

Capstone I AY16 Program Review: Program Outcomes and Capstone Assignment Alignment

COMMUNICATION STUDIES

Program Learning Outcomes (PLOs)

- **Content Knowledge:** Demonstrates understanding of the role of communication in society, while exhibiting an understanding of the history and diversity of the theoretical components of communication.
- **Applied Learning:**
 - Demonstrates effective use of the speaker's instrument (voice, body, imagination) through research and speaking exercises, while exploring new ways of communicating through the use of Technology.
 - Demonstrates understanding of the principles of effective new media design and exhibits skills in design and development of text, graphic and web content for new media and other applications.
 - Demonstrates the ability to influence an audience and the situation at hand with positive, effective communication choices.
- **Communication:** Formally and critically analyzes media products in both oral and written format.
- **Critical Thinking:** Demonstrates an understanding of the role of communication in critical thinking and decision-making in order to evaluate, analyze and adapt information to different contexts.

Capstone Assignment

Capstone Year

1. The COM 499 Capstone Project (Spring) gives students the opportunity to participate in a comprehensive and experiential investigation of job skills position in the communication field
2. The MA 499 Capstone Project (Spring) will provide experiential learning necessary for other avenues, careers, or further academic study.
3. The COM 499 Capstone Project could also be a 40-page Research paper pertaining to a Communication area

Spring MAC 499	Capstone	3 Credits	(40 Hours)	Graded
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Catalogue Language:

Students will research, design, and/or produce a project which involves aural, technical, textual, and visual literacies in a work environment. Prerequisite: Successful completion of 300-level course, senior level standing, and consent of the instructor.

Or

Students will write a 40-page Communication Studies Research Paper

Specific Directive:

The **Capstone** in Communication Studies will be a culmination experience that will utilize all of the learning and growth that has been a part of student learning in the program. This course will essentially be a PROJECT in conjunction with the Practicum Supervisor and the Advisor. The student will assume the ownership of a Personal Project for a Communication Work Supervisor that is the entirely the student's own. The student will participate in this program for 40 hours with an additional 10 hours for student research. During the term, the student will have ½ hour weekly meetings with the Capstone Advisor to determine progress in the course. This experience will culminate in either **a PowerPoint Presentation in the EOU Spring Symposium in mid-May or a 10 page paper about the experience.**

Outcomes:

1. To give students the opportunity to participate in communication-related work in an actual work setting
2. To promote experiential and task-oriented learning experiences for communication students
3. To practice the main areas of communication including interpersonal relationships, public speaking, conflict management, small group communication, listening, interviewing strategies, advertising, human resources, public relations, gender and communication, nonverbal communication, communication in society, media theory and communication law and ethics

Closing the Loop Statement**1. Content Knowledge:**

The COM 499 Capstone Project gives students the opportunity to participate in a comprehensive and experiential investigation of job skills position in the communication field

COM Studies Alignment Outcome: Practices the main areas of communication including interpersonal relationships, public speaking, conflict management, small group communication, listening, interviewing strategies, advertising, human resources, public relations, gender and communication, nonverbal communication, communication in society, media theory and communication law and ethics.

2. Applied Learning: The COM 499 Capstone Project provides experiential learning necessary for other avenues, careers, or further academic study.

COM Studies Alignment Outcome : Promotes experiential and task-oriented learning experiences for communication students.

3. Communication: Students will research, design, and/or produce a project which involves aural, technical, textual, and visual literacies in a work environment. Prerequisite: Successful completion of 300-level course, senior level standing, and consent of the instructor.

COM Studies Alignment: The Capstone in Communication Studies is a culmination experience that utilizes all of the learning and growth that has been a part of student learning in the program. This

course is essentially a PROJECT in conjunction with the Practicum Supervisor and the Advisor. The student assumes the ownership of a Personal Project for a Communication Work Supervisor that is the entirely the student's own. The student participates in this program for 40 hours with an additional 10 hours for student research. During the term, the student has ½ hour weekly meetings with the Capstone Advisor to determine progress in the course. This experience culminates in either a PowerPoint Presentation in the EOU Spring Symposium in mid-May or a 10 page paper about the experience.

Action Plan: N/A