

**University of Windsor
Senate**

*5.5.6: **Program and Course Learning Outcomes – Communication, Media and Film**

Item for: **Information**

Forwarded by: **Program Development Committee**

PROGRAM LEARNING OUTCOMES

PROGRAM TITLE: Honours BA in Communication, Media and Film

DEPARTMENT/FACULTY: Communication, Media and Film, Faculty of Arts, Humanities and Social Sciences

In the following table, provide the specific learning outcomes (degree level expectations) that constitute the overall goals of the program (i.e., the intended skills and qualities of graduates of this program). Link each learning outcome to the Characteristics of a University of Windsor Graduate” by listing them in the appropriate rows.

A learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate. All University of Windsor programs should produce graduates able to demonstrate each of the nine characteristics. Program design must demonstrate how students acquire all these characteristics. All individual courses should contribute to the development of one or more of these traits: a program in its entirety must demonstrate how students meet all of these outcomes through the complete program of coursework.

Proposers are strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes (degree level expectations).

Program Learning Outcomes (Degree Level Expectations) <i>This is a sentence completion exercise. Please provide a minimum of 1 learning outcome for each of the boxes associated with a graduate attribute.</i> <u>At the end of this program, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A UWindsor graduate will have the ability to demonstrate:</u>	COU-approved Undergraduate Degree Level Expectations
A. critically appraise the social, cultural, political and economic implications of current and emerging media technologies/platforms/institutions for communicative practices and everyday life (see also I) apply and integrate knowledge of theory, research and communication practices to the contemporary media environment	A. the acquisition, application and integration of knowledge	1.Depth and Breadth of Knowledge 2.Knowledge of Methodologies 3. Application of Knowledge 5.Awareness of Limits of Knowledge
B. employ a range of qualitative and quantitative methods in original, independent and group research projects (see also A)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)	1. Depth and Breadth of Knowledge 2. Knowledge of Methodologies 3. Application of Knowledge 5. Awareness of Limits Knowledge

<p>Program Learning Outcomes (Degree Level Expectations) <i>This is a sentence completion exercise. Please provide a minimum of 1 learning outcome for each of the boxes associated with a graduate attribute.</i></p> <p><u>At the end of this program, the successful student will know and be able to:</u></p>	<p>Characteristics of a University of Windsor Graduate</p> <p><u>A UWindsor graduate will have the ability to demonstrate:</u></p>	<p>COU-approved Undergraduate Degree Level Expectations</p>
<p>define and explain key terms and concepts associated with the research process</p> <p>identify and explain the epistemological and ontological foundations of a range of quantitative and qualitative methods in the discipline</p> <p>evaluate the relevance and appropriateness of different methodological approaches in specific contexts</p> <p>explain ethical issues as they relate to the research process (see also E)</p> <p>access databases and evaluate digital resources for credibility and relevance (see also A)</p> <p>collect, analyze and interpret data (see also C & D)</p>		
<p>C. apply relevant theoretical/disciplinary concepts to interpretations of a variety of communicative practices, media institutions and media artefacts (see also A)</p> <p>compare and assess competing claims of key theoretical approaches/frameworks (both historical and contemporary) in the discipline (see also A)</p>	<p>C. critical thinking and problem-solving skills</p>	<p>1. Depth and Breadth of Knowledge 2. Knowledge of Methodologies 3. Application of Knowledge 5. Awareness of Limits of Knowledge</p>
<p>D. analyze and integrate abstract literary and numerical discourses as they apply to the field of communication</p> <p>formulate and execute a basic research project, including collection of qualitative and/or quantitative data from primary sources (see also B)</p>	<p>D. literacy and numeracy skills</p>	<p>4. Communication Skills 5. Awareness of Limits of Knowledge</p>
<p>E. recognize and apply ethical standards of behaviour in various communications contexts</p> <p>explain and adhere to principles consistent with established standards of academic integrity</p> <p>communicate and interact collegially in group/class settings (see also F)</p>	<p>E. responsible behaviour to self, others and society</p>	<p>5. Awareness of Limits of Knowledge 6. Autonomy and Professional Capacity</p>

