

School of Journalism and Strategic Communication
Mission and Vision
Established: Fall 2016
Affirmed: 0919/22

Mission:

“Stories better told. Lives better lived.”

The SJSC seeks to empower future journalism and strategic communications professionals with communication processes in projects that integrate ideas and action to advance prosocial change.

Vision:

Stories “better told” reflects the unit’s core values as manifest in Accrediting Council on Education in Journalism and Mass Communication’s (ACEJMC) Professional Values and Competencies.

1. Legal Understanding

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located

2. Historical Understanding

- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications

3. Diversity Understanding

- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts

4. Conceptual Understanding and Application (Images and Information)

- Present images and information effectively and creatively, using appropriate tools and technologies

5. Writing

- Written correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

6. Ethical Understanding

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

7. Critical Thinking

- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work

8. Quantitative Competency

- effectively and correctly apply basic numerical and statistical concepts

9. Evaluative Competency

- Demonstrate critical evaluation their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

10. Tool Competency

- Apply tools and technologies appropriate for the communications professions in which they work

Teaching Context:

Spurred by the technological revolution of recent decades, journalism and mass communication educators focused increasing attention on equipping students with ever-expanding multimedia skillsets to meet emerging media industry demands. Technology concretely changed before our disciplinary eyes, demanded increased attention, and netted expanded resources from a limited curricular pool.

In contrast, a revolutionary change coincided in popular thought, but was incremental, relatively invisible, and comparatively unattended by educators. Educators unwittingly retooled without sufficiently rethinking. Compounding the challenge, curricular resources had been diverted from traditional thought pillars to meet technological demands resulting in altogether less thought.

Journalism and strategic communication industries and education demand thought adaption, which requires reinvestment in the discipline's traditional liberal arts and social scientific foundations, as well as increased collaboration between knowledge producers and users.

The SJSC's curricula must continuously adapt and innovate to solve the most significant problems and advance the most promising opportunities.

Teaching Mission:

The unit aims to equip students with communication processes for usefully linking the abstract, conceptual, theoretical, and/or strategic to the concrete, operational, methodological, and/or tactical in many to achieve varying prosocial, academic, and/or professional communication goals.

In relation to our values and competencies, we teach students to ethically and professionally apply general intellectual, journalistic, and strategic communication processes with strong historical-, cultural-, and self-awareness in diverse contexts.

Teaching Vision:

The unit's student learning outcomes, which parallel the ACEJMC Professional Values and Competencies, are best served through an interdisciplinary, integrated academic and professional, curricular and co-curricular, project-based experience.

Required curricula, which promote increased student inclusion and choice in pursuing their academic goals, promotes the student success, student learning outcomes, and diversity of professional potential for our graduates in the undefinable media future.