

College of Liberal Arts and Sciences

Communication

Communication Studies

Masters of Arts

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## M.A. Communication Studies

### **I. Student Learning Outcomes**

- A. Articulate and defend a preferred communication theoretical orientation
- B. Articulate and defend a preferred methodological orientation
- C. Develop a claim about a communication phenomenon that is supported with evidence
- D. Conduct inquiry into a significant communication issue, phenomenon, or event

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2. Curriculum Map

Course	1. Theoretical position	2. Methodological position	3. Argument supported with evidence	4. Conduct inquiry
COMS 691	B	B	B	B
Rhetoric Area requirement	D	D	D	D
IOP* Area requirement	D	D	D	D
Media Area requirement	D	D	D	D
Journalism Area requirement	D	D	D	D
COMS 699	P	P	P	P

\*IOP: Interpersonal, Organizational and Persuasive Communication

**3. Assessment Methods**

Assessment Method	1. Theoretical position	2. Methodological position	3. Argument supported with evidence	4. Conduct inquiry
COMS 691 Questions	F, D	F, D	F, D	
Prospectus/Program of Study Meeting Assessment Questions	S, D.	S, D	S, D	
Oral Defense Assessment Questions	S, D	S, D	S, D	
Acceptance of inquiry to national and regional venues				S, I

**Explanation of Assessment Methods**

Assessment Method	Description	Student-Level Target	Program-Level Target	When Data Will be Collected	Person(s) Responsible
COMS 691 Questions	Students enrolled in COMS 691 will be assigned a writing task in which they are asked to: 1. State a main claim about a communication phenomenon and support the claim with evidence; 2. Identify and explain one theory used in communication inquiry; and 3. Identify and explain method one method used in communication inquiry	A student must receive a score of 3 or better on at least 5 of the 10 criteria on the rubric	55% of all students must meet the student-level target	First month of the fall semester	COMS 691 faculty

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<p>Prospectus meeting/plan of study meeting questions</p>	<p>In conjunction with each student's prospectus or program of study meeting, each student will be assigned a writing task in which they are asked to: 1. State a main claim about a communication phenomenon and support the claim with evidence; 2. Identify and explain one theory used in communication inquiry; and 3. Identify and explain method one method used in communication inquiry</p>	<p>A student must receive a score of 4 or better on at least 8 of the 10 criteria on the rubric</p>	<p>85% of all students must meet the student-level target</p>	<p>Each semester during the same week that the student defends his/her prospectus or plan of study</p>	<p>Student's advisor</p>
<p>Oral Defense assessment questions</p>	<p>During the week of each student's graduate oral exam, the student will be assigned a writing task in which he/she is asked to: 1. State a main claim about a communication phenomenon and support the claim with evidence; 2. Identify and explain one theory used in communication inquiry; and 3. Identify and explain method one method used in communication inquiry</p>	<p>A student must receive a score of 4 or better on all 10 criteria on the rubric</p>	<p>95% of all students must meet the student-level target</p>	<p>Each semester, during the same week as a student's oral exam.</p>	<p>Student's advisor</p>

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Acceptance of submissions of research or films to national and regional venues	Students will be asked to self-report scholarship and artistry that is accepted for presentation at regional and national conferences or film festivals.	Each student will have at least one submission to a regional or national conference or film festival during their MA program.	10% of all students will have a research or artistry accepted for presentation at a regional or national conference or film festival	Spring semester	Graduate Director
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