

ASSESSMENT WEBSITE INFORMATION

College: Communications

Degree Program: Journalism BS- Graphic Communication

Chair/Director: Gil Fowler

DATA SAY:

An examination of projects developed in the Capstone Class for Graphic Communications majors by faculty and journalism department advisory committee members indicated that students needed additional background in basic grammar, writing and style. It was rated the lowest of 10 component areas.

SO WHAT:

Graphic communications students need to provide a quality of work that is seen as professional and top-notch. Potential employers need to see work that is free of grammatical errors and meets the style standards expected in the industry.

Additional emphasis on grammar, writing and style can assist students not only in completing their class projects but in laying a foundation for future work in their chosen field.

HOW WE CHANGED:

Students will be provided additional background work in media writing and style expectations. A new class has been developed called MCOM 1001 Media Grammar and Style which will be implemented and required of all majors in the college graduating under the 2012-13 catalogue and beyond. The course description is: Writing mechanics for media. An introduction to applying basic grammar, spelling and media style rules and guidelines professionals use for writing across multiple media platforms. Can be taken concurrently with RTV-Jour 2003 News Writing with consent of chair. Test-out option available.

WHAT WE GOT:

As the implementation of this topic of discussion is in the implementation stages it is too soon to measure its impact. It will take time for students entering the program to complete the class and for its impact to be seen. It is hoped that graduating seniors will also learn of the increased emphasis on grammar & style and also adopt. Course outlines for the new course was approved by the University UCC Committee in May 2012.

