JOUR 4520-004 (25729) International Public Relations
JOUR 5130-004 (25730) / Graduate Seminar in International Public Relations
Summer 8W1 2018
(1) Mayborn in Tokyo, Japan (MIT-J), for one week
(2) Mayborn in Fukuoka, Japan (MIF-J), for four weeks
Seinan Gakuin University, Fukuoka, Japan
1:30–4 p.m. Monday, Tuesday, Wednesday and Thursday

Instructor: Koji Fuse, Ph.D.
Office: Room 216, Sycamore Hall
Office phone: 940-369-8083
Email: Koji.Fuse@unt.edu
(Always use Blackboard Messages for this class.)
Office hours: Anytime after class; or by appointment
Website: Blackboard for JOUR 4520 / JOUR 5130

Overview:
This course, which is part of the Mayborn in Japan (MIJ) summer study-abroad program, is
tailored for advanced undergraduate and graduate students who want to explore theory and
practice of global public relations, with a focus on Japanese public relations practices. Students
will take field trips to public relations agencies, newspapers, news agencies, TV station, and
other places in Tokyo (MIT-J) and Fukuoka (MIF-J). After moving from Tokyo to Fukuoka, we
will first review fundamentals of public relations, strategic planning and intercultural
communication and then engage in more sophisticated analyses of issues and challenges facing
the profession on a global scale. More specifically, we will compare U.S. and Japanese public
relations practices to learn the logic behind those of each country, as well as successful strategies
and tactics to use in each country. In addition, students work in teams to produce PR materials to
promote this study-abroad program on the MIJ multimedia website.

By the end of this course, you should be able to:
1. Acquire fundamental knowledge of public relations and strategic planning;
2. Learn principles of intercultural communication;
3. Comprehend how culture influences public relations practices;
4. Experience cultural differences between the United States and Japan;
5. Recognize ethnocentrism and take a step toward overcoming it;
6. Function as a team player in international work groups; and
7. Realize what “professionalism” means (e.g., punctuality, accuracy, creativity, footwork).

Prerequisites:
No prerequisites. Open to all students.

Course Structure:
This course consists of in-depth discussion, critical thinking, intercultural communication,
international public relations practice, teamwork, and professional development. You must keep
up with readings and actively participate in class discussion and activities. Visit Blackboard
frequently and participate in Blackboard discussions regularly. Students taking this class for
graduate credit must do additional work. Your final grade is based on the total score of 1,000
possible points allocated to the following two group projects, one individual final project and presentation, and 10 in-class exercises and assignments:

**Projects (600 points)**
1. (Group) Field trip report: 200 points
2. (Group) MIJ program promotion paper: 200 points
3. (Individual) Japanese “culture PR” paper: 200 points

**In-class exercises and assignments**
40 points x 10 submissions

**400 points**

**Multimedia website**
Graduate credit

**Readings:**


Note: Additional readings and blogs will be assigned.

**Recommended Readings for U.S. Students Unfamiliar with Public Relations:**


**Useful Websites:**

Nihon Koho Kyokai (Japan): [http://www.koho.or.jp/](http://www.koho.or.jp/).

**Course Schedule (subject to change at the instructor’s discretion):**

**Week 1** Field Trips (MIT-J)
- FleishmanHillard Japan Inc. ([http://fleishman.co.jp/?lang=en](http://fleishman.co.jp/?lang=en))
- Sanrio Co., Ltd. ([https://www.sanrio.com/](https://www.sanrio.com/))
- Japan National Press Club ([https://www.jnpc.or.jp/english/jnpc-e](https://www.jnpc.or.jp/english/jnpc-e))
- *The Japan Times* ([http://www.japantimes.co.jp/](http://www.japantimes.co.jp/))
- The AP Tokyo Bureau ([https://twitter.com/ap_tokyo](https://twitter.com/ap_tokyo))

**Week 2** Intercultural Communication and Public Relations (MIF-J)
*Monday:* Fundamentals of Public Relations I (Chapters 1 and 2).
*Tuesday:* Fundamentals of Public Relations II (Chapter 3).
**Wednesday:** Intercultural Communication I (Chapter 4).
**Thursday:** Intercultural Communication II (Chapters 5 and 6).

