



## Student Learning Outcomes for B.A. in Film and Media Studies

1. Be provided with an opportunity from the point of view of humanistic inquiry (rather than quantitative analysis) to explore the appeal and to begin to understand the operation of the complex meaning-producing machines we call cinema, television, and new digital technologies.
2. Through courses in film and media history; media technologies; media production, deployment, and reception across cultures; as well as in courses dealing with and generating responses to theory in these areas, students (a) gain knowledge and (b) apply skills of analysis and synthesis to be able to (c) evaluate the impact of media and (d) effectively articulate various perspectives on aspects of media in written and in verbal communication, thus gaining and exercising historical, social, and cultural awareness applicable to roles in the public and private sectors.
3. Demonstrate an understanding of culture, media, and society.
4. Critically analyze a film or media such as television or new media.
5. Distinguish among a variety of genres or primary and historical texts and media and use them appropriate and effectively in academic work.
6. Write persuasively using a variety of rhetorical strategies (expository, argumentative, descriptive).
7. Communicate orally in clear, coherent and persuasive language appropriate to purpose and audience.