

**Humanities
Institutional (ILO), Program (PLO), and Course (SLO) Alignment**

Program: Journalism		Number of Courses: 9		Date Updated 2.15.13		Submitted by Kate McLaughlin					
Institutional SLOs	I. Content Knowledge	II. Critical, Creative, and Analytical Thinking	III. Communication and Comprehension	IV. Professional and Personal Growth	V. Community and Collaboration	VI. Information and Technology Literacy					
Program Rating	4	3	3	1	1	3					
Program Level SLOS						ILOs to PLOs Alignment (Rate 1-4)					
						I	II	III	IV	V	VI
1. Upon completion of their course of study in the Journalism Department, students will be able to accurately identify the various types of journalistic stories and compose and edit articles in each style, conforming to standards established by the Associated Press.						4	3	3	1	1	3
Course Level SLOs					Course to Program SLO Alignment Mark with an X		ILOs to Course SLOs Alignment (Rate 1-4 Change X's to Numerals)				
					P1	I	II	III	IV	V	VI
JOUR 1 News Writing and Reporting: Students will be able to identify the lead, the direct quotes, the indirect quotes, the partial quotes and the transitions in a typical news story.					X	4	3	3	1	1	3
JOUR 2 Public Relations Methods: Given an in-class press release, students will be able to identify the structure of a press release written in journalistic style.					X	4	3	3	1	1	3
JOUR 3ab Advanced Reporting and News Editing: Students will be able to identify the basic design elements—the headlines, the bylines, the captions, the packages, the decks, the art and the nameplate—of the front page of a daily newspaper.					X	4	3	3	1	1	3
JOUR 6 Basic Photojournalism: Students will be able to identify the three main characteristics of photojournalism images: timeliness, objectivity, narrative.					X	4	2	3	1	1	3

<p>JOUR 7ab Advanced Photojournalism: Students will be able to identify the three essential items that must be included in all photograph captions as required by the Associated Press: 1. Names, ages, titles and other identifying information for all of the individuals shown in a photograph. 2. Description of who is in the photograph and what is going on and any information that can provide more insight as to the significance of the photograph. 3. The date, city and state where the photograph was made.</p>	X	4	2	3	1	1	2
<p>JOUR 9abcd Magazine Editing and Production: Given an in-class magazine feature article, students will be able identify the structure of a magazine story written in journalistic style.</p>	X	4	2	3	1	1	2
<p>JOUR 11abcd Newspaper Publication: Students will be able to demonstrate the ability to identify and edit errors in Associated Press (AP) style.</p>	X	4	3	3	1	1	3
<p>JOUR 12 Mass Media and Society: Students will be able to correctly identify the eight mass media serving the country. The eight mass media are: Books, newspapers, magazines, sound recordings, film, radio, television and the Internet.</p>	X	4	3	2	1	1	3
<p>JOUR 14abcd Multimedia Journalism: Students will be able to identify the four major differences between print journalism and Web-based journalism.</p>	X	3	3	3	1	1	4

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