SCHOOL OF COMMUNICATIONS 16 CORE COMPENTENCIES

1. Understand and apply the First Amendment principles and the law appropriate to professional practice;

2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

3. Demonstrate an understanding of diversity of groups in a global society in relation to communications;

4. Understand concepts and apply theories in the use of presentations of images and information;

5. Work ethically in pursuit of truth, accuracy, fairness and diversity;

6. Think critically, creatively and independently;

7. Conduct research and evaluate information by method appropriate to the communications profession in which they will work;

8. Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve;

9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate styles and grammatical correctness;

10. Apply basic numerical and statistical concepts;

11. Apply tools and technologies appropriate for the communications professions in which they work;

12. Understand and demonstrate the ethical use of digital communication;

13. Demonstrate an understanding of the principles of entrepreneurship and intrapreneurship;

14. Demonstrate an awareness of hearing, language and speech disorders, and other physical abilities and disabilities & their accommodations;

15. Apply the principles of effective oral /interpersonal communications in a variety of professional contexts;

16. Demonstrate media literacy with a critical understanding of messages in mediated communication.