**Assignment:** Field Trip Report due.

**Week 3**

**Japanese versus U.S. Culture, PR and Media Communications (MIF-J)**

**Monday:** Japanese versus U.S. Culture and Public Relations.
**Tuesday:** Japanese versus U.S. Media Systems.
**Wednesday:** Japanese versus U.S. Crisis Management.
**Thursday:** Japanese versus U.S. Employee Communications.

**Assignment:** MIJ Program Promotion Paper due.

**Week 4**

**Public Relations in the World (MIF-J)**

**Monday:** South/Southeast Asia and East Asia (Chapters 7 and 8).
**Tuesday:** Middle East and Sub-Saharan Africa (Chapters 9 and 10).
**Wednesday:** Latin America and Central/Eastern Europe (Chapters 11 and 12).
**Thursday:** Western Europe and “Legacy” Countries (Chapter 13).
**Friday:** The following local field trip may be scheduled.
- RKB Mainichi Broadcasting (TV/radio station)

**Week 5**

**Wrap-Up and Final Presentations (MIF-J)**

**Monday:** Future of Global Public Relations (Chapter 14).
**Tuesday:** Discussion on Multimedia Site and Promotion of MIJ.
**Wednesday:** Individual Presentations.

**Assignment:** Japanese “Culture PR” Paper due.

**Thursday:** Individual Presentations; Summary of the Course.

**Attendance, Preparation and Participation:**

I take attendance for record-keeping purposes. Although I expect you to attend every class, I assign no penalty or credit to your attendance. However, the rule of thumb is one absence, whether excused or not. Those who skip class more than once will not receive special assistance or consideration, which they do not deserve. **If you must miss or missed a class for a legitimate reason (i.e., serious illness, family emergency, academic/professional conference, religious observance), submit third-party documentation within a week after an absence occurs.** Printer malfunctions, traffic accidents, difficulties in finding library materials, etc. are not legitimate. Take full responsibility for your class attendance and learning. Remember the following: First, the more classes you skip, the less education you receive and the worse grades you earn. Second, if you miss a class, you are still responsible for obtaining information about an assignment and class from your classmates and submitting the assignment on or before its due date. Third and finally, do not distract class by sleeping comfortably, sitting leisurely at the back, showing up late, disappearing early, leaving the classroom for a long time or many times, playing with a cellphone or having chitchat. I retain my nonnegotiable right to evaluate your class preparation and participation.

**Projects:**

Apply 12-point Times New Roman and double-spacing for all projects unless otherwise specified. When you finish your project, upload it to Blackboard Turnitin by the beginning of class on the due date. No email submission or handwritten materials will be accepted. Late assignments will drop one letter grade for each day. Exceptions are the same as specified in the
“Attendance, Preparation and Participation” section. In addition to internet research, you must do library searches and read academic journal articles and books. Ask a librarian about how to use electronic databases (e.g., EBSCOhost, JSTOR). Attach the cover, reference and appendix pages. Remember that incomplete citations or references will cost you one letter grade. The minimum page number of each project excludes the cover, reference and appendix pages. All page requirements refer to “full pages.” Follow either the Modern Language Association (MLA) style, the American Psychological Association (APA) style or Chicago style for the reference list and in-text citations. Too many grammatical and stylistic errors will lower your grade. For more detail of each project, go to Blackboard Learn. Save your work on your computer in case it gets lost. Talk to me within a week of receiving your graded paper if you have questions. No consideration will be given beyond one week.

**PR Project 1: Field Trip Report** (three full pages minimum for each organization assigned)
Thoroughly research the organizations assigned to your group prior to our field trips, take meticulous notes, take pictures and shoot videos (if allowed), analyze what you have observed, and write up a report. You will work with your group members to produce the report, which will be posted on the MIJ multimedia website.

