

Communications

Bachelor of Arts

1. Demonstrate media literacy via the ability to critically analyze the cultural significance and social role of media, making substantive connections between media production, content, and audiences.
2. Demonstrate the ability to communicate clearly and in a critically informed manner in a variety of contexts.
3. Demonstrate the ability to conduct ethical, scholarly research using library databases and reference materials, evaluating the credibility of primary and secondary sources.
4. Demonstrate an understanding of key theories, concepts, methods and practices from the communications studies field.
5. Demonstrate an understanding of media's relationship to power structures, social inequality, political economy, dominant ideologies, and globalization in order to promote equity and justice.