New Technologies in Mass Communication  
Sycamore Hall #223 Thursdays 6:30-9:20pm  

Dr. Valarie J. Bell  
Mobile: 630.853.4089 (no voice messages, texts only & please identify yourself)  
Email: Valarie.Bell@unt.edu  
My Virtual Office: https://unt.zoom.us/j/3594059147  
Office hours Sycamore #213, T & Th 3-6pm or  
By appointment at my Virtual Office:  
https://unt.zoom.us/j/3594059147  

Course description: This course is for mass communication professionals who want explore the latest and most dynamic tools, techniques, and theories of mass communication in the era of digitally-mediated and data-driven journalism and new media. We will also examine the rise of Web 2.0, social software and the proliferation of digital/virtual worlds and social spaces and how those computational environments relate to the 'real world' too often carry long-lasting consequences. Finally, we will delve into social psychological, sociological, and cyber psychological theories and concepts that will help us better exploit the Internet and new media as pathways for effective and constructive communication.  

Course objectives: 1) Compare and contrast social theories of digital behavior and interactions; 2) Compare and contrast theories of digitally-mediated communication with respect to the spread of information and ideas; 3) Identify and apply the latest technological and computational tools for collecting, analyzing, and understanding new media and digitally-mediated language and content; 4) Integrate computational tools and techniques with mass communication and social theories to the practice of journalism.
**Prerequisites:** Graduate standing.

**Course Structure:** This is an on-campus course to be conducted in a computer classroom in Sycamore Hall in the Mayborn School of Journalism. This is very much a hands-on course in which all students will be expected to very actively participate and contribute to the class discussions as well as the lab work during class time.

**Textbooks:** No textbooks need to be purchased for this course. Dr. Bell will provide all required readings and materials in Canvas.

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**CLASS POLICIES**

**Professionalism:** Graduate study provides an opportunity to develop skills that are needed in career settings. Consequently, your work should be the very best you can submit. Unless otherwise noted, all written assignments should be typed, double-spaced, and conform to standard rules of English grammar, spelling, and punctuation, in APA or ASA stylized notation, but not a mixture thereof. All students should communicate respectfully with one another as well as with me. While a student is presenting their ideas, speaking up in class, or otherwise contributing, all other students are expected to be supportive and attentive. Laughing, looking at your cell phone, chatting with other students, or otherwise diverting one’s focus from the main activity of the class will result in docking of points from a student’s class participation grade. Unsupported or/and harsh criticism, flippant comments, interrupting others who are presenting, and similar disrespectful and disruptive behaviors will not be tolerated and will result in lost points from the class participation grades. Students who are extremely disruptive or uncooperative in class will be ejected from the class session and given a zero for all class activities and work for that class. No make-up opportunity will be given.

**Honor Code:** Student Standards of Academic Integrity specifically addresses acts of academic dishonesty including cheating and plagiarism. I prefer to consider this an Honor Code. When you submit work for this class, that is the same as making a statement that you have produced the work yourself, it its entirety. Plagiarism, copyright infringement, and similar uses of other people’s work are unacceptable. This is also true of fabrication.
Anything taken from the internet (or any other source) should not just be paraphrased, but should be rewritten in your own words incorporating your own ideas. You’ll receive a “zero” for any work that is the result of plagiarism or cheating and will not be allowed to revise the work. The situation may also be reported to the Office of Academic Integrity, and you may be required to reapply to be a major in the Mayborn School of Journalism. Depending on the weight of the assignment, you could fail the course. Your enrollment in this class presupposes your commitment to this Honor Code. If you have any questions about your responsibility or my responsibility as a faculty member under this Honor Code, please bring them to me or discuss them with someone in the Office of Academic Integrity.

