

## ADVANCED OUTCOMES IN THE MAJOR AREA

## DISCIPLINE: COMMUNICATION STUDIES

*Note:* Communication and Social Interaction are inherent in the practice of the discipline.

Discipline Outcomes	Advanced Level Abilities	
	Primary Focus	Related Focus
1. Rhetorical Sensitivity: Creates and delivers messages that consider audience, context, form, style and intention. Frames and adapts her articulation of events, issues and ideas with awareness of cultural, social and political contexts.	Analysis, 5 Analysis, 6 Problem Solving, 5 Problem Solving, 6	Global Perspective, 5 Global Perspective, 6 Valuing, 5 Valuing, 6
2. Technological Fluency: Navigates changing technologies to critically analyze and ethically act in response to diverse needs [DB1]. Applies principles of usability to design and implement applications, processes, products and systems.	Analysis, 5 Analysis, 6 Problem Solving, 5 Problem Solving, 6	Valuing, 5 Valuing, 6
3. Creativity: Engages multiple imaginative strategies, appropriate technologies and effective communication techniques to express and interpret ideas. Pursues innovative uses for communication and information technologies to create purposeful solutions for individuals and groups.	Analysis, 5 Analysis, 6 Problem Solving, 5 Problem Solving, 6	Aesthetic Engagement, 5 Aesthetic Engagement, 6
4. Leadership: Applies professional standards and acts with integrity when making decisions and when involving others in new initiatives. Imagines possibilities and pursues independent action to address emergent needs and complex challenges in professional and community contexts.	Analysis, 5 Analysis, 6 Valuing, 5 Valuing, 6	Problem Solving, 5 Problem Solving, 6
5. Adaptability: Demonstrates professionalism, mindfulness and leadership by adapting, integrating and synthesizing her learning in an ever-changing environment. Independently chooses effective learning strategies to develop and modify conceptual frameworks in communication and technology. Demonstrates independence in choosing, developing and modifying communication and technology frameworks.	Problem Solving, 5 Problem Solving, 6 Valuing, 5 Valuing, 6	Analysis, 5 Analysis, 6