</p>	<p>(i) Introduction to Communications; Required courses in Media, Culture and Society, Politics and Policy, Critical Technology Studies; and electives such as: Introduction to Research Methods in Communication Studies; Research Methods Seminar, Foundational Communication Theory and Contemporary Communication Theory;</p> <p>(ii) 2000, 3000 and 4000 level courses; Depending on the year level, assessment may include (individual or group) reading or issue - summaries, research papers, media projects, oral presentations, oral debates, position papers, or policy evaluation papers.</p>

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<p><b>3. Application of Knowledge</b></p>	<p>(i) Ability to research and assess information from a variety of sources;</p> <p>(ii) Capacity to develop critical analyses and scholarly arguments employing a number of different theoretical and methodological approaches to research in the field;</p> <p>(iii) Ability to apply critical and analytical research methods and theory to develop insight into various communication phenomena.</p>	<p>(i) Distinguish, synthesize and critically evaluate information from non-academic, peer-reviewed, government, and private information sources;</p> <p>(ii) Analyze and interpret empirical data from interdisciplinary perspectives to develop reliable analysis and valid argument;</p> <p>(iii) Apply various communication theories and conceptual frameworks in critical analyses;</p> <p>(iv) Analyze key (historical and current) practices, policies and/or institutions of media and communication in Canada and internationally;</p> <p>(v) Develop and execute research projects independently and in teams, and present findings in an appropriate manner.</p>	<p>(i) All courses. Accumulated gradation according to year level: 1000 and 2000 required courses (identify and distinguish), 3000 and 4000 level (synthesize and evaluate);</p> <p>(ii) All courses;</p> <p>(iii) Required 2000 level courses focusing on specific areas of inquiry in the field; includes optional general courses at the 3000 level on theory and research methods;</p> <p>(iv) 2000, 3000 and 4000 levels;</p> <p>(v) 3000 and 4000 level courses. All 4<sup>th</sup> year seminars employ the accumulated knowledge and skills toward an in-depth analysis of a particular issue, problem, or area of inquiry.</p> <p>Depending on the year level, assessment may include demonstration of application through (individual or group) reading or issue - summaries, research papers, media projects, oral presentations, oral debates, position papers, or policy evaluation papers.</p>

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<b>4. Communication Skills</b>	(i) Utilize verbal and non-verbal communication techniques to articulate analysis and valid arguments to a range of audiences;	(i) Write persuasively using discipline-specific conventions and formats;  (ii) Clearly present research findings orally and/or in writing to a range of audiences;  (iii) Write coherent analytical research papers, reports, or position papers.	(i) All courses: Tutorials and seminars in all years provide opportunities to develop techniques for a wide range of presentation styles and modes of communication. This includes the design and completion of oral in-class presentations using a variety of digital and non-digital communication platforms, standard oral and written communication of results of inquiries, as well as alternative modes such as practical assignments and media projects (using audio-video technology, creative visual or digital techniques);  (ii) In addition, through field placement courses, students have opportunities to develop communication skills and applications for their acquired knowledge in community and occupational environments.

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<b>5. Awareness of Limits of Knowledge</b>	(i) Awareness of the complexity of the field and the variety of interdisciplinary theories and methods;	(i) Identify similarities and differences between theoretical and methodological approaches to media and communication;	(i) All required 1000 and 2000 level courses;