**Attendance and Class Participation:** Since the vast majority of all learning and coursework occurs during class time, students are required to be present in class for all sessions and to participate with enthusiasm while supporting their workgroup members and fellow students in general. Students who miss a class without a medical excuse will lose points for that class session. Only students with a prior approved absence or a medical excuse will be able to make up a missed class. Students who monopolize class time or behave disrespectfully towards other students or the instructor will find themselves marked down in class time points. Students who become threatening or disruptive will be dismissed from the class with a zero.

**Late Assignments:** All assignments are due on the assigned without exception unless otherwise noted. DO NOT EMAIL ASSIGNMENTS unless specifically instructed. Assignments turned in after the deadline will be considered late and will not be accepted. By accepting late work, I would be negating and minimizing the hard work of students who’ve sacrificed to ensure they’ve met the course’s requirements. Submitting quality work on time is a major requirement of every job you will ever hold; learning to properly manage your time and workload is a key life skill to learn right now. If you have difficulty managing your workload and studies as a student, then I earnestly encourage you to make an appointment with me so that I can work with you to help you develop good study skills and time management habits that will serve you well as a student and future professional. However, real emergencies do occur and we cannot foresee them. In such a case, please contact me as soon as possible and send a thorough email describing the situation. Emergency situations will be evaluated on a case-by-case basis.
The instructor’s records will be the final and only determination of grades.

**Announcements:** Please watch for emails and announcements in Canvas about important additions, changes, or events that will impact class.

**Required readings:** Required readings are posted in Canvas. There is no required textbook for this class. Required materials to be announced.

**Grades:** Your learning will be assessed in the following 4 class components for a total of 1000 points.

- **In-class participation, includes attendance:** 150 points total
- **Minute Papers:** 4 @ 50 points each: 200 points total
- **Integration Papers:** 4 @ 100 points each: 400 points total
- **In-class computer exercises:** 5 @ 50 points each: 250 points total

**Grading Scale**

- 900-1000 points: A
- 800-899 points: B
- 700-799 points: C
- 600-699 points: D

**In-class participation:** Throughout the semester, because this is a small graduate-level course, we will discuss in detail the assigned reading for each class session. As graduate students, each student is expected to meaningfully contribute to such discussions by 1) synthesizing the assigned readings; 2) applying the concepts from the assigned reading to the practice of journalism and the mass communication professions; and 3) proposing novel and innovative approaches and applications to the theories, tools, and techniques covered in the course. During each class, we will go around the class with the expectation that each student will expound upon the assigned reading with references to that content and their thoughts about how the content applies to the 21st century practice of journalism.

**Minute Papers:** To test students’ ability to apply concepts, theories, and tools to industry and real-world scenarios and situations, students will be required to develop their own ideas and thoughts in response to a scenario or challenge presented by the instructor. Students should write 1-2 pages for this class-time exercise. While other aspects of classwork
expect students to learn teamwork and collaborative problem-solving, this exercise asks students to draw on their own experiences and ideas. Students are expected to consider how the question or topic at hand relates or could be related to their chosen or intended career or field.

**Integration Papers:** To test students’ ability to apply computational and data journalism tools to storytelling or investigative reporting, students will be assigned four papers in which they will have to demonstrate their proficiency with certain of the software programs covered during the course. Students will be expected to choose from among several topics and then collect, analyze, and visualize data that can be integrated into the fabric of the story or series. These papers should contain at least one data visualization and should be no less than five pages and no more than ten. Twelve point Arial or New Times Roman font should be used in double-spaced word documents (.doc or .docx). More details including the topics will be provided in Canvas and class.

