

# University of Mary Washington

## Student Learning Outcomes for Communication and Digital Studies

1. Students will apply communication theories, perspectives, principles, and concepts.
2. Students will articulate personal beliefs about abilities to accomplish communication goals and evaluate personal communication strengths and weaknesses.
3. Students will engage in communication scholarship using the research traditions of the discipline; formulate questions appropriate for communication scholarship.
4. Students will analyze, critique, and respond to issues in contemporary digital culture and use digital tools and platforms to articulate a thoughtful, critical, digital identity.
5. Students will understand how individual liberty, self-determination, and privacy are affected by and subject to data surveillance and algorithmic influences.
6. Students will demonstrate current best practices in digital research methodologies for analyzing cultural artifacts, human society, or natural phenomena.
7. Students will adapt messages to the diverse needs of individuals, groups and contexts.
8. Students will present messages in multiple communication modalities and contexts including the use of software or code to synthesize different ideas into new, original work.
9. Students will articulate characteristics of mediated and non-mediated messages.
10. Students will select creative and appropriate modalities and technologies, including digital platforms to accomplish communicative goals.
11. Students will demonstrate awareness of the conventions and best practices in the platforms and skills used for creative digital work.
12. Students will articulate and evaluate the ethical dimensions of a communication situation.
13. Students will consume and produce digital knowledge critically, ethically, and responsibly, as well as creatively adapt to emerging technology.
14. Students will respect diverse perspectives and the ways they influence communication.
15. Students will articulate one's own cultural standpoint and how it affects communication and world view.
16. Students will explain the importance of communication in civic life and identify the challenges facing communities and the role of communication in resolving those challenges.
17. Students will empower individuals to promote human rights, human dignity and human freedom.
18. Students will understand how digital tools and technologies have changed human society and behavior, and how those tools have affected and enabled human political organization and action.