Endorsement in Journalism & Mass Communication: Undergraduate Knowledge Base

**Outcome 1: Inquiry and Reflect**
Teacher candidates recognize and reflect upon the complex and multifaceted nature of human development and behavior. They demonstrate knowledge of the historical evolution of human development, its philosophical underpinnings, and the influences of culture, biology, and environment. They recognize the ethical, moral, and legal implications of human development and behavior.

**Outcome 2: Learning and Growth in a Learning Community**
Teacher candidates plan, facilitate, and evaluate learning environments that are conducive to the learning and growth of all learners. They plan learning environments that are safe, inclusive, and supportive, that provide opportunities for students to experience a range of formal and informal ideas.

**Outcome 3: Knowledge, Skills, and Dispositions**
Teacher candidates demonstrate an understanding of the subject they teach, including its knowledge base, conceptual frameworks, methodologies, and strategies. They have an understanding of the interrelationships among the content areas of the subject they teach.

**Outcome 4: Communication Skills**
Teacher candidates have the ability to communicate effectively both orally and in writing in a manner that is appropriate to their audience and the context of the communication.

**Outcome 5: Professionalism**
Teacher candidates possess and demonstrate the values, demeanor, and reflective dispositions of a professional educator.

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### Course Listings

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>301</td>
<td>Advertising Copywriting</td>
<td>3</td>
</tr>
<tr>
<td>320</td>
<td>Journalism Workshop</td>
<td>3</td>
</tr>
<tr>
<td>330</td>
<td>Broadcast Journalism</td>
<td>3</td>
</tr>
<tr>
<td>340</td>
<td>Photojournalism</td>
<td>3</td>
</tr>
<tr>
<td>350</td>
<td>Advertising</td>
<td>3</td>
</tr>
<tr>
<td>360</td>
<td>Comp Layout &amp; Presentation</td>
<td>3</td>
</tr>
<tr>
<td>370</td>
<td>Editing &amp; Copy Editing</td>
<td>3</td>
</tr>
<tr>
<td>380</td>
<td>News Writing</td>
<td>3</td>
</tr>
<tr>
<td>390</td>
<td>Media</td>
<td>3</td>
</tr>
<tr>
<td>400</td>
<td>Media Communication</td>
<td>3</td>
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</tbody>
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### Course Descriptions

1. Identify powerful landmarks in the practice.
2. Strive for accuracy, comprehensive, and depth.
3. Use feedback to help learners engage in productive learning.
4. Choose a mode and style of communication that is appropriate for the learners and consistent with state and national standards.
5. Use technology, software, and tools to enhance learning and development.
6. Collect data, reflect upon the data, and make reliable inferences about learning.
7. Encourage everyone's participation in learning and development.
8. Assign roles and group goals, prioritize, and engage in productive interactions.
9. Know and apply the tools of inquiry in their subject.
10. Identify and structure information in their subject area(s) required in their subjects.
11. Use the ethical, personal, and cultural context of the subject to create a learning environment.
12. Use data to improve teaching and learning.
13. Collect, analyze, and evaluate information to enhance the learning and growth of all learners.
14. Identify and improve efficacious practices in the classroom.
15. Delay judgment until reliable data is available.
17. Collect data, reflect upon the data, and make reliable inferences about learning.
18. Encourage everyone's participation in learning and development.
19. Identify and structure information in their subject area(s) required in their subjects.
20. Use the ethical, personal, and cultural context of the subject to create a learning environment.
22. Collect, analyze, and evaluate information to enhance the learning and growth of all learners.
23. Identify and improve efficacious practices in the classroom.
24. Delay judgment until reliable data is available.
25. Make knowledgeable decisions based on the best available evidence.
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