**In-class Computer Exercises:** Throughout the course students will have in-class lab time to apply a variety of the new tools and resources now available to communication professionals. Data visualization, data collection, source and data quality verification exercises, as well as a myriad of recent digital and data-related materials will be explored so that students have the opportunity to work with the tools and techniques current to the field. Solving real-world problems and successfully tackling the pitfalls and challenges endemic to 21st century communication professionals will be a vital component of this course. Students will be expected to take turns discussing their experiences with these new tools and techniques and to develop their own applications for same. Such class activity will provide students with experience in presenting results and ideas to supervisors, fellow professionals, and varied audiences. Students’ critical and creative thinking skills will also be stretched and improved as they will be constantly challenged to gain greater confidence with technology, data, and the controversial aspects of modern mass communication and media.
Course Schedule + Readings

**MODULE ONE: THE SOCIAL WEB**

**Jan. 17**
Web 2.0; Course introduction & Expectations; Student Wishlist
Chayko readings in Canvas dated Jan. 17th

**Jan. 24**
Social Media: The Power of Connectivity
See Canvas for reading from now on

**Jan. 31**
Social Network Theory: Connecting the Dots
Gephi Social Network Analysis in-class lab, Part One
MINUTE PAPER #1 due 2/7 by 11:59p (submit in Canvas)

**February 7**
Social Network Analysis: Analyzing Relationships & Connections
Gephi Social Network Analysis in-class lab, Part Two

**February 14**
Social Media Analytics, Part One

**February 21**
Social Media Analytics, Part Two
INTEGRATION PAPER #1 due 2/28 by 11:59p (submit in Canvas)

**MODULE TWO: DATA ARE MY BEST FRIEND**

**February 28**
Data-driven Journalism: Finding Good Quality Data
Finding public & private data; Verifying & validating data quality and their source; Google Dataset Search
MINUTE PAPER #2 due 3/3 by 11:59p (submit in Canvas)

**March 7**
Data-driven Journalism: Text Data, Part One
Collecting & analyzing text data from the Web
INTEGRATION PAPER #2 due 3/20 by 11:59p (submit in Canvas)

**March 14**
SPRING BREAK--no class

**March 21**
Data-driven Journalism: Text Data, Part Two
Collecting & analyzing text data from the Web

**March 28**
Quick Data Tools for the Journalist
Analyzewords.com; Wordclouds.com; Google Maps
MINUTE PAPER #3 due 3/31 by 11:59p (submit in Canvas)
INTEGRATION PAPER #3 due 4/4 by 11:59pm (submit in Canvas)
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 4</td>
<td>Data Visualization, Part One</td>
</tr>
<tr>
<td>April 11</td>
<td>Data Visualization, Part Two</td>
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<tr>
<td></td>
<td>MINUTE PAPER #4 due 4/12 by 11:59p (submit in Canvas)</td>
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<tr>
<td>April 18</td>
<td>Miscellaneous Data Journalism Resources</td>
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<td></td>
<td>Mastering FOIA requests—getting the tough data;</td>
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<td></td>
<td>researchclinic.net</td>
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<tr>
<td>April 25</td>
<td>Student Wishlist Topics</td>
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<tr>
<td></td>
<td>INTEGRATION PAPER #4 due 4/30 by 11:59p (submit in Canvas)</td>
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<tr>
<td>May 2</td>
<td>Last day of class. Bonus computer lab session.</td>
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</table>
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 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.

**FIRST CLASS DAY ATTENDANCE**
Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

**OFFICE HOURS**
Office hours Tuesdays and Thursdays 3-6pm in my office in Sycamore Hall #213 or by appointment. I can also meet with students via my Virtual Office which can be reached at my permanent Zoom link: https://unt.zoom.us/j/3594059147.

**ATTENDANCE**
As graduate students, you will be expected to report to class for each session. Because so much of your final grade depends on activities conducted during class time, missing one class can have significant adverse consequences on your final grade. If for some reason you must be absent such as an out-of-town job interview, a conference, training, an official UNT or Mayborn sponsored or sanctioned function, or a funeral, you must email Dr. Bell in advance so that arrangements can be made for the work you will miss. Please bear in mind that preparing makeup work for a student who has missed class is extremely time-consuming and remember that a professor is under no obligation to allow you to make up missed work. If you're ill with a cold, virus, etc., I ask you to NOT attend class until you are no longer contagious; you will not be at your cognitive and intellectual best, and in our computer classroom you will spread infectious germs to other students and faculty. In such cases, please email me for sick-day arrangements so you do not fall behind. Other than these situations, students will not be excused from a missed class and thus no makeup work will be permitted.

