

CATA MAJOR + Communication and Media Concentration

Learning Objectives & Artifact Guide

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

Students should be able to construct effective written, oral and mediated messages.	
<p><u>Meeting Portfolio Requirements for this objective:</u></p> <ul style="list-style-type: none"> • For this section of the portfolio students should include at least five artifacts (messages). <ul style="list-style-type: none"> ○ At least one of the messages should be in the form of a research paper that involved library research or other significant information acquisition. ○ 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.). ○ At least one of the messages should be reflective of oral communication. ○ 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”) • 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"> ○ Identification of the thesis or central concept of the message and the purpose of the message. ○ Identification of the intended audience of the message and how audience influenced message design ○ Explanation of how the message represents good quality in terms of such features as <ul style="list-style-type: none"> ▪ use of appropriate organizational schemes, ▪ effective acquisition and use of supporting material, ▪ good reasoning ▪ use of professional forms, language and standards ▪ adaptation of the message to the medium and audience. 	<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>Artifacts used in this section of the portfolio may be used in other sections as well!.</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!

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