

Bachelor of Arts and Bachelor of Science in Multimedia Journalism

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. ***MJ1 - (Character): A multimedia journalist uses the power of the media to serve the best interests of audiences; demonstrates sensitivity to sources and audiences; does not manipulate, coerce or exploit; is committed to ethical, legal and accurate storytelling; and avoids real or perceived conflicts of interests.***

MJ1-A - Serving the Audience

- 4 – Is conscientious of both source and audience contexts and effectively adapts reports.
- 3 – Accurately relays source context while moderately adapting the report to the audience.
- 2 – Accurately quotes source and has a basic understanding of the audience when reporting.
- 1 – Is not sensitive to source context nor the audience's need when reporting.

MJ1-B - Ethical Journalism

- 4 – Reports objectively and follows all ethical guidelines; lets the story speak for itself.
- 3 – Reports accurate facts and follows most ethical guidelines; seldom exaggeration.
- 2 – Reports biased truths and follows loose ethical guidelines; frequently exaggerates.
- 1 – Stretches the truth and compromises ethics for a better story.

MJ1-C - Journalistic Integrity

- 4 – Never compromises reports for personal reasons.
- 3 – Shows some sub-textual bias when reporting on controversial matters.
- 2 – Shows a moderate amount of sub-textual bias when reporting.
- 1 – Consistently shows sub-textual and sometimes blatant bias when reporting.

2. ***MJ2 - (Knowledge): A multimedia journalist is an informed generalist, exhibiting knowledge of diverse media and content, demonstrating adaptability in a variety of reporting contexts and staying informed on topics on which the journalist regularly reports.***

MJ2-A - Knowledge Base

- 4 – Thoroughly educated in a wide range of media, popular content and current events.
- 3 – Has knowledge about a wide range media, popular content and current events, beyond the consumer level.
- 2 – Familiar with some media, popular content, and current events.

1 – Has only a rudimentary understanding of modern media, popular content and current events.

MJ2-B - Adaptive Reporting

4 – Can easily gather information for and report on any subject.

3 – Exhibits efficiency in gathering information and adapting to reporting context.

2 – Gathers basic information and is somewhat adaptable to different reporting contexts.

1 – Slow in gathering information for and adapting to different reporting contexts.

MJ2-C - Staying Current

4 – Ever-increasing expertise on topics that are consistently reported on.

3 – Is sufficiently current in reporting but lacks depth on new information.

2 – Reports some new information but often includes repeat information.

1 – Consistently reports somewhat irrelevant or out-of-date information.

3. **MJ3 - (Skills): A multimedia journalist masters reporting, writing and editing using appropriate tools and technology to stay relevant to media professions and media audiences.**

MJ3-A - Production Skills

4 – Has a professional skillset that enables effective reporting, writing and editing.

3 – Sufficient technical skills to report, write, and edit effectively.

2 – Possesses basic technical skills to report, write and edit effectively.

1 – Lacks necessary technical skills to report, write and edit effectively.

MJ3-B - Relevant Skills

4 – Possesses relevant skillset that constantly adapts with changes in technology, professions, and audiences.

3 – Skillset is up-to-date except in the latest technology, professions and audiences.

2 – Skillset is mostly relevant to current technology, professions and audiences.

1 – Skillset is behind relevant technology, professions and audiences.