

# COMMUNICATIONS

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## Learning Outcomes

1. **KNOW:** Graduates demonstrate knowledge and proficiency in the major theories and methods used in the study of Communications and their applications in intellectual inquiry and creative activity.
2. **APPLY/CREATE:** Graduates design and execute strategies to answer significant questions in Communications and produce or create highest quality media content – such as films, videos, photography, graphic design, Web-based platforms, screenwriting, journalism, memoirs, drama, copywriting and social media. – according to the highest professional and ethical standards.
3. **COMMUNICATE:** Graduates convey ideas or arguments in clear, concise, well-organized written proposals, research papers, exhibitions and oral presentations in professional and academic settings, and communicate to diverse audiences by audio, visual and written media such as video, film, journalism, graphic design, photography, copyrighting and social media.
4. **CRITICAL THINKING:** Graduates utilize analytical skills to evaluate ideas, theories and academic and cultural works in the Communications field, and to conceptualize solutions to communications problems and challenges in different social/cultural contexts.
5. **PROFESSIONAL PRACTICE:** Graduates observe the highest ethical standards in both scholarship and professional practice.