

Communication Studies Department

Mission

The mission of the Communication Studies Department at SUNY Cortland is to provide students with the theoretical knowledge and applied skills needed to actively engage in the process of human communication and to participate fully in a diverse, interdependent and increasingly global society.

Communication Studies Program Educational Objectives

In consultation with its constituents, the Communication Studies Department at SUNY Cortland has developed the following objectives in an effort to meet its mission.

1. Theoretical & Technical Proficiency: Graduates of the program will be skilled in the fundamental concepts of human communication necessary for successful employment or continued education.
 - a. Communication Theory
 - b. Written Communication
 - c. Oral Communication
2. Critical Thinking: Graduates of the program will demonstrate the critical thinking skills needed to thrive in their careers.
 - a. Selection and use of information sources
 - b. Analysis and use of evidence
 - c. Assessment and evaluation of ideas
3. Professional Skills: Graduates of the program will be prepared with cultural competencies and an understanding of the ethical behavior necessary engage effectively in a global society.
 - a. Understanding of diverse cultural perspectives
 - b. Knowledge of contemporary communication laws
 - c. Knowledge of contemporary ethical norms and practices
4. Specialization: Graduates of the program specializing in a content area will be prepared to pursue career choices in journalism, media production, public relations and advertising, or related interdisciplinary fields that benefit from a strong background in communication.
 - a. Disciplinary knowledge
 - b. Disciplinary skills
 - c. Disciplinary methods

Communication Studies Program Learning Outcomes

Students graduating from the Communication Studies Department at SUNY Cortland will be prepared to exhibit the skills and abilities listed below.

- a. Examine various forms of communication as vehicles of human expression. (100)
- b. Through written reflections, demonstrate an understanding of the significance of communicative expression within cultural contexts. (100)
- c. Describe major Western political, economic, social or intellectual developments in communication history. (COM200)
- d. Analyze the relationship between the development of ideas
- e. The ability to research and write news copy. (203)
- f. The ability to format information for distribution via various media. (203)
- g. Skills in self-criticism, editing and revision. (203)
- h. Exhibit proficiency in oral discourse. (210)
- i. Demonstrate the ability to evaluate oral presentations on the basis of established criteria. (210)
- j. The ability to assess mass media's role in current society. (301)
- k. Explain how technology has changed mass media. (301)
- l. Analyze the impact of global and regional societal forces on the media. (301)
- m. Analyze the impact of the media on society at the regional and global level. (301)
- n. Analyze ethical issues relating to mass media. (301)
- o. Evaluate one's own culture and communication styles and how they differ from those of other cultures. (302/3)
- p. The ability to recognize and articulate differences and commonalities in dominant cultural patterns. (302/3)
- q. Evaluate American communication laws within global contexts. (COM 400)
- r. Analyze ethical questions associated with the mass media and communication law. (COM 400)
- s. Summarize First Amendment issues, specifically freedom of speech and freedom of the press. (COM 400)