Program Learning Outcomes (Degree Level Expectations) <i>This is a sentence completion exercise. Please provide a minimum of 1 learning outcome for each of the boxes associated with a graduate attribute.</i> <u>At the end of this program, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A UWindsor graduate will have the ability to demonstrate:</u>	COU-approved Undergraduate Degree Level Expectations
F. apply effective oral and written (and visual, where applicable) communicative skills in the preparation of content for a range of audiences	F. interpersonal and communications skills	4. Communication Skills 6. Autonomy and Professional Capacity
G. demonstrate the ability to work creatively and collegially in teams, particularly on production projects, from conception to completion (see also E and F) prepare and implement individual and group projects (see also C, E and F)	G. teamwork, and personal and group leadership skills	4. Communication Skills 6. Autonomy and Professional Capacity
identify and apply aesthetic strategies/methods/techniques central to effective communication practices (see also A and C) assess, evaluate and integrate different aesthetic approaches to the meaning-making process (see also A and C)	H. creativity and aesthetic appreciation	2. Knowledge of Methodologies 3. Application of Knowledge 6. Autonomy and Professional Capacity
explain and analyze the role of media in the framing and representation of contemporary issues and current events explain the centrality of media literacy skills in relation to critical citizenship and participation in democratic processes (see also D)	I. the ability and desire for continuous learning	6. Autonomy and Professional Capacity

COURSE LEARNING OUTCOMES
DEPARTMENT/FACULTY: COMMUNICATION, MEDIA AND FILM

COURSE NUMBER AND TITLE: 02-40-101 Introduction to Media and Society

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Define and explain key academic traditions and theoretical concepts that inform the critical study of communication/media Examine and appraise contemporary communication issues/controversies, particularly those related to media technology,	A. the acquisition, application and integration of knowledge

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
regulation, and ownership (see also C and D) Explain how the media system is a major institution that is shaped by and, which in turn, shapes social, cultural, economic, and political formations (see also D) Critically evaluate their own interactions with traditional, new and social media in relation to major themes explored in the course (see also I)	
B. evaluate information derived from a variety of sources, including on-line and digital resources (see also D and I)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-140 Introduction to Film Studies

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Define and evaluate a range of key theoretical approaches and concepts relevant to film studies Critically analyze filmic techniques, aesthetics, film genres, specific auteurs or film movements (see also C and H)	B. the acquisition, application and integration of knowledge

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
appraise films in relation to their cultural, historical, political, and socio-economic contexts	
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-210 Speech Communication to Inform

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Plan, research and prepare speeches (see also B, F and H) Identify and assess strategies for effective speech communication directed to a variety of audiences (see also B and C) Identify and distinguish various speech formats and evaluate them using a range of appropriate criteria (see also C) Criticize and appraise speech communication practices (see also C)	C. the acquisition, application and integration of knowledge

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-213 Podcasting and Internet Media

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Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
<p>A. Evaluate critical theories and approaches to the study of current and emerging communicative technologies (see also B and C)</p> <p>Describe and explain the historical evolution of contemporary social/new media and their role in cultural change (see also I)</p> <p>Use appropriate software to develop content for multiple on-line media platforms (see also C and F)</p>	<p>D. the acquisition, application and integration of knowledge</p>

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H. Propose and create effective media content using a variety of aesthetic strategies (see also A and F)	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-234 Research Methods in Communication

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Identify and explain basic terminology related to research methods in the discipline Describe how foundational epistemological and ontological assumptions inform specific research approaches and techniques (see also B, C and D) Analyze ethical issues related to the research process (see also B and E)	the acquisition, application and integration of knowledge
B. Evaluate the relevance and appropriateness of different methodological approaches in specific contexts (see also A) Explain a range of contemporary qualitative and quantitative methodological approaches used in the discipline for analysis of media/communicative forms and practices (see also A, C and D) Formulate research questions and apply relevant methodologies in the analysis of media artefacts and/or communicative practices (see also C and D)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-240 Cinema History I (Pre-War)

