

Nicholson School of Communication

Journalism

Program Goals

The program in Journalism seeks to effectively prepare students for careers in Journalism including investigating, reporting, writing, and analyzing events, actions, social changes and documents in the public record. The program seeks to provide training in the knowledge, skills, and abilities for critical thinking, investigation, analysis, and public debate.

The program in Journalism seeks to provide a nationally recognized elite quality educational program. A number of indicators of national quality should be demonstrated. As part of that goal, the students in the program should demonstrate a high level of satisfaction with their major academic program (with averages above both the college and university norms) (e.g. as shown by the graduating senior survey conducted by UCF including satisfaction with advising, computer labs and experience in the major.)

Learning Objectives

Discipline Specific Knowledge, Skills, Behavior and Values

1. Journalism graduates will demonstrate a mastery of the knowledge and skills needed to succeed on the staff of a professional publication, especially a newspaper, magazine or Web site.
2. Journalism graduates will understand and respect the media's insistence on fairness and accuracy.
3. Journalism graduates will exhibit a mastery of grammar, punctuation, spelling and vocabulary in forms and styles appropriate for the audiences, purposes and communications professions.
4. Journalism graduates will use a journalistic style to write stories that are clear, concise, thorough, interesting and well-organized.
5. Journalism graduates will develop the ability to recognize and gather the news.
6. Journalism graduates will understand the fundamentals of editing, especially preparing articles and other content for publication.
7. Journalism graduates will develop technological proficiency to research, write and/or edit stories and capture them with film and video.

Critical Thinking

8. Journalism graduates will understand and apply the media's legal rights and responsibilities, understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
9. Journalism graduates will understand and apply the media's ethical rights and responsibilities in pursuit of truth, accuracy, fairness and diversity.
10. Journalism graduates will understand and apply successful interviewing techniques.

Communication

11. Journalism graduates will use the English language with clarity and precision.
12. Journalism graduates will write in-depth news and/or feature stories that quote multiple sources.

Professional Values and Competencies:

- understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of the diversity of groups in a global society in relationship to communications;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.