

# CATA MAJOR + Communication and Media Concentration

## Learning Objectives & Artifact Guide

### I. MESSAGES: *All CATA Majors must demonstrate their ability to construct effective messages*

<b>Students should be able to construct effective written, oral and mediated messages.</b>	
<p><u>Meeting Portfolio Requirements for this objective:</u></p> <ul style="list-style-type: none"> <li>• For this section of the portfolio students should include <b>at least five artifacts</b> (messages).               <ul style="list-style-type: none"> <li>○ At least one of the messages should be in the form of a research paper that involved library research or other significant information acquisition.</li> <li>○ At least one of the messages should be in a mediated form (involving the use of some technology beyond writing or speaking, e.g. web page, PowerPoint, video, etc.).</li> <li>○ At least one of the messages should be reflective of oral communication.</li> <li>○ At least two of the messages should be ones reflective of the kinds of messages the student expects to create in his/her life after college (ideally “best work”)</li> </ul> </li> <li>• Students should write a reflection statement that discusses <u>each included artifact</u>, describing how these works represent good quality messages. For each message the reflection should include:               <ul style="list-style-type: none"> <li>○ Identification of the thesis or central concept of the message and the purpose of the message.</li> <li>○ Identification of the intended audience of the message and how audience influenced message design</li> <li>○ Explanation of how the message represents good quality in terms of such features as                   <ul style="list-style-type: none"> <li>▪ use of appropriate organizational schemes,</li> <li>▪ effective acquisition and use of supporting material,</li> <li>▪ good reasoning</li> <li>▪ use of professional forms, language and standards</li> <li>▪ adaptation of the message to the medium and audience.</li> </ul> </li> </ul> </li> </ul>	<p>CATA 171 Film Research Paper, Group Film Director Presentation            CATA 173 Run Crew (all technology used.)            CATA 175 Beginning Acting: Performance Analysis; Scored Scripts; character analysis; Critiques</p> <p>CATA 233 – Informative Speech Outline w/ppt, Persuasive Speech Outline w/ ppt, Eloquence speech assignment            CATA 230 – Theory Research Paper            CATA 235 – Group Communication Research Paper, Presentation w/ ppt, Oral Research Report 1 and 2            CATA 261 – Analysis of News Coverage Presentation, Media Literacy PowerPoint presentation comparing news publications            CATA 263 -- Audio Commercial, TV PSA            CATA 265 -- Crisis press conference: interview questions, script, release and backgrounder, fact sheet/backgrounder, print press release assignment, radio news release assignment, writing radio news assignment, writing television news assignment, Final exam PR Plan Question            CATA 294 – Event plan with collaterals 1-4            CATA 333 Organizational Communication; Training program plan            CATA 335 Argumentation Brief            CATA 337 – papers 1-5            CATA 339 Persuasion; PowerPoint Message strategy presentation            CATA 339 Persuasion; Campaign Plan            CATA 365 Media Production; Website            CATA 373/377 Acting/ Directing: “ On the Boards” presentation; Video/Photos From the Productions; Programs; Reviews; Acting Resumes; Directing Resumes; Response Letters/Letters of Recommendation; An Actor’s Headshot/postcard            PUBR 341 – PR major project materials</p> <p><b>Artifacts used in this section of the portfolio may be used in other sections as well!.</b></p>

## II. Knowledge: *CATA Majors must demonstrate general knowledge of the field and specific knowledge in their concentration.*

### A. All CATA Majors should demonstrate their general knowledge of the field.

#### Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least two** artifacts that demonstrate they have knowledge of the following topics and issues.
  - The history and development of communication/media
  - How theory and research aids the practice of communication
  - How ethical considerations can influence communication
  - How individual interpretation influences our responses to “texts.”
- Students should write a reflection statement that discusses how the included artifacts reflect the student’s knowledge of the topics and issues listed above

*Artifacts used in this section of the portfolio may be used in other sections as well.*

CATA 175 Beginning Acting: Performance Analysis; Critiques; Scored Scripts; Character Analysis  
CATA 230: Application papers, Research paper, Quizzes/Exams  
CATA 261: Tests on media history, Biography of a media figure  
CATA 233 Rhetorical criticism paper  
CATA 265 Final exam  
CATA 297 Children’s Theater: Game Cards’ Lesson Plan.  
Semester/Rehearsal Plan; Senography Plan; Response Paper  
CATA 333/Camp Plan/Message Strategy  
CATA 337 Papers 1-5  
CATA 373/377 Acting/Directing: “On the Boards” presentation  
  
CATA 491 Seminar: Freedom of Expression cases exams

### B. Communication and Media Concentration majors should demonstrate these additional specific knowledge

#### Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least two** artifacts that demonstrate they have knowledge of the following topics and issues.
  - How personal and/or working relationships develop over time through communication.
  - How communication influences beliefs, attitudes, behaviors, policies, and communication/cultural practices.
  - How media influences message construction and effects.
- Students should write a reflection statement that discusses how the included artifacts reflect the student’s knowledge of the topics and issues listed above

**Artifacts used in this section of the portfolio may be used in other sections as well.**

CATA 231 Response papers, research paper  
CATA 235 Small Group; Communication Journals 1-2, Problem Solving/ Decision Making project  
CATA 233 Rhetorical criticism paper  
CATA 261: Tests on media history, Test on video examples of media influence,  
CATA 265 Writing for the Media; Writing Assignments 2-10  
CATA 330 Persuasion; Persuasion Plan/ Strategy  
CATA 333 Organizational Communication; Case, Training  
CATA 337 Ideological/Feminist Criticism

