

COURSE ASSESSMENT REPORT

I. Background Information

1. Course assessed: COM 130 Introduction to Mass Communication

Course Discipline Code and Number: COM 130

Course Title: Introduction to Mass Communication

Division/Department Codes: HSS

2. Semester assessment was conducted (check one):

☐ Fall 20__

☒ Winter 2012

☐ Spring/Summer 20__

3. Assessment tool(s) used: check all that apply.

☐ Portfolio

☐ Standardized test

☐ Other external certification/licensure exam (specify):

☐ Survey

☐ Prompt

☒ Departmental exam

☐ Capstone experience (specify):

☒ Other (specify): COM 130 Media Analysis Rubric

4. Have these tools been used before?

☐ Yes

☒ No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed and the total number of students enrolled in the course.

There were 24 students enrolled in the course for the Winter 2012 term. All of the students within the course were assessed.

6. If all students were not assessed, describe how students were selected for the assessment. *(Include your sampling method and rationale.)*

II. Results

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.

No previous assessment has been done on this course. This was the first time it was assessed, since its creation.

2. List each outcome that was assessed for this report exactly as it is stated on the course master syllabus. *(You can copy and paste these from CurricUNET's WR report.)*

1. Identify the major historical phases of the various mediums in the mass media.

2. Apply theoretical constructs to analyze the techniques the broadcast media has used in the past and present.

3. Assess mass media's influence on society's attitudes and social, economic and political climates.

3. For each outcome that was assessed, indicate the standard of success exactly as it is stated on the course master syllabus. *(You can copy and paste these from CurricUNET's WR report.)*

COM 130 Departmental Exam

Overall average of 70% or higher

COM 130 Media Analysis Rubric

Overall average of 70% or higher

4. Briefly describe assessment results based on data collected during the course assessment. Indicate the extent to which students are achieving each of the learning outcomes listed above and state whether the standard of

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success was met for each outcome. *In a separate document, include a summary of the data collected and any rubrics or scoring guides used for the assessment.*

For Outcome #1, students were tested on their ability to identify historical and present influences ~~in~~^{within} a variety of mediums, including radio, television and film. Students were administered a 10 question, true or false exam, testing them on their ability to identify those influences.

x
x

For Outcome #2 and Outcome #3, students were given the Media Analysis activity. Students were instructed to select a conflicted event, analyze the theoretical constructs used ~~to~~^{by} the media to report this event, if manipulation occurred, and how this event and the media's reporting of it affected society's attitudes and social, economic and/or political climates. This activity is worth 100 points (50 points for Outcome #2 and 50 points for Outcome #3), broken down into the aforementioned categories.

x
x

After scoring the exam, the students achieved the standard of success for Outcome #1. Outcome #1's average was 82%.

After scoring the activity, the students achieved the standard of success for Outcome #2 and Outcome #3. Outcome #2's average was 84% and Outcome #3's average was 88%.

(see attached sheet)

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in the assessment results. *(This should be an interpretation of the assessment results described above and a thoughtful analysis of student performance.)*

Strengths: Students were able to identify the constructs used by the media to deliver the message, along with the influences that these messages have on society's attitudes and the various societal climates.

Weaknesses: Students could improve upon the ability to identify the historical phases within the mass media.

III. Changes influenced by assessment results

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses. *(If students met all expectations, describe your plan for continuous improvement.)*

The students did meet the standards of success set forth by the master syllabus. However, more emphasis can be placed on the historical data, in order to increase the averages during the next assessment cycle.

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

- a. ☐ Outcomes/Assessments on the Master Syllabus

Change/rationale:

- b. ☒ Objectives/Evaluation on the Master Syllabus

Change/rationale: We did not use the Podcast activity as a tool, as it proved to be too difficult to administer in a survey class. It will be removed from the objectives.

- c. ☐ Course pre-requisites on the Master Syllabus

Change/rationale:

- d. ☐ 1st Day Handouts

Change/rationale:

- e. ☐ Course assignments

Change/rationale:

- f. ☐ Course materials (check all that apply)

☐ Textbook

☐ Handouts

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☐ Other:

g. ☒ Instructional methods

Change/rationale: More emphasis will be placed on the historical dates that are essential to know in the mass media.

h. ☐ Individual lessons & activities

Change/rationale:

3. What is the timeline for implementing these actions?

IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.

The exam and activity were useful in assessing the outcomes. Minor tweaks will be made to the language but the overall setup will remain the same.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.

3. Which outcomes from the master syllabus have been addressed in this report?

All x Selected _____

If "All", provide the report date for the next full review: Winter 2018

If "Selected", provide the report date for remaining outcomes: _____

Submitted by:

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Date: JUN 26 2012