University of Wisconsin

Whitewater

Academic Assessment

Communication: Electronic Media

Mission Statement

The specific mission of the Electronic Media major is to educate talented and intellectually engaged students by facilitating an exploration in electronic media studies, stressing rigorous scholarship, professional competence, and ethical conduct. The electronic media major is dedicated to the consideration of global perspectives and is committed to providing an ethically grounded learning environment guided by a diverse faculty of high-quality scholars and professionals. Educators will encourage both collaboration and independent thinking, preparing future scholars, professionals and leaders for a lifetime of service and learning, while helping students achieve their specific personal and career goals.

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 Communication: Electronic Media emphasis, students will be able to successfully:

- **(WRITTEN COMMUNICATION)** Demonstrate ability to conceptualize ideas and effectively communicate them in written form; includes sound writing practices and media scripting.

- **(ORAL COMMUNICATION)** Demonstrate ability to effectively present media content in an oral format.

- **(INFORMATION LITERACY)** Apply knowledge and ability related to media production skills.

- **(PROBLEM SOLVING; SYNTHESIS & ADVANCED ACCOMPLISHMENT)** Implement media knowledge and production skills in a "real life" teamwork context.

- **(ETHICAL REASONING & ACTION)** Understand the role ethics plays in media production.

- **(INQUIRY & ANALYSIS)** Identify media traditions, trends, standards, practices, and market realities.

- **(CRITICAL THINKING; INTERCULTURAL KNOWLEDGE & COMPETENCE)** Demonstrate ability to think critically using appropriate evidence while considering diverse perspectives.