

Crafton Hills College - Outcomes Assessment Report

Course: SPEECH – 135

Term: Spring 2012

Date: XXXX

1. Learning Outcomes Statement

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2. Means of Assessment (Measurement Method)

Mass Media in Historical Context, Mass Media in Contemporary Context, Consumerism of the Media Evaluations

3. Criteria for Success (Benchmark)

The next time the course is offered, the goal is an increase percentage correct on each quiz up to a total of 80 percent correct.

4. Summary of Evidence

Historical Context:

These results demonstrate that students are generally proficient at reporting factual details regarding both historical events and media message, but are less adept at analysis and synthesis of these concepts.

Contemporary Context:

On all but two measures, the percentage of students who provided an acceptable response was over 50 percent. The notable exceptions were the nature of news coverage in contemporary media and government regulation, both concepts which are addressed in the most detail in the final section. On most other measures, students were able to provide an explanation of the concept and an example, but not speak to its significance in the contemporary media environment. The following are other more specific observations:

- Two themes which students a high percentage of students are able to identify are convergence and segmentation.
- The concept on which students showed the greatest ability to speak to its significance was user-generated content and social media which is the most personal to this particular group of students due to their use of social networking sites.
- The ability to define, provide examples of and speak to the significance of digital distribution of media messages was evenly distributed.

Consumerism of the Media

Other than the second current events quiz, the average percent correct was relatively consistent over the course of the semester

5. Use of Results (Implications for Program Improvement & Planning)

Historical Context: To facilitate more analysis and synthesis, a time line project will be created in the future whereby students are required to track both significant media events and historical events. Class discussion will be devoted to discussing the relationship between the two.

Contemporary Context: In future classes, students should be encouraged to consume the media in more active and regular way. One possibility is to send a weekly e-mail in which students are required to access the media to answer the question and send an e-mail response to the instructor. The next time the course is offered, the goal is an increase percentage correct on each quiz up to a total of 80 percent correct.

Consumerism of the media: In future classes, these themes will be identified for students early in the course as key in contemporary media and students will be asked to reflect on them consistently throughout the course, specifically during in class and online discussion forums.