<u>**Media and Communication Studies**</u>

Honours Major: Professional Writing Stream

Students who have completed an Honours Major in Media and Communication Studies Professional Writing Stream will be able to:

- articulate and apply a holistic view of communication and media from a Christian perspective and philosophical framework
- communicate, listen, and understand through and across print and digital media
- identify, explain and apply foundational and advanced concepts of professional writing
- conceptualize and implement the communication of content through professional writing for print or digital media
- explain the historical development and context of modern media and communication technology
- identify appropriate target audiences and plan print and digital communication for that audience with respect, trust, and integrity
- identify problems in both print and digital media and communication, research and analyze suitable information, and communicate clear conclusions
- describe and explain basic philosophies and advanced conceptual frameworks of major communication approaches and theories and explain how these relate to the Christian biblical worldview
- demonstrate advanced writing skills in journalistic and professional writing
- integrate communication theory and creative practice into the production and critique of professional writing texts

Honours Major: Media and Culture Stream

Students who have completed an Honours Major in Media and Communication Studies: Media and Culture Stream will be able to:

- articulate and apply a holistic view of communication and media from a Christian perspective
- describe and explain the cultural influence and impact of at least two forms of media, such as print, film, digital, audio
- explain a Christian perspective and philosophical framework on media and communication technology and relate the ways in which the technological form of media shapes cultural norms and values
- critically analyze various media texts and communicate that analysis clearly
- explain the historical development and context of modern media technology
- appropriately identify advanced problems in media and culture, research and analyze suitable information, and articulate and communicate conclusions clearly and persuasively using at least to different media forms
- describe and explain basic philosophies and advanced conceptual frameworks of major communication approaches and theories and explain how these relate to the Christian biblical worldview
- recognize and describe the possibilities, issues, and impact of media communication across cultural and social boundaries

- demonstrate strong written and digital communication skills in the analysis or presentation of information and content
- integrate communication theory and creative practice into a critique of a media text and its cultural significance

Honours Major: Digital Media Stream

Students who have completed an Honours Major in Digital Media will be able to do the following:

- Demonstrate essential skills for creating digital media productions, from preproduction to production to postproduction.
- Identify appropriate target audiences and plan digital communication content for that audience with respect, trust, and integrity.
- Articulate and apply a holistic view of media and communication from a Christian perspective and philosophical framework.
- Communicate, listen, and understand through and across digital media, from video to websites to social media.
- Explain a Christian perspective on the ways in which digital technologies are value laden.
- Demonstrate the ability to conceptualize and implement content communication within digital environments from a Christian biblical framework.
- Explain the historical development and cultural context of digital media.
- Appropriately identify advanced problems in media and communication, research and analyze suitable information, and communicate clear conclusions.
- Describe and explain basic philosophies and advanced conceptual frameworks of major communication approaches and theories.

General Major: Professional Writing Stream

Students who have completed a General Major in Media and Communication Studies Professional Writing Stream will be able to:

- articulate and apply a holistic view of communication and media from a Christian perspective
- communicate, listen, and understand through and across one of print and digital media
- identify, explain and apply the foundational concepts of professional writing
- conceptualize and implement the communication of content through professional writing for either print or digital media
- explain the historical development and context of modern media and communication technology
- identify appropriate target audiences and plan print or digital communication for that audience with respect, trust, and integrity
- identify a problem in print or digital media and communication, research and analyze suitable information, and communicate clear conclusions

- describe and explain the basic philosophies of major communication approaches and theories and explain how these relate to the Christian biblical worldview
- demonstrate intermediate writing skills in journalistic and professional writing
- integrate communication theory and creative practice into the production and critique of professional writing texts

General Major: Media and Culture Stream

Students who have completed a General Major in Media and Communication Studies: Media and Culture Stream will be able to:

- articulate and apply a holistic view of communication and media from a Christian perspective
- describe and explain the cultural influence and impact of at least one form of media, such as print, film, digital, audio
- explain a Christian perspective and philosophical framework on media and communication technology and relate the ways in which the technological form of media shapes cultural norms and values
- critically analyze various media texts and communicate that analysis clearly
- explain the historical development and context of modern media technology
- appropriately identify a problem in media and culture, research and analyze suitable information, and articulate and communicate conclusions clearly and persuasively
- describe and explain basic philosophies of major communication approaches and theories and explain how these relate to the Christian biblical worldview
- recognize and describe the possibilities, issues, and impact of media communication across cultural and social boundaries
- demonstrate strong written and digital communication skills in the analysis or presentation of information and content
- integrate communication theory and creative practice into a critique of a media text and its cultural significance

General Major: Digital Media Stream

Students who have completed a General Major in Digital Media will be able to do the following:

- Demonstrate basic skills for creating digital media productions, from preproduction to production to postproduction.
- Identify appropriate target audiences and plan digital communication content for that audience with respect, trust, and integrity.
- Articulate and apply a holistic view of media and communication from a Christian perspective.
- Communicate, listen, and understand through and across digital media, from film to websites to social media.
- Explain a Christian perspective on the ways in which digital technologies are value laden.
- Demonstrate the ability to implement content communication within digital environments from a Christian biblical framework.

- Explain the historical development and cultural context of digital media.
- Appropriately identify basic and general problems in media and communication, research and analyze suitable information, and communicate clear conclusions.
- Describe and explain basic philosophies of major communication approaches and theories.