

## **ACAJ Learning Objectives**

To meet the mission of the program, the Agricultural Communication and Journalism (ACAJ) Program will offer a varied program of study with the following objectives:

- A. Develop in students a high degree of agricultural literacy with a wide variety of agricultural experiences which will provide an adequate reservoir of skills and knowledge in agricultural subjects to meet the need of the agricultural communication profession;
- B. Provide students with theoretical and practical understanding of the workings of mass communication principles and practice;
- C. Provide students with abilities and practical skills required to work in communications professions;
- D. Provide students with a grounding in the philosophical, ethical, and legal frameworks of mass communication, as well as an understanding of the roles and responsibilities of mass communication in a democratic society; and
- E. Develop in students critical thinking and analytical abilities, facility in social science research methods, and strong written and oral communication skills within the context of the agricultural industry.

## **Journalism and Communication Department Learning Objectives**

Attaining the goals articulated in the JCOM Mission Statement requires that JCOM majors exhibit proficiency in the following areas:

- A. Journalism and Communication skills: Writing and verbal skills, information-gathering, fact-checking, the synthesis of ideas, deductive logic.
- B. Technological skills: Both the ability to use effectively as well as the knowledge of current delivery systems for information and their impacts.
- C. Philosophical grounding: Understanding of the philosophical, historical, ethical antecedents of modern mass Journalism and Communication practice in the context of the First Amendment and a free and open society, and how those lessons apply in day-to-day mass media practice for media producers and consumers.
- D. Critical thinking: The ability to evaluate mass media messages and campaigns, to understand how media and society interact and implications of that interaction.
- E. Professional and personal responsibility: Affirmation of the individual's responsibilities as either a producer or consumer of information in a democratic mass media age.
- F. Market savvy: Exposure to real-world situations that instruct and demonstrate application of classroom lessons.