

2022-2023 School of Journalism and Strategic Media (SJSM) Assessment Report for JOUR MA – Graduate Program

Goals

The JOUR MA program is to refine the conceptual knowledge and skills of graduate journalism students through advanced writing, production and/or theory and methods courses, offer comprehensive, media-related courses, and provide expertise in an additional academic discipline.

Intended Learning Outcomes

The JOUR MA provides advanced journalism studies in these areas: news/editorial, broadcast/documentary and/or advertising/public relations (Ad/PR). JOUR MA students take 18 to 24 hours of journalism courses (with an optional six hours in a second unit or area instead of journalism) and six thesis hours. All JOUR MA students are required to take JOUR 5023 Journalism Theory and JOUR 5043 Journalism Research Methods, and six hours of JOUR 600V Thesis.

The key courses in each area of the graduate program used for assessment include:

Required Courses

JOUR 5023 Theory
JOUR 5043 Research Methods

Advertising / Public Relations

JOUR 4463 Campaigns
JOUR 5063 Issues in Advertising / Public Relations

Broadcast / Documentary

JOUR 5323 Documentary Production I
JOUR 5333 Documentary Production II

News / Narratives

JOUR 5503 Magazine Writing
JOUR 5313 Literature of Journalism

Expected Learning Outcomes/Competencies and Corresponding Courses

This section outlines the intended educational outcomes for students in the JOUR MA program. Performance is assessed in the required courses as well as the key courses in each area (Ad/PR, Broadcast, or News Narratives). The professor who teaches each course assesses the students via their performances in the major journalistic stories, narratives or reports in the course. Then the graduate committee considers all assessments by individual faculty to develop its own report and recommendations.

1. To write competently in the appropriate writing styles for the area(s) of journalism the student selects.

2. To understand the concepts, theories, skills, tools and technologies used in the appropriate area of journalism.
3. To understand how to conduct, use and analyze primary and secondary research using quantitative or qualitative methods or other methods appropriate to the area of Journalism.

Assess in JOUR 5043 Journalism Research Methods

4. To understand the role of the profession in society and the importance of representing diverse viewpoints and experiences in theory and practice.

The instructor of each required or key areas course outlines the aspects of professionalism and diversity covered in the course, then reports how well students incorporated this material into course papers, reports or other outcomes. Instructors will examine finished coursework for evidence of accurate and respectful use and/or depiction of diverse sources and groups.

5. To complete a capstone experience demonstrating proficiency in designing and producing a thesis, which incorporates the appropriate Journalistic skills, theories and methods.

Thesis advisors and committees evaluate the quality of writing, production and research. In addition, they assess each thesis for the accurate and respectful use and/or depiction of diverse sources and groups.

Direct and Indirect Measures

Direct Measures: Required course assessments (JOUR 5023 and JOUR 5063), Area course assessments (Ad/PR, Broadcast/Documentary and News/Narratives), and Thesis (Capstone Assessment). During 2022-2023 academic year, SJSM offered JOUR5023, JOUR5043, JOUR508V, JOUR5473, and JOUR 5323.

JOUR 5023 Journalism Theory: The course has been required since Fall 2016 and the instructor, Dr. Sisi Hu, is new to the program in Fall 2022. Dr. Hu completed an assessment of graduate students at high levels in all competencies in the Fall 2022. She found that students had good writing skills and showed improvement over the semester. On a scale of 1 = Poor to 5 = Excellent, the ratings were:

1. To write competently in the appropriate writing styles for the area(s) of journalism the student selects. **Score: 5**
2. To understand the concepts, theories, skills, tools and technologies used in the appropriate area of journalism. **Score: 5**
3. To understand how to conduct, use and analyze primary and secondary research using

quantitative or qualitative methods or other methods appropriate to the area of Journalism. Score: 4

4. To understand the role of the profession in society and the importance of representing diverse viewpoints and experiences in theory and practice. Score: 5

JOUR 5463 Research Method: In the course, students prepare a research proposal that can be used as a basis for their theses. Dr. Brandon Bouchillon has been teaching the course since Spring 2021. Dr. Bouchillon assessed the above-average scores on the research method assessment rubrics below, on a scale of 1 = Poor to 5 = Excellent. Dr. Bouchillon found that students generally did well in their first Master’s level research course, but students demonstrated the typical problems when first taking a graduate research course: selecting an appropriate research method or including appropriate research components, as well as synthesizing and writing about theory. The instructor and grad committee will discuss the issues for Spring 2024.