**PR Project 2: MIJ Program Promotion Paper** (10 full pages minimum)
Think deeply about what direction(s) we should take to expand the MIJ program and how to promote the MIJ program to which publics and stakeholders. Also, discuss how we could organize the MIJ multimedia site accordingly. You will work with your group members to produce the report.

**PR Project 3: Japanese “Culture PR” Paper** (10 full pages minimum)
Choose a Japanese cultural topic that intrigues you the most (e.g., “yuru-kyara” mascots, visual-kei, pachinko, collective memories of atomic bombings), thoroughly research it to become a semi-expert on it, learn the logic behind Japanese cultural practices related to the topic, investigate how public relations has been used to promote and publicize it, and write an academic report on what you have discovered. Emailing and/or face-to-face interviewing will shed light on your topic. Visit some places and experience the aspect of the Japanese culture you have chosen. Make sure to include at least one well-researched PR case study. You also must produce PowerPoint and present your work in class. This is an individual project.

**In-Class Exercises and Assignments:**
They are either individual or group work. Some exercises and assignments are related to class content, and others to the MIJ multimedia website. Also you’re highly encouraged to write stories and pitch them to Japanese and/or U.S. media outlets while going through their editorial process.

**Grading:**
- 90 percent or higher of total possible points: A
- 80 percent–lower than 90 percent: B
- 70 percent–lower than 80 percent: C
- 60 percent–lower than 70 percent: D
- Lower than 60 percent: F

**Basic Course Policy:**
This is a course in a professional field, and you are expected to accept and abide by the dictates of professionalism in the workplace. You must follow rules regarding deadlines and attendance. Get things right the first time because in the professional world, you will not have luxury to redo your work after the deadline. It would be extremely difficult for you to earn even a passing grade if you did not seriously and continually study by attentive listening, meticulous note-taking, active class participation, proactive professional attitudes and timely submission of assignments. Keep in mind that no study guide is available.

When you submit work for this class, that is the same as making a statement that you have produced the work yourself in its entirety and you have not previously produced this work for submission in another course or any other outlet. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work are unacceptable. Read through the “Categories of Academic Dishonesty” on Pages 3–4 of UNT Policy No. 18.1.16 (Student Standards of Academic Integrity) available at http://policy.unt.edu/sites/default/files/untpolicy/pdf/7-Student_Affairs-Academic_Integrity.pdf. Saying “I didn’t know that,” “He copied my work,” or “Others also plagiarized” will not save you from grave consequences of academic misconduct. Plagiarism, in a nutshell, is using other people’s written words as your own. Some people consider the use of 7–10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people’s writing because plagiarism is a serious offense in any discipline and a firing offense in the professional world. Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity, which also include the opportunity for students to appeal the outcome. Read the procedures at http://vpaa.unt.edu/academic-integrity.htm. In this course, if you use a string of seven consecutive words, you must use quotation marks and refer to the original source. You must also avoid using an extensive quote or too many quotes. Produce your original work.

In addition, your distracting behavior or noise will negatively affect the learning environment. You must not use a laptop, tablet, mobile or any other electronic device in class for purposes other than note-taking, in-class exercises and course-related research. I expect you to behave as a responsible adult in class. Therefore, if you continually cause distractions (e.g., chitchat, frequently leaving the room or disappearing during class, disturbances such as cell phones, beepers, computers, and snacks and food), I will remove you from class. I make no exception for this.

Journalism Course Registration

1. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first served program.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an adviser.
3. A journalism major enrolled in any restricted 3000- and 4000-level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Re-Taking Failed Journalism Classes
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 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

**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**

See the first page of this syllabus.

**Attendance**

See the “Attendance, Preparation and Participation” section.

