

Public Communication and Culture Studies Discipline

- 1 Writing**
Writing effective audience-oriented texts within multiple communication contexts
- 2 Speaking**
Speaking effectively within multiple rhetorical contexts
- 3 Understanding**
Understanding critically the histories and institutional contexts of communication practices
- 4 Understanding**
Understanding critically the research traditions and tools within the field of communication
- 5 Understanding**
Understanding organizational, civic and global perspectives on communicative practices
- 6 Applying**
Applying critical and interpretive approaches to analyze media content and institutions
- 7 Integrating**
Integrating the theory and practice of communication in multiple contexts

	Program Outcomes	220	260	300	360	366	420	430	440	442	450	455	460	477
1	Writing	2	2	3	2	2	2	2	3	3	3	2	3	3
2	Speaking	1	2	2	2	2	2	2	2	3	3	3	3	3
3	Understanding Histories	3	2	2	2	3	3	3	1	3	2	3	2	2
4	Understanding Research Traditions	2	1	3		2	3	2	1	3	2	3	2	2
5	Understanding Interconnections	2	2	2	2	3	3	3	1	3	3	3	1	2
6	Applying	2	2	2	3	2	3	2	1	3	2	2	1	2
7	Integrating	2	1	2	2	3	3	3	2	2	3	3	3	3

	Program Outcomes	101	310	320	330	340	400	430	442
1	Writing	1	2	3	1	3	2	2	3
2	Speaking	3	2	1	2	3	2	2	3
3	Understanding Histories	1	2	3	2	2	2	2	3
4	Understanding Research Traditions	2	1	2	2	2	2	2	3
5	Understanding Interconnections	2	3	3	2	2	2	2	3
6	Applying	2	2	3	2	2	2	2	3
7	Integrating	1	2	2	2	3	3	3	2