

Journalism 5040 Media Studies and Theories Fall 2025

Instructor: Jo Ann Livingston, Ph.D.

Email: jolivingston@my.unt.edu

Contact: You should email me via the Canvas system as I receive those notifications first.

Class Meeting Time/Place: Tuesdays, 3:30-6:20 p.m., Sycamore Hall 203

Office Hours: By appointment only. I am available via Zoom and have some availability in person on campus on Tuesdays. Email me in advance to set up a time.

Required Text

Stanley J. Baran and Dennis K. Davis, *Mass Communication Theory: Foundations, Ferment and Future*, Eighth Edition, Oxford University Press, 2020. Students often ask if they can use an earlier edition. You should get the Eighth Edition. There were significant changes in the book from the previous edition, and we will have readings from the book almost every week. There is a copy on reserve at UNT Libraries.

You will need to check the class Canvas site regularly for class information. If UNT is shut down or class is canceled, I will communicate with you through Canvas, and I might substitute a homework assignment in lieu of the scheduled class.

Recommended

Publication Manual of the APA (7th Edition), www.apastyle.org, as a style guide for writing your papers for this class. To get the most benefit out of this class, it is crucial that you stay up to date with what is happening in news media by reading newspapers, watching television news, reading magazines, and keeping up with Internet news sites, blogs, and other news media. You also should pay attention to advertising, film, videos, video games, and other forms of mass media. Consuming mass media, especially the news, will allow you to be able to apply the theories you learn here to the mass media that surround us.

Course Description

This course is designed to introduce the students to enduring issues and problems of American mass media and the body of knowledge concerning theories on the function, nature, audience, and effects of mass communication. The course examines mass communication as a social system and the contributions of social scientists to the study of mass communication by putting emphasis on political, economic, technological, legal, and historical factors that have shaped American mass media.

Course Objectives

Upon completion of the class you be able to:

- o Describe the historical development of Mass Communication Theory.
- o Understand the major theories of Mass Communication.
- o Apply Mass Communication Theory to current and historical media systems and content.
- o Evaluate academic research in Mass Communication.

See also the Statement of Student Learning Outcomes later in this syllabus for a list of course objectives from the Accrediting Council on Education in Journalism and Mass Communication, which accredits the Mayborn.

Grading

Your grade will be determined by your performance on all specific assignments. All graded activities will be given a point value, and the following grading scale will apply:

- 90-100 percent – 900-1,000 points – A
- 80-89 percent – 800-899 points – B
- 70-79 percent – 700-799 points – C
- 60-69 percent – 600-699 points – D

Less than 60 percent – Less than 300 points – F

If a student demonstrates exceptional improvement and effort during the semester, I will consider raising a borderline grade to the next highest level. This decision will be based in large part on your attendance and participation in class discussions.

Approximate Breakdown of Points

I reserve the right to adjust our points and assignments as the semester progresses if the need should arise. Every effort will be made, however, to adhere to the following:

- Article analysis 200 points
- Midterm 200 points
- Lead discussion 1 200 points
- Lead discussion 2 200 points
- Final 200 points
- Total 1,000 points

The article analysis will be a review of a scholarly article related to media theory. The midterm and final will be open-book essay exams that you will write at home and turn in on Canvas. The discussion leader assignments will require you to lead an interactive discussion in class about a topic from the textbook. More specific details on these assignments will be provided in separate documents on Canvas.

Course policies:

Attendance

Attendance will be taken each class. It will not be counted toward your grade points. However, it is an indication of your class participation and would be a factor in considering the raising of a borderline grade. You are expected to attend every class. Please be courteous. Do not use cell phones or talk while others are speaking. Students who disrupt class through rude behavior, including chronic tardiness, could be asked to leave the class. Turning in assignments on time is important, especially in journalism, which operates on deadlines. One letter grade will be deducted for each day that an assignment is turned in after the due date. However, illness and emergencies do happen. It is important that you contact me as soon as possible if you have an emergency that prevents

you from doing an assignment. Making up missed assignments or exams for full credit will only be allowed with proper documentation.

Note: Work is not considered an excused absence. If your job regularly conflicts with this class, you need to make arrangements so you can attend class and do the required work. If you cannot make arrangements, you should drop the class.

Documentation for an illness is a dated note from a medical professional or facility that states the student sought treatment. Documentation for a family emergency could be a note from a relative explaining the emergency and should include a phone number so the instructor can verify the note. The Dean of Students Office can also be helpful in verifying family emergencies or illness. You are responsible for turning in such documentation during the class period within one week of the absence(s). You will not be allowed to make up an assignment if you miss this deadline.

