

# UCLA

## Student Learning Outcomes for the B.A. in Communication Studies

Students are expected to:

- demonstrate mastery of major substantive areas of communication studies, including: (1) Mass Communication and Media Institutions, (2) Interpersonal Communication, (3) Communication Technology and Digital Systems, and (4) Political and Legal Communication.
- place particular communication events or examples in context of broader patterns of human activity.
- critically evaluate arguments based on evidence.
- design and implement original research projects.
- use their acquired general and disciplinary-based knowledge and skills to complete an applied project that demonstrates core competencies in communication studies.
- actively participate in “learning in practice” opportunities at UCLA and beyond.
- evaluate and critique the oral presentations of others, and demonstrate mastery of the conceptualization, formulation, and oral presentation of their own ideas.