**ACADEMIC ADVISING**
Students should meet with their Academic Advisor 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 unknowingly have been 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.

IMPORTANT DATES FOR SPRING 2019

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Regular Academic Session</th>
<th>3W1 Winter Session</th>
<th>BW1</th>
<th>BW2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes Begin</td>
<td>Jan 14</td>
<td>Dec 17</td>
<td>Jan 14</td>
<td>Mar 18</td>
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<tr>
<td>Martin Luther King Jr. Day (no classes; university closed)</td>
<td>Jan 21</td>
<td>N/A</td>
<td>Jan 21</td>
<td>N/A</td>
</tr>
<tr>
<td>Census</td>
<td>Jan 28</td>
<td>Dec 18</td>
<td>Jan 22</td>
<td>Mar 25</td>
</tr>
<tr>
<td>Beginning this date a student may drop a course with a grade of W by completing the Request to Drop Class form and submitting it to the Registrar’s Office. See link for complete instructions Dropping a Class.</td>
<td>Jan 29</td>
<td>Dec 19</td>
<td>Jan 23</td>
<td>Mar 26</td>
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<tr>
<td>Last day for change in pass/no pass status</td>
<td>Feb 22</td>
<td>Dec 20</td>
<td>Feb 1</td>
<td>Apr 5</td>
</tr>
<tr>
<td>Mid-semester</td>
<td>Mar 8</td>
<td>N/A</td>
<td>Feb 8</td>
<td>Apr 12</td>
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<tr>
<td>Spring Break</td>
<td>Mar 11 - 17</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Last day for a student to drop a course.</td>
<td>Apr 1</td>
<td>Jan 7</td>
<td>Feb 18</td>
<td>Apr 22</td>
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<tr>
<td>Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.</td>
<td>Apr 8</td>
<td>Jan 8</td>
<td>Feb 18</td>
<td>Apr 22</td>
</tr>
<tr>
<td>Last day to withdraw (drop all classes). Grades of W are assigned.</td>
<td>Apr 19</td>
<td>Jan 7</td>
<td>Mar 1</td>
<td>May 3</td>
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<tr>
<td>Pre-Finals Days</td>
<td>May 1 - 2</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<tr>
<td>Last Regular Class Meeting</td>
<td>May 2</td>
<td>Jan 10</td>
<td>Mar 7</td>
<td>May 9</td>
</tr>
<tr>
<td>Reading Day (no classes)</td>
<td>May 3</td>
<td>N/A</td>
<td>N/A</td>
<td>May 3</td>
</tr>
<tr>
<td>Final Exams</td>
<td>May 4 - 10</td>
<td>Jan 11</td>
<td>Mar 8</td>
<td>May 10</td>
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<tr>
<td>End of term</td>
<td>May 10</td>
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<td>May 10</td>
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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 step outlined below:

<table>
<thead>
<tr>
<th>Individual Faculty Member/Advisor</th>
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<tbody>
<tr>
<td>Director, Mayborn Graduate Institute</td>
</tr>
<tr>
<td>Dean, Mayborn School of Journalism</td>
</tr>
</tbody>
</table>

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 Office of Disability Accommodation website at 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. In my classes, if I find evidence of plagiarism or fabrication in your assignments, you will earn a zero for that assignment.

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 18.1.16 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.

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).

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site 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. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

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 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 in the middle of April through early May (watch for emails from the University) to provide you with an opportunity to evaluate how this course is taught. For the Spring 2019 semester 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 at www.spot.unt.edu or email spot@unt.edu.
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 at
www.deanofstudents.unt.edu

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 offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. 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.
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 5320, will help to meet the student learning outcomes that have been checked by your professor, Dr. Valarie J. Bell.

Each graduate must:

- Understand concepts and apply theories in the use and presentation of images and information
- 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
- Apply tools and technologies appropriate for the communications professions in which they work