**Financial Aid Satisfactory Academic Progress (SAP) for Graduates**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150 percent of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit [http://financialaid.unt.edu/sap](http://financialaid.unt.edu/sap) for more information about financial aid and Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your Mayborn School of Journalism academic adviser or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

**Academic Advising**

All first-time-in-college students at UNT are required to schedule an appointment with their academic adviser and receive an advising code to register for classes both fall and spring semesters of the first year in college. All students should meet with their academic adviser at least one time per long semester (fall and 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 nonpayment of any amount. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. The Mayborn School of Journalism 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 Summer 2018 8W1 Dates***

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>May 16</td>
<td>Classes begin.</td>
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<tr>
<td>May 24</td>
<td>Census.</td>
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<tr>
<td>May 25</td>
<td>Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.</td>
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<tr>
<td>June 7</td>
<td>Last day for a student to receive automatic grade of W for nonattendance.</td>
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<td></td>
<td>Last day for change in pass/no pass status.</td>
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<td>Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.</td>
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<tr>
<td>June 8</td>
<td>Beginning this date, instructors may drop students with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>June 16</td>
<td>Last day to drop with either W or WF.</td>
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<tr>
<td></td>
<td>Last day for a student to drop a course with consent of the instructor.</td>
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<td></td>
<td>Last day to withdraw (drop all classes).</td>
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<tr>
<td></td>
<td>Last day for an instructor to drop a student with a grade of WF for nonattendance.</td>
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<tr>
<td>June 17</td>
<td>Beginning this date, a student who qualifies may request an Incomplete, with a grade of I with their instructor.</td>
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<tr>
<td>July 7</td>
<td>Last class day.</td>
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<tr>
<td>July 8</td>
<td>Final exams.                                     **</td>
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*Some dates are subject to change. Check the registrar’s website for updates: [http://registrar.unt.edu/registration/spring-registration-guide](http://registrar.unt.edu/registration/spring-registration-guide).

**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 steps outlined below:

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Individual Faculty Member/Adviser
    ↓
Director, Mayborn School of Journalism
    ↓
Dean, Mayborn School of Journalism
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**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](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, and 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 they 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 following: 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 or source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook.

**Mayborn School of Journalism 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 Mayborn School of Journalism will request the additional sanction of removing the student from the school. 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**
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 Center for Student Rights and Responsibilities 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 classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

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).

**Student Evaluation of Teaching Effectiveness (SETE)**
The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

**Final Exam Policy**
Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

**Access to Information**
As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site ([https://my.unt.edu/](https://my.unt.edu/)). If you do not regularly check EagleConnect or link it to your favorite email account, please do so. This is where you learn about job and internship opportunities, Mayborn School of Journalism events, scholarships, and other important information. The Eagle Connect website ([http://eagleconnect.unt.edu/](http://eagleconnect.unt.edu/)) explains how to forward your email.

**Courses in a Box**
Any Mayborn School of Journalism equivalent course from another university must receive prior approval from the school’s academic adviser to ensure that all Mayborn School of Journalism degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD-Rom, booklet or other manner of correspondence must have prior adviser approval.
**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.

**The decision may have serious immigration consequences.** If F-1 students are unsure about their need to participate in an on-campus experiential component for this course, they should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

**Dropping an Online Course**

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. **This must be done prior to the UNT deadline to drop a course.**

If approved, the instructor will contact the Mayborn School of Journalism Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar’s office before the deadline to make sure you have been dropped from the course with a “W.”** If you are taking only online courses and your instructor approves the drop, please contact the Mayborn School of Journalism Director of Advising for instructions.

**Emergency Notification and 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, 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 the my.unt.edu site. Some helpful emergency preparedness actions include (1) ensuring you know the evacuation routes and severe weather shelter areas, (2) determining how you will contact family and friends if phones are temporarily unavailable, and (3) 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.
Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT department of journalism, which is now the Frank W. and Sue Mayborn School of Journalism (effective Sept. 1, 2009), has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Frank W. 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 school and the 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 5250, will help to meet the student learning outcomes that have been checked by your professor, Dr. Koji Fuse.

Each graduate must:
- Understand and apply First Amendment principles and the law of freedom of speech and press for the country in which the institution is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- 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.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.
- Contribute to knowledge appropriate to the communications professions in which they work (for graduate students only).