

**Outcomes and Curriculum Map – Liberal Arts: Journalism/Communication\***

**PROGRAM MISSION STATEMENT:** The mission of the Liberal Arts: Journalism/Communication Program at Northern Essex Community College is to provide students with a general introduction to journalism, communication, and mass media, and to train them in the skills needed for working in the fields of print journalism, communications, or broadcasting. After completing this program, students are prepared for entry-level positions (not requiring a bachelor’s degree) in journalism, communications, or broadcasting, as well as to transfer into four-year colleges that offer majors in those areas.

OBJECTIVES		OUTCOMES		PROGRAM CURRICULUM: SPECIFIC COURSES AND RELATIONSHIP TO OUTCOME										
The objectives of the Liberal Arts Associate in Arts Degree Program: JRN/COM Option include assisting students in the development of:		The graduating student will be able to:		COM115 – Intro to Mass Communication	JRN101 – Journalism I	JRN102 – Journalism II	COM102 – Video Field Production	COM105 – Film Studies	** COM Electives (6 credits)	COM113 – Principles of Public Relations OR JRN201 – Copy Editor	ENG101	ENG102	GOV101	PSY101
1	Media Literacy	1	Analyze various media, their origins, convergence and ownership, goals, and methods for relaying information in today’s culture	I	R	R	R	R		R				
		2	Recognize the vital role a free press plays in a free society	I	I	E	R			R			R	
		3	Recognize threats to journalists and the First Amendment, in particular threats to freedom of the press	I	I	E	R			R			R	
2	Reporting and Interviewing Skills	1	Gather information accurately and truthfully from various sources		I	E	R		R	R				
		2	Evaluate the credibility, importance, and relevance of information	I	I	E	R		R	R			R	
		3	Approach sources and report stories objectively and fairly, without reflecting personal bias		I	E	R		R	R				
		4	Include different perspectives from a variety of sources to provide balanced reporting		I	E	R		R	R				
3	Journalistic Writing and Broadcasting skills	1	Write a standard news story incorporating a hard lead, concise news writing, quotes, and proper attribution		I	E			R	R				
		2	Organize a news story using the Inverted Pyramid structure or standard television and radio broadcasting structure		I	E			R	R				
		3	Organize and write (for newspaper or broadcast) a standard feature story		I	E	R		R	R				
		4	Use AP style		I	E			R	R				
4	Media Ethics	1	Follow legal restrictions on libel and intrusion of privacy		I	R	R		R	R				
		2	Apply ethical standards to act responsibly while accurately and fairly informing the public		I	R	R		R	E				
		3	Avoid situations that pose a conflict of interest		I	R	R		R	R				
		4	Differentiate between opinion and news in editorial content	I	I	R	R		R	R				
		5	Avoid sensationalizing and causing unnecessary harm		I	R	R		R	R				
		6	Act in the interest of the public by serving as a watchdog of the government and industry		I	R	R		R	R				

\*This curriculum map is designed specifically for the objectives of the Journalism/Communication Option only. See below for how the Journalism/Communication Option fits into the Liberal Arts program objectives.

\*\*COM Electives: COP110, COP120, JRN201, COM111, COM112. **COP110 recommended; COM112 recommended for MassTransfer Pathway in Communication**

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1	Knowledge of the Liberal Arts disciplines and their interconnectedness	1	Describe major concepts of Liberal Arts disciplines.	I	I	R		R	R	R	I	R	R	R
		2	Describe relationships and identify multiple perspectives across Liberal Arts disciplines.	I	I	R	R	R	R	R	I	R	R	R
		3	Recognize the relevance of Liberal Arts as they apply to careers and civic engagement.	I	I	R	R	R	R	R	R			R
2	Written Communication Skills	1	Demonstrates consideration of context, purpose, and audience.	I	R	E		R	R	E	I	R	R	R
		2	Uses appropriate, relevant, and compelling context for content development to explore ideas throughout the assignment.	I	R	E		R	R	E	I	R	R	R
		3	Demonstrates organized, sequential material clearly and cohesively.	I	R	E		R	R	E	I	R	R	R
		4	Demonstrates skillful use of sources and evidence.	I	R	E		R	R	E	I	R	R	R
		5	Uses appropriate language, conveys meaning, and controls syntax and mechanics.	I	R	E		R	R	E	I	R	R	R
3	Public Presentation	1	Use appropriate delivery techniques — including posture, expressiveness, eye contact, and pace — to make an effective presentation.	E			R	R	R	R				
		2	Present content that is thorough, supported, and organized around a central message.	E			R	R	R	R				
		3	Incorporate language choices appropriate for topic and audience.	E			R	R	R	R				
		4	Use slides or other aids competently in order to supplement a presentation.	E			R	R	R	R				