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
<p>A. Identify and analyze landmark films, film makers and film movements and how they are embedded in the social and cultural history of their times (see also C)</p> <p>Appraise and explain significant historical developments in the field of cinema studies and the relationship between cinema and society (see also I)</p> <p>Explain and compare conceptual frameworks used to study filmic techniques, aesthetics and film history (see also H)</p> <p>Apply key disciplinary concepts to the interpretation of films (see also D)</p>	<p>E. the acquisition, application and integration of knowledge</p>
<p>B. Examine and assess scholarly and popular literature on film (see also A, C and D)</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>C.</p>	<p>C. critical thinking and problem-solving skills</p>
<p>D.</p>	<p>D. literacy and numeracy skills</p>
<p>E.</p>	<p>E. responsible behaviour to self, others and society</p>
<p>F.</p>	<p>F. interpersonal and communications skills</p>
<p>G.</p>	<p>G. teamwork, and personal and group leadership skills</p>
<p>H.</p>	<p>H. creativity and aesthetic appreciation</p>
<p>I.</p>	<p>I. the ability and desire for continuous learning</p>

COURSE NUMBER AND TITLE: 02-40-241 Cinema History II (Post-War)

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Identify, analyze and discuss influential films, film makers and film movements and their social, cultural and historical significance and impact (see also C) Explain, appraise and compare various theoretical/conceptual frameworks used to study cinema history and cinematic techniques, aesthetic strategies, etc. (see also C and H) Apply a range of historical and contemporary theoretical/conceptual frameworks to the critical analysis of filmic texts (see also D)	F. the acquisition, application and integration of knowledge
B. Examine and assess scholarly and popular literature on film (see also A, C and D)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-243 Media Aesthetics

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
A. Define and explain key concepts, terminology and theoretical approaches associated with the study of aesthetics (see also H) Critically appraise the relationship between strategic aesthetic choices and the creation of specific encoded meaning(s) in a variety of communicative contexts (see also C, H and I) Review and evaluate a range of media practices, artefacts and aesthetic techniques (see also C)	G. the acquisition, application and integration of knowledge
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H. Apply aesthetic strategies in the creation of effective and persuasive media content (see also A and F)	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-245 Communication and Cultural Policy in Canada

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Identify and analyze key historical policy debates and documents and their implications for contemporary communication and cultural policy in the Canadian context (see also D) Critically appraise the role of the nation state in cultural production and expression (see also C) Explain contemporary media ownership patterns and how they	H. the acquisition, application and integration of knowledge

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
impact communication and cultural policy in the Canadian context Discuss and explain the impact of new technologies and media platforms in relation to domestic culture industries and policies (see also C and I)	
B. Formulate critical research questions designed to explore contemporary issues and debates within the realm of communication and cultural policy in Canada (see also A and C) Apply relevant disciplinary concepts/theoretical frameworks to evaluate historical and current communication and cultural policies (see also A, C and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-260 Fundamentals of Media Writing

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
A. Identify, define and assess contemporary journalistic practices and processes Critically appraise the implications of technological change and media convergence for journalistic practices in the digital age (see also D) Debate and critically evaluate contemporary Canadian libel and copyright laws (see also E) Demonstrate competencies in the use of Canadian Press editing guidelines in written assignments	I. the acquisition, application and integration of knowledge
B. Research, prepare and edit copy, news stories and features for print, broadcast and new media contexts (see also A, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-272 Theory of Message Design

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the

appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i>	Characteristics of a University of Windsor Graduate
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Describe, use and evaluate various models of and/or approaches to message design (see also C)	J. the acquisition, application and integration of knowledge
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E. Identify, explain and assess the ethical bases of persuasion (see also A, C and I)	E. responsible behaviour to self, others and society
F. Discuss and apply non-verbal communication strategies and techniques (see also A, C and D)	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H. Create effective messages and media content for use in various communicative contexts (see also A, B and F)	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-275 Theories of Communication and Media

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i>	Characteristics of a University of Windsor Graduate
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
A. Identify, compare and evaluate a range of theoretical paradigms relevant to the discipline of communication/media studies (see also B, C and D) Identify and explain the foundational philosophical/epistemological premises of various theoretical perspectives (see also C)	K. the acquisition, application and integration of knowledge
B. Formulate analytical research questions and apply key theoretical concepts to evaluate and interpret a range of contemporary media practices and artefacts (see also A, C, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-302 Popular Culture