1. Selected an appropriate qualitative or quantitative research method for the thesis proposal. Score: 3
2. Used/applied the selected research method appropriately in the thesis proposal. Score: 3
3. Included the appropriate components (e.g., sampling, intercoder reliability, triangulation, etc.) in the methods section for the selected quantitative or qualitative method. Score: 3
4. Used/applied appropriate statistical tests or qualitative techniques to analyze data. Score: N/A
5. Explained the research methods in the methods section accurately/correctly. Score: 4
6. Articulated an appropriate theory or literature analysis in the thesis proposal. Score: 4
7. Used/applied appropriate primary and secondary research methods. Score: 3
8. Integrated/synthesized information from the appropriate primary and secondary research methods. Score: 3
9. Used appropriate ethical and professional research practice. Score: 4
10. Represented diverse views/audiences/topics appropriately. Score: 4

JOUR 508V Internship: Two students took JOUR508V-Internship during Fall 2022 and one student during Spring 2023. Internship supervisors completed an assessment of two graduate interns and the following scores are aggregated scores for two students on a scale of 1-5; where 5 is superior, and 0 is poor. The evaluation of professional skills was at higher levels (5 – superior) for all competencies, except one criterion. Using the Professional Skills rubric, internship supervisors rated students’ professional skills high, 5 for all professional skills, except 4.5 for one skill. Using the Work Habits assessment rubric, students’ professional work habits were

rated high from 4.5 to 5. Students appeared to attain essential professional knowledge and skills needed for being a professional in the real world.

Professional Skills

- __5__ The intern's handling of the tools and technologies appropriate for the profession of this internship.
- __5__ Ability to conduct research and evaluate information using appropriate methods.
- __5__ Ability to write correctly and clearly in required forms and styles.
- __4.5__ Ability to critically evaluate his/her own work and that of others for accuracy and fairness, clarity, style and grammatical correctness.
- __5__ Ability to use numbers and statistical concepts.
- __5__ Ability to use photographs, maps, graphs or other visuals as needed.
- __5__ Understanding of professional ethical principles, and ability to work ethically in pursuing truth, accuracy, fairness and diversity.
- __5__ Ability to think critically, creatively and independently.

Work Habits

- __4.5__ Promptness
- __4.5__ Maturity
- __5__ Interest in the job
- __5__ Willingness to learn
- __4.5__ Organization
- __5__ Working well with clients, sources and colleagues
- __5__ Accepts criticism
- __5__ Working well under deadline pressure

Indirect Measures:

Student Awards

Alexis Campbell (2022 graduate) got her research paper published in *Southwestern Mass Communication Journal*.

Campbell, A., & Chung, J. Y. (2022). Alcohol Advertising on Social Media: A Content Analysis on Message Strategies of Alcohol Advertisements on Facebook, Twitter, and Instagram. *Southwestern Mass Communication Journal*, 37(2).

Alexis Campbell's (2022 graduate) MA thesis received 1st Place Winner of the Research Division Debut Category at *The Broadcast Education Association (BEA) 2023 conference*.

Campbell, A., & Chung, J. Y. (2023). The Buzz Behind Alcohol Advertising: How Alcohol Advertisements on Social Media Impact Drinking Motivation and Behavior. The Broadcast Education Association (BEA) 2023 conference, NV: Las Vegas. 1st Place Winner of the Research Division Debut category.

Alexis Campbell (2022 graduate) and Katherine Walyes (2019 graduate) got their research paper accepted to present at *17th International Conference on Interdisciplinary Social Sciences*.

Wayles, K., Chung, J.Y., & Campbell, A. (2022). Instagram and Eating Disorders: An Empirical Study of The Effects Of Instagram On Disordered Eating Habits Among Young Adults. 17th International Conference on Interdisciplinary Social Sciences, National and Kapodistrian University of Athens - School of Philosophy, Athens, Greece.

Graduation and Employment Data

Fall 2023: none graduated.

Spring 2023: one graduated.

Summer 2023: two graduated.

Alexis Campbell: Summer 2022; Experiential Production at IW Group Inc. in Los Angeles, California

Wendy Echeverria: Spring 2023; Account Executive at Lopez Negrete Communications in Houston, Texas

Griffen Walden: Summer 2023; Valuation Consultant at HCA Asset Management at Bradenton, Florida

Madeleine Dunn: Summer 2023, Mid-day News Anchor at ABC Big 2 News – KMID in Midland, Texas

New Enrollment

2022 Fall: 5 new students; Trevor Spencer, Lisy McKinnon, Will Chamblee, Madeleine Dunn, Sydney Mulvenon

2023 Fall: 7 new students: Ron Hetzler, Alyssa Riley, Caroline Chumley, Cassandra Thomas, Hudson Anderson, Kaslyn Tidmore, Megan Willman

Surveys of Graduates

We will resume conducting surveys of graduates: entrance surveys for the cohort that aligns with the existing exit survey and exit surveys for students who do not complete or leave the JOUR MA program.

The School of Journalism and Strategic Media has been in transition in the leadership and administration during the 2022-2023 academic year, and our MA program has been too: the former grad coordinator, Rob Wells, left the program in Fall 2021 and the next grad coordinator resigned in Spring 2022. The graduate committee will resume to gather graduate assessment materials and develop new assessment measures, if necessary, over the next few years.

Submitted by:

Jee Young Chung, Graduate Coordinator

Bret Schulte, SJSM Chair