



University of Wisconsin  
**Whitewater**

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Academic Assessment

## JOURNALISM: BROADCAST/PRINT/WEB

### MISSION STATEMENT

The core purpose of the Journalism: Broadcast/Print/Web program is to teach students to tell stories that matter, so they can contribute to the journalism profession's most important function: giving citizens the information they need to govern themselves. The Journalism Broadcast/Print/Web emphasis infuses students with the core values of the journalism profession – pursuit of truth, integrity, fairness, balance, objectivity, avoidance of conflicts of interest, and ethical practice. Secondary to this, our program must help students navigate – and, in time, help define – a field that is rapidly changing.

### STUDENT LEARNING OUTCOMES

*Student learning outcomes (SLOs) are statements of what a student will know or be able to do when they have completed a program. They represent the knowledge and skills a program has determined are most important for students to gain from that program. The most useful SLOs are specific and measurable so the program can accurately assess the degree to which students have achieved each outcome, and they align with college and institution mission and values. Data on achievement of SLOs is used to make improvements in the program and increase student success.*

Upon completion of the Journalism Broadcast/Print/Web emphasis, students will be able to successfully:

- **(WRITTEN COMMUNICATION)** Be able to write clear, concise prose in a range of journalistic genres, for the eye and for the ear, in accordance with accepted tenets of composition and Associated Press style.
- **(CRITICAL THINKING; INFORMATION LITERACY)** Know how to do journalistic research, making intelligent use of human sources, reference materials, government documents and computer databases.
- **(INQUIRY & ANALYSIS)** Develop reporting expertise to know how to meet the needs of targeted media and increasingly fragmented audiences. Cultivation of areas of reporting expertise will be encouraged.

- **(CIVIC KNOWLEDGE; ETHICAL REASONING & ACTION)** Display a range of well-grounded knowledge of media traditions, standards, practices and market realities, as developed through study of mass media law, ethics and civic institutions.
- **(FOUNDATIONS & SKILLS FOR LIFELONG LEARNING)** Demonstrate knowledge of current journalistic business models.
- **(TEAMWORK)** Command a range of technical skills including audio, video, photography, layout for Web and print, online curation of information, use of social media and Web metrics, and basic principles of Web design and content management systems.
- **(SYNTHESIS AND ADVANCED ACCOMPLISHMENT ACROSS GENERAL AND SPECIALIZED STUDIES)** Possess a market-ready skill set and a portfolio of journalistic work developed through applied practice in internships, practicum courses and work in student media.