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the

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Learning Outcomes <i>This is a sentence completion exercise.</i>	Characteristics of a University of Windsor Graduate
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
Compare and evaluate various theoretical/scholarly approaches to the study of contemporary popular culture (see also C and D) Recognize and explain how popular culture shapes, and is simultaneously shaped by social, cultural, political and economic forces (see also I) Critically evaluate the representational practices of dominant media institutions	L. the acquisition, application and integration of knowledge
Compose research questions and apply appropriate theoretical and methodological concepts/frameworks to an examination of popular cultural texts, artifacts and the broader politics of popular culture (see also A, C, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
Critically appraise their own engagement with popular culture and reflect on how it shapes their perceptions of self and others (see also A and I)	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-322 Labour, Workplace and Communication

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

Learning Outcomes <i>This is a sentence completion exercise.</i>	Characteristics of a University of Windsor Graduate
<u>At the end of this course, the successful student will know and be able to:</u>	<u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Critically evaluate the relationship between labour processes and new and emerging technologies from a critical communications perspective Compare and assess a range of theoretical approaches to the study of labour practices, processes and policies (see also C and D)	M. the acquisition, application and integration of knowledge
B. Formulate critical research questions and apply key concepts and course themes to the practical investigation of a contemporary labour issue (see also A, C, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E. Identify and assess ethical concerns as they relate to contemporary labour practices in both domestic and globalized contexts (see also A, C and I)	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-360 Public Relations, Media and Society

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
A. Explain the historic origins of public relations and analyze how many contemporary practices/attitudes emerged in the early twentieth century Debate ethical issues related to public relations strategies, techniques and practices (see also C, D and E) Assess trends in the contemporary public relations industry (see also C and D) Recognize and critically examine the important links between public relations practitioners and media institutions	N. the acquisition, application and integration of knowledge
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G. Work effectively as a member of a team to create a public relations plan and formulate effective communication materials for use in a public relations campaign (see also A, B, C, E, F and H)	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-364. Media, Technology and the Environment

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
A. Evaluate mainstream media representations of environmental issues, policies and movements (see also C and D) Critically assess and compare competing claims of "environmental responsibility" and practice (see also E) Explain and evaluate the impact of contemporary technological	O. the acquisition, application and integration of knowledge

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
“advances” on the environment	
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C. Analyze various sources of information in terms of their reliability, validity and relevance in relation to current environmental issues and debates (see also A, B and D)	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E. Appraise their own communicative and consumptive practices in relation to themes of environmental stewardship (see also A, C and I)	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-375. Critical Approaches to Media and Culture

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in “To Greater Heights” by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i>	Characteristics of a University of Windsor Graduate
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At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
<p>A. appraise a variety of theoretical paradigms relevant to the critical study of media and culture</p> <p>Define and explain core concepts in media/communication and cultural studies</p> <p>Analyze, compare and assess the underlying assumptions and foundational premises that inform theories of media and culture (see also C)</p> <p>Apply relevant theories and key concepts in analyses of contemporary media/ cultural texts and practices (see also B, C, and D)</p>	P. the acquisition, application and integration of knowledge
B. Propose research topics and related to the exploration of current issues in the media/cultural environment (see also A, C, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 02-40-381. Advertising in Social Context

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

Please note that a learning outcome may link to more than one of the specified Characteristics of a University

of Windsor Graduate, and that a single course might not touch on each of the Characteristics. Each University of Windsor program should produce graduates that are able to demonstrate each of the nine characteristics approved in To Greater Heights.

Information on learning outcomes is appended to this form (Appendix A). Proposers are also strongly encouraged to contact the Office of the Vice-Provost, Teaching and Learning or the Centre for Teaching and Learning, for assistance with the articulation of learning outcomes.