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	<p>(ii) Ability to recognize provisional nature of knowledge in areas of the field and basic character of knowledge and accomplishments that can be acquired at this level;</p>	<p>(ii) Analyze the social construction of knowledge, and the public and private structuring of information, media, and technology as affected by power relations whether these are social, cultural, political or economic;</p> <p>(iii) Assess the merits and applicability of approaches to media, technology and communication studies from interdisciplinary perspectives.</p>	<p>(ii) 3000 and 4000 level courses, in particular: Advertising (1 &amp; 2), Television (1 &amp; 2); Organizing and Communicating Social Movements; Digital Media and Culture; Labour in CMCT; Public Diplomacy as Communication; Communication Policy (1 &amp; 2); Canadian Media History; Mediation of Identities; Diaspora &amp; Transnational Media; Popular Culture &amp; Comm; Cultural Industries and Work, Issues in the Political Economy of Media; Approaches to Communications and Development; Governing Culture: Cultural Policy; Critical Studies of the Internet; Youth Cultures; Global Communication: Contemporary Issues; the City in Film, Identity and Place; Mediaspace and the Modern City;</p> <p>(iii) All courses to varying degrees. Optional theory and methods courses (Foundational Communication Theory; Contemporary Communication Theory; Intro to Research Methods in Communication Studies; Research Methods Seminar); Specialized courses at 3000 and 4000 levels;</p> <p>(iv) Courses may include: self- and peer-evaluations, in-class discussions and course critiques, course director evaluation of oral and written and research projects; external supervisors' evaluation in field placement course; and in-class practical case studies providing 'hands-on' evaluation of the many different policies and practices concerning the creation, production, consumption, and distribution of media and technology;</p>
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<p><b>6. Autonomy and Professional Capacity</b></p>	<p>(i) A well-developed sense of ethical responsibility vis-à-vis academic integrity and critical decision making;</p> <p>(ii) Social awareness of the impacts of media and communications technology and an understanding of the capacities and limits of past and current practices;</p> <p>(iii) Development of transferable skill sets and knowledge pertaining to advanced study and/or occupational or professional practice and community engagement.</p>	<p>(i) Employ critical and analytical capacities (whether individually or in teams) to produce valid, reliable and ethical research necessary in the public production and dissemination of knowledge;</p> <p>(ii) Assess the ethical and/or socio-cultural contexts of communication, media practices, and use and development of communication technologies;</p> <p>(iii) Articulate and evaluate key practices, processes, issues, institutions and policies in relation to the social-cultural, political-economic, and technological dimensions of - communication;</p> <p>(iv) Exercise initiative, personal responsibility and accountability in both personal and group contexts;</p>	<p>(i) Development of capacity at 2000-3000 levels. Focused courses: Intro to Research Methods in Communication Studies; Research Methods Seminar; Demonstrated capacity at 4<sup>th</sup> year level;</p> <p>(ii) All courses: Emphasize connections between student course requirements and the use and development media and technology in the field. These may refer to practices or decisions made at a number of different levels: (inter)personal or organizational, private or public, and may include community, workplace, governmental, or non-governmental organizations and institutions;</p> <p>Assessed individually and by group or teamwork for oral and/or written presentations;</p> <p>(iii) All courses: demonstrated understanding of the connection between knowledge of communication, its research and practice; Advanced ability to organize, analyze, critically evaluate, and communicate information as an essential and transferrable skill set;</p> <p>(iv) All courses include academic integrity; upper year levels may include additional training in completion of research design</p>

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		<p>(v) Identify opportunities for advanced study in communication and media studies, and in other related fields such as law, political science, public administration, journalism and International development.</p> <p>(vi) Identify critical and practical skills for a wide range of career options such as: editor/writer; cultural-communication or communication--technology consultant; media literacy educator, media researcher, policy analyst; political communication or public affairs specialist, and public service.</p>	<p>satisfying university-level research ethics;</p> <p>(v) In addition to developing a detailed understanding of research practices and the relation of knowledge to occupational and professional practice, at the fourth year level, the program places an emphasis on making students aware of directions for advanced study, providing workshops on applying for graduate school, advising on forms of future development such as diploma programs and internships, and identifying funding opportunities for further study;</p> <p>(vi) Reference to related fields at 2000 year level required courses, and may be further developed in 3000 and 4000 levels. To varying degrees, courses may include experiential learning, or practical case studies providing opportunities for creation or 'hands-on' evaluation of the many different practices and/or policies concerning the production, consumption and distribution of media and technology.</p>
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