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|  College of Letters, Arts, and Social Sciences (CLASS)logo_1.jpg MAJOR: COMMUNICATION, B.A. CLASS FACT (Faculty Assessment Coordinator Team) |

**PROGRAM STUDENT LEARNING OUTCOMES**

2014

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| Students graduating with a B.A. in Communication from Cal State East Bay will be able to: | I.L.O Alignment |
| 1 | Create, analyze, edit, and respond to written, spoken, and visual messages in multiple formats and contexts. | 2 |
| 2 | Research and evaluate effective communication including design and production techniques and quantitative, qualitative, and critical inquiry. | 1,2,5 |
| 3 | Effectively communicate as leaders and participants in collaborative and individual contexts involving divergent ideas, conflicts, and relationships across cultural and gender differences | 1,2,3 |
| 4 | Explain and illustrate the construction and maintenance of shared communities that influence and are influenced by communication using critical, cultural, racial, socio-political, gender and justice perspectives. | 4 |
| 5 | Explain and illustrate concepts of ethical and democratic leadership applying major communication perspectives, including rhetorical and discursive processes, purposes, and relevant media. | 5,6 |
| 6.  | Explain and illustrate the role identity plays in communication within global and local contexts and in negotiating paradoxes of participation. | 3,6 |