**III. Application:** *CATA Majors must demonstrate their ability to apply their skills and knowledge of the field to reach goals and solve problems in practical settings and professional contexts.*

**A. All CATA Majors should demonstrate these applications of their knowledge and skill.**

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least two artifacts** that demonstrate they can apply communication knowledge to the following settings and problems.
  - At least one artifact must demonstrate the student is able to understand how a text or communication event influences civic culture
  - At least one artifact must demonstrate the student is able to analyze and critically evaluate a text or communicative situation or event using appropriate, specific, professional methods and techniques. (The text, situation or event selected should be relevant to the student's post-graduate plans.)
- Students should write a reflection statement that discusses how the included artifacts reflect the student's use of professional communication knowledge and critical skills.

- CATA 171 - Play Critique  
 CATA 171 - Film Critique Paper  
 CATA 175 - Beginning Acting: Performance Analysis; Critiques; Scored Scripts; Character Analysis
- CATA 233 - Critique, Rhetorical Criticism Paper  
 CATA 235 – group communication journal 1 and 2 (re: Conflict), Decision making/ project paper  
 CATA 261 - Test on video examples of media influence, Biography of a media figure.  
 CATA 265 – PR crisis assignment (#9), evaluate a print new story  
 CATA 294 – Plan 2-4 evaluation analysis  
 CATA 335 - Argumentation; Debate Brief.
- CATA 373/377 - Acting/ Directing: "On the Boards" Presentation
- Artifacts used in this section of the portfolio may be used in other sections as well.**

**B. Communication and Media Concentration majors should demonstrate these additional specific applications of their knowledge and skill.**

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least three** artifacts that demonstrate they can apply communication knowledge to the following.
  - Evaluating the quality and professionalism of mediated messages.
  - How communication principles can be applied in group or interpersonal settings
  - How communication principles can be applied to practical issues such as conflict management, problem-solving, construction of persuasive programs, cases or messages
- Students should write a reflection statement that discusses how the included artifacts reflect the student's ability to apply knowledge in a professional way.

- CATA 294 Evaluation of plans 1-4  
 CATA 230 Intro to communication; Response papers  
 CATA 231 – Exams  
 CATA 235 Small Group; Problem solving assignment.  
 CATA 261 Analysis of News Coverage Presentation, Media Literacy PowerPoint presentation comparing news publications  
 CATA 333 Organizational Communication; Training Plan/ Team Project (oral and written final materials); Case Exams  
 CATA 335 Argumentation; Brief  
 CATA 337 Papers 1-4  
 CATA 339 Persuasion; Camp Plan; Final Exam  
 CATA 365 Media Production; Tech
- PUBR 341 – PR Project, case study
- Artifacts used in this section of the portfolio may be used in other sections as well**

**IV. Skills:** *CATA Majors must demonstrate their ability to perform as skillful communicators.*

**A. All CATA Majors should demonstrate these skills.**

Meeting Portfolio Requirements for this objective:

- For this section of the portfolio students should include **at least three artifacts** that demonstrate they are competent oral and written communicators in professional contexts.
  - At least two artifacts must reflect student competence in differing forms of oral communication.
  - At least one artifact must demonstrate competence in written communication.
- Students should write a reflection statement that discusses how the included artifacts reflects competent and skillful communication performance.

**Artifacts used in this section of the portfolio may be used in other sections as well!**

CATA 175 Beginning Acting: Critiques; Character Analysis; Performance Analysis; Scored Scripts

CATA 230 Research Paper.

CATA 233- Informative Speech Outline w/ppt Video with Doc Support, Persuasive Speech Outline w/ ppt video with doc support, Eloquence speech w/ ppt and video, Rhetorical crit. Paper

CATA 265 Writing for the Media # 2 -10 , Final Exam

CATA 333 Organizational Communication; Team Critiques (final or pitch materials),

CATA 335 – Debate Critique

CATA 339 – Critiques on Strategy Presentation

CATA 373/377 Acting/Directing: “On the Boards” presentation

**B. Communication & Media Concentration majors should demonstrate these additional communication skills.**

Meeting Portfolio Requirements for this objective

- For this section of the portfolio students should include **at least three** artifacts that demonstrating additional communication skills.
  - At least one artifact must reference skillful student communication in interpersonal and group/team contexts.
  - At least one artifact must reference student skills in listening, outlining, using graphic and verbal support material or conducting library research.
  - At least one artifact must demonstrate competence in dealing with conflict, problem solving, relationship management, work groups or persuasion.
  - At least one artifact must demonstrate skillful, professional level production of a mediated message.
- Students should write a reflection statement that discusses how the included artifacts reflect or demonstrate the student’s communication skills.

CATA 126 Radio Workshop; Top of Show/ Communication Co-curricular experience

CATA 127 TV Workshop; Stories or Film

CATA 231 – Response papers

CATA 235 Team Critiques

CATA 263; Audio commercial, TV PSA

CATA 265 Website or pieces of it, Evaluate a print news story

CATA 294 – Plans 1-4 w/ emphasis on evaluation

CATA 333 Organizational Communication; Team Critiques (final or pitch materials)

CATA 337 – Papers 1-5, reports 1-2

CATA 339 -- Message Strategy PowerPoint

PUBR 341 – project

Web Pages in your CATA Portfolio

**Artifacts used in this section of the portfolio may be used in other sections as well!**

November 2, 2006