Artificial Intelligence Usage Is NOT Permitted

In this course, the use of GenAI tools is not permissible. No matter the approach, any attempt to represent GenAI output as a student's own work will be considered fabrication, cheating, and/or academic dishonesty as determined on a case-by-case basis.

Tentative Course Calendar

Every effort will be made to adhere to the following schedule. However, I reserve the right to change the schedule should the need arise. Chapter readings refer to the textbook.

(Class date and what you need to have completed by that point starting Aug. 27):

Aug. 19 – Introduction to class procedures. Introduction to theory.

Aug. 26 – Media theory types. Mass Society Theory. Read chapters 1 and 2 before class.

Sept. 2 – Propaganda and Normative Theory. Read chapter 3 before class.

Sept. 9 – Media effects. Read chapter 4 before class.

Sept. 9 – Article Analysis due 11:59 p.m.

Sept. 16 – Media-Effects. Read chapter 5 before class.

Sept. 23 – Critical Cultural Theories. Read chapter 6 before class.

Sept. 30 – Media and Social Learning. Read chapter 7 before class.

Sept. 30 – Midterm posted by noon. Due on Canvas by noon Oct. 7.

Oct. 7 – Media and Human Development. Read chapter 8 before class.

Oct. 14 – Audience Theories. Read chapter 9 before class.

Oct. 21 – Media Cognition and Information Processing. Read chapter 10 before class.

Oct. 28 – Effect of Media on Knowledge. Read chapter 11 before class.

Nov. 4 – Effect of Media on Community. Read chapter 12 before class.

Nov. 11 – Meaning Making in the Social World. Read chapter 13 before class.

Nov. 18 – Commodification of Culture and Mediatization. Read chapter 14 before class.

Nov. 25 – No class. Thanksgiving Week, Nov. 24-Nov. 30.

Dec. 3 – No class. Commence work on your final exam, which will be posted by noon.

Dec. 9 – Final exam due on Canvas by noon Dec. 9.

The syllabus and its schedule may be changed at any time due to arising circumstances. Any changes will be announced to the class at large and via Canvas announcements. You need to be checking in with Canvas several times a week.

JOURNALISM REQUIREMENTS & GUIDELINES

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director of graduate studies and graduate academic advisor (“the director” in the following) to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online. You need the textbook mentioned previously to pass this class.

OFFICE HOURS

I am available on Zoom by appointment. Please email me through Canvas at jolivingston@my.unt.edu to set up a time and date.

ATTENDANCE

Although this is an online class, your participation and engagement with the materials and work are absolutely key to your success in it. You need to stay on top of the work and communicate with me if anything starts to go awry.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) GRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.67 cumulative GPA first term of enrollment and a 3.0 for all subsequent semesters. SAP will be measured according to graduate student classification, whether or not a bachelor’s degree has been earned. The maximum timeframe cannot exceed the published length of the program measured by the number of years at UNT. For more information, visit the [UNT Financial Aid web page](https://financialaid.unt.edu/sap).
(<https://financialaid.unt.edu/sap>)

ACADEMIC ADVISING

Students must meet with the director at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students have been unknowingly dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

UNT Fall 2025 CALENDAR

UNT FALL 2025 Semester Calendar

Academic Calendar is subject to change

<u>KEY SEMESTER DATES</u>	Full Semester AUG. 18-DEC. 12	8 week I Session AUG. 18-OCT. 10	8 week II Session OCT. 13-DEC. 12
Schedule of Classes Available on myUNT	Mar. 3	Mar. 3	Mar. 3
Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	Mar. 17	Mar. 17	Mar. 17
Regular Registration Ends	Aug. 14	Aug. 14	Oct. 9
Late Registration—For Students not Registered for the Term Students registering late will incur a late registration fee of \$75.	Aug. 15-Aug. 22	Aug. 15-Aug. 22	Oct. 10-Oct. 17
Last Day to Withdrawal from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.	Aug. 17	Aug. 17	Oct. 12 If only 8 week II
Classes Begin	Aug. 18	Aug. 18	Oct. 13
Last Day to Add a Class or Swap Sections A swap is switching sections of the same course in the same session.	Aug. 22	Aug. 22	Oct. 17
Last Day to Drop a Class Section Without a W Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 29	Aug. 23	Oct. 18
Drop with a Grade of W Begins Course appears on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 30	Aug. 24	Oct. 19
Last day to change to pass/no pass grade option (undergrads)	Sept. 26	Sept. 5	Oct. 31
Midpoint of the Semester	Oct. 10	Sept. 12	Nov. 7
Last day for a student to drop a course or all courses with a grade of W.	Nov. 7	Sept. 26	Nov. 21
First day to request a grade of Incomplete	Nov. 8	Sept. 27	Nov. 22
Pre-Finals Days	Dec. 3-4	N/A	N/A
Last Regular Class Meeting	Dec. 4	Oct. 9	Dec. 11
Reading Day—No Classes	Dec. 5	N/A	N/A
Final Exams	Dec. 6-12	Oct. 10	Dec. 12
Last Day of Session	Dec. 12	Oct. 10	Dec. 12
University Grade Submission Deadline 4 pm	Dec. 15	Oct. 13	Dec. 15
Grades/Academic Standing posted on the Official Transcript	Dec. 17	Dec. 17	Dec. 17
Labor Day - No Classes - University Closed	September 1, 2025		
Thanksgiving Break - No classes	November 24-November 30, 2025		
University Commencement			

