

Communication and Media Literacy Distribution List

Description

A democracy is dependent upon an informed and articulate citizenry. Effective oral and written communication consistently appears on polls showing desired attributes and core competencies of prospective employees. Students who are competent communicators and who understand the presence and influence of media in their lives and the lives of others will flourish in our world. In order for students to achieve competence, we propose a distribution list that will ensure students understand both media and human behavior. These courses in this list will highlight the importance of not only the message, but also the messenger. They will help students use communication media more effectively and to control better the media's impact on themselves and others.

Core Curriculum Objectives

The following criteria must be met for each course in the distribution list. Each course will enable students to do the following:

1. Comprehend that informed citizens are essential to the functioning of a democracy.
2. Understand the concept of the “information society” and its economic, political, moral, and social implications.
3. Discern real news from fake news and how the two can be identified – especially on web-based platforms. Such discernment will explore the roles of honesty and integrity within the student's personal and professional identities.
4. Grasp the effects – including moral effects – of communication on individuals, society, and culture.
5. Develop and adapt messages and/or arguments to different audiences.
6. Deliver eloquent speeches in a coherent, confident, and competent manner.
7. Understand what it means to gather, organize, produce, transform, process, store or distribute information.
8. Recognize media's role in students' lives and the lives of others and appreciating how to be a more critical consumer of media.
9. Perceive the breadth of possible careers in communication media.

Criteria

- Students will take one 3-hour course in the Communication and Media Literacy Distribution List.
- Courses may be at any level (1000, 2000, 3000 or 4000).
- Department requirement: Departments with scholars in the fields of communication and media or those who have expertise in the subject matter may offer courses in this distribution list.

Justification

- The Vision supports the Communication and Media Literacy Distribution List through the emphasis on courses that equip students for informed and constructive engagement as citizens of local, national, and global communities. The core curriculum will “teach students to

communicate effectively through various means such as open and mutually-respectful debate, discussion-based classes, essay writing, foreign language acquisition, and study abroad.”