Learning Outcomes <i>This is a sentence completion exercise.</i>	Characteristics of a University of Windsor Graduate
At the end of this course, the successful student will know and be able to:	A U of Windsor graduate will have the ability to demonstrate:
A. Define key academic traditions and theoretical concepts that inform the critical study of advertising Apply key concepts in the analysis of historically significant advertising campaigns (see also B, C and D) Assess trends in the contemporary advertising industry (see also C) Recognize and explain the dynamic interaction between advertisers, advertising agencies, media, audiences and regulators (see also C and D) Examine and assess advertising texts as dominant socio-cultural storytellers and purveyors of particular values and ideologies (see also C, D and H)	Q. the acquisition, application and integration of knowledge
B.	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E. Critically appraise their own engagement with advertising and reflect on how it shapes their perceptions of self and others (see also A and I) Assess the ethical dimensions of contemporary advertising practices and techniques (see also A, C and I)	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation

Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 40-426 Advanced Message Design

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i> At the end of this course, the successful student will know and be able to:	Characteristics of a University of Windsor Graduate A U of Windsor graduate will have the ability to demonstrate:
A. Assess a range of relevant models/approaches to instructional technology and determine the appropriate application of different models/approaches in varying contexts (see also B and C)	R. the acquisition, application and integration of knowledge
B. Identify and apply relevant persuasion techniques based on a 'needs' assessment of specific communicative environments (see also A, C, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
F.	F. interpersonal and communications skills
G. Work effectively and collegially in teams to formulate and execute effective and creative context-specific strategic communications plans, including selection of appropriate media platforms (see also C, E, F and H)	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 40-462. Communication Perspectives and Aboriginal People, Race and Ethnicity

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
<p>A. Critically evaluate key theoretical approaches and concepts relevant to the advanced study of racial and ethnic identity formation, identity politics and media practices in the Canadian context (see also C and D)</p> <p>Assess and compare the epistemological and ontological foundations of 'Western,' non-Western and Aboriginal communicative practices and traditions (see also C)</p> <p>Discuss and debate the influence of multiculturalism as it relates to communication/media and cultural policy in the Canadian context (see also B and C)</p>	S. the acquisition, application and integration of knowledge

Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
B Propose research topics and analyze theories, concepts and themes explored in the course (see also A, C, D and F)	B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)
C.	C. critical thinking and problem-solving skills
D.	D. literacy and numeracy skills
E.	E. responsible behaviour to self, others and society
F.	F. interpersonal and communications skills
G.	G. teamwork, and personal and group leadership skills
H.	H. creativity and aesthetic appreciation
I.	I. the ability and desire for continuous learning

COURSE NUMBER AND TITLE: 40-476. Canadian Communication Thought

Please complete the following table. State the specific learning outcomes that make up the goal of the course (what will students know and be able to do at the end of this course?) and link the learning outcomes to the Characteristics of a University of Windsor Graduate outlined in "To Greater Heights" by listing them in the appropriate rows.

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Learning Outcomes <i>This is a sentence completion exercise.</i> <u>At the end of this course, the successful student will know and be able to:</u>	Characteristics of a University of Windsor Graduate <u>A U of Windsor graduate will have the ability to demonstrate:</u>
<p>A. Identify and compare major theorists who have influenced the historical development of communication/media studies in the Canadian context</p> <p>Compare and critically evaluate classical and contemporary theoretical paradigms in Canadian communication thought (see also B and C)</p> <p>Use core concepts in the interpretation and analysis of current media institutions and practices and/or communication technologies (see also B, C and D)</p>	<p>T. the acquisition, application and integration of knowledge</p>
<p>B. Propose research topics and apply the work of relevant theories/Canadian schools of thought to contemporary media formations (see also A and C)</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>C.</p>	<p>C. critical thinking and problem-solving skills</p>
<p>D.</p>	<p>D. literacy and numeracy skills</p>
<p>E.</p>	<p>E. responsible behaviour to self, others and society</p>
<p>F.</p>	<p>F. interpersonal and communications skills</p>
<p>G.</p>	<p>G. teamwork, and personal and group leadership skills</p>
<p>H.</p>	<p>H. creativity and aesthetic appreciation</p>
<p>I.</p>	<p>I. the ability and desire for continuous learning</p>