Last Modified: December 20, 2024

JOURNALISM EQUIPMENT CHECK OUT

The **Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories** can be checked out up to 72 hours.

To checkout a **Canon Mirrorless Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

The **Panasonic Video Camera, Batteries, SDXC, and Tripods** can be checked out up to 24 hours.

To checkout a **Panasonic Video Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: mayborn-equipment@unt.edu.

Journalism Equipment Room - Location and Contact Information

The Journalism equipment room is located at **Chilton Hall 410 S. Ave. C, Room 155.**

Equipment room phone number is **940-565-3580.**

Equipment room email is mayborn-equipment@unt.edu.

Equipment room supervisor can be reached at ladaniel.maxwell@unt.edu

Journalism Equipment Room - Operating Hours

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

Journalism Equipment Room - Agreement Form

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found below:

<https://forms.office.com/r/q9fakNFTM8>

This form should be completed prior to checking out equipment and only needs to be done once per semester.

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

For every hour the student is late, a ban will be placed on the student's account accumulating the same amount of time.

A **ban** restricts the student from checking out any equipment within the Journalism Equipment Room.

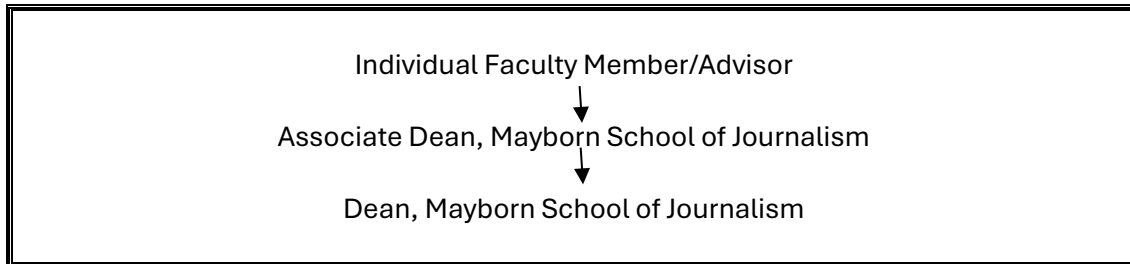
For example, if the student returns equipment 2 hours late, a 2-hour ban will be placed on the student's account.

If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account.

If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu.

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the [Office of Disability Accommodation](http://www.unt.edu/oda) (<http://www.unt.edu/oda>). You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

Academic dishonesty in this class will result in a zero grade for that particular assignment with no chance for making up the grade. Additionally, the student will be reported to the Academic Integrity office.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts. There is a final paper in this class. It is due on Dec. 10.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](http://www.my.unt.edu) (www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the [Eagle Connect website](http://eagleconnect.unt.edu/) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

Important Notice for F-1 Students taking Distance Education Courses

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at MyUNT.edu (www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://www.spot.unt.edu) (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
8W1	November 11 - December 04
8W2	September 30 - October 09
Reg Fall Term	December 02 - December 11

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the [Dean Of Students website](http://www.deanofstudents.unt.edu) (www.deanofstudents.unt.edu).

Classroom Policies

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

[UNT's Dean of Students' website](http://deanofstudents.unt.edu/resources_0) (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648.

You are not alone. We are here to help.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need,

regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. [Student Health and Wellness Center](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

2. [Counseling and Testing Services](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

3. [UNT CARE Team](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. [Psychiatric Services](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)

940-565-2333

5. [Individual Counseling](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence)
940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - After hours: Call 940-565-2741
 - Crisis Line: Text CONNECT to 741741
 - [Live chat](#): (<http://www.suicidepreventionlifeline.org>)
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STATEMENTS OF STUDENT LEARNING OUTCOMES

Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences. This course, JOUR 5260, will help to meet the student learning outcomes that have been checked by your professor, Jo Ann Livingston, Ph.D.

Each graduate must:

- ☐ Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and Understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- X** Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- ☐ Demonstrate an understanding of diversity in domestic society in relation to mass communications
- ☐ Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- X** 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
- X** Think critically, creatively and independently
- ☐ Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- X** Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- X** 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