

Course Student Learning Outcomes Assessment

TELV 105 Mass Media and Society

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General Information (Course Student Learning Outcomes Assessment)

Standing Requirements

📖 Course Description

Exploration of the history effects and role of mass media in U.S. society. Examines major media forms (TV radio film newspapers magazines ads the Internet) in our information-conscious culture.

📖 Course Student Learning Outcomes

TELV 105 Mass Media and Society Outcome Set

Outcome	Mapping
Outcome 1 Analyze and identify past and current media trends and techniques through viewing of films and research methodology.	Institutional Student Learning Outcomes: Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3
Outcome 2 Develop creative critiques and discussion points by analyzing modern representative examples of our media-influenced society.	Institutional Student Learning Outcomes: Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3
Outcome 3 Apply knowledge of media-related topics to professional, societal, and global issues and problem-solving as they pertain.	Institutional Student Learning Outcomes: Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3
Outcome 4 Research possible careers in TV, film, internet and other media-related fields.	Institutional Student Learning Outcomes: Act 1, Act 2, Act 3, Communicate 1, Communicate 2, Communicate 3, Learn 1, Learn 2, Learn 3, Think 1, Think 2, Think 3

2014-2015 Assessment Cycle

Measurements

Outcomes and Measures

TELV 105 Mass Media and Society Outcome Set

Outcome

Outcome 1

Analyze and identify past and current media trends and techniques through viewing of films and research methodology.

▼ **Measure:** News
Course level; Direct - Exam

Description of Measurement Tool: Means of assessment and criteria of success
1. A series of multiple choice/short answer questions on the exams. News gathering from early print journalism (newspapers, magazines) and early electronic media (radio, TV) to the present day use of use 24 hr. cable news to online digital magazines and news feeds.

Criteria for Success: Individual & Collective Student Criterion: Success will be determined by scoring at least 65 % on the series of between 15 and 20 multiple choice questions.

Cycle of Assessment: 2 Years

Who is Responsible for Assessment Activity?: Instructor: David Echols

Outcome 2

Develop creative critiques and discussion points by analyzing modern representative examples of our media-influenced society.

▼ **Measure:** Technology
Course level; Direct - Exam

Description of Measurement Tool: A series of multiple choice quizzes relating to technology in Mass Media from print journalism to electronic media such as radio and TV to the latest in satellites and digital/internet and streaming media.

Criteria for Success: Individual & Collective Student Criterion: Success will be determined by scoring at least 65 % on the series of between 15 and 20 multiple choice questions

Cycle of Assessment: 2 years

Who is Responsible for Assessment Activity?: Instructor: David Echols

Findings

Finding per Measure

TELV 105 Mass Media and Society Outcome Set

Outcome

Outcome 1

Analyze and identify past and current media trends and techniques through viewing of films and research methodology.

▼ **Measure:** News
Course level; Direct - Exam

Description of Measurement Tool: Means of assessment and criteria of success
1. A series of multiple choice/short answer questions on the exams. News gathering from early print journalism (newspapers, magazines) and early electronic media (radio, TV) to the present day use of use 24 hr. cable news to online digital magazines and news feeds.

Criteria for Success: Individual & Collective Student Criterion: Success will be determined by scoring at least 65 % on the series of between 15 and 20 multiple choice questions.

Cycle of Assessment: 2 Years

Who is Responsible for Assessment Activity?: Instructor: David Echols

Findings for News

Summary of Findings: Summary of Findings: 42 students completed the class. 48% showed Excellent knowledge base; 31% Good knowledge base; 14% Average knowledge base; 1% Poor knowledge base and 1% Very Weak knowledge base.

Results: Criteria for Success Achievement Status: Exceeded

Analysis of Findings: 93% of the students evinced Excellent, Above Average or Average knowledge base and 7% evinced Poor or Very Weak knowledge base. This represents the desired outcome.

Recommendations: No plan of action is needed as the finding exceeded expectations.

Outcome 2

Develop creative critiques and discussion points by analyzing modern representative examples of our media-influenced society.

▼ **Measure:** Technology
Course level; Direct - Exam

Description of Measurement Tool: A series of multiple choice quizzes relating to technology in Mass Media from print journalism to electronic media such as radio and TV to the latest in satellites and digital/internet and streaming media.

Criteria for Success: Individual & Collective Student Criterion: Success will be determined by scoring at least 65 % on the series of between 15 and 20 multiple choice questions

Cycle of Assessment: 2 years

Who is Responsible for Assessment Activity?: Instructor: David Echols

Findings for Technology

No Findings Added

Overall Recommendations

No text specified

◆ **Plans of Action**

◆ **Status Reports**

2013-2014 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**

2012-2013 Assessment Cycle

 **Measurements**

 **Findings**

 **Plans of Action**

 **Status Reports**