Bachelor of Arts in Communication Studies and Practices

Mission

The BA in Communication Studies and Practices guides students toward deeper understanding of how contemporary society increasingly relies upon communication knowledge and skills in personal, professional, and civic spheres. From the oldest forms of the spoken word to the electronic world of mediated images, our program focuses on how argumentation and reasoning are rhetorically engaged to persuade, inform, and entertain. Our program prepares students to succeed, by cultivating their communication knowledge, skills, and experiences that enable them, in face-to-face, written, and mediated forms, to develop effective strategies, meaningful relationships, and critical reflection in the communication environment. Our program is committed to intercultural, international, and cosmopolitan approaches that reflect the wide range of resources Hawaii offers for the study of communication.

Academic Year 2026

Bachelor of Arts in Communication Studies and Practices Learning Outcomes

PLO 3 Information Literacy

Be able to both identify and articulate information needs, and to deploy the most appropriate materials and strategies to ethically address those needs.

MEASURES	RESULTS	ACTIONS
Information Literacy An assignment from COM3000 Mass Media will be assessed by two readers using the attached/below rubric. If the readers differ by more than 1 point on any criterion a third reader will be used. Rubric: Reflects 3= outstanding; 2=competent; 1= marginal; 0=Fails to demonstrate for a clear understanding of: authorship (understanding of who is creating the message and its implications), audience targeting (understanding of what audience is being targeted and how they are being targeted), content (understanding of the message communicated in the content), purpose (understanding of why a message is being communicated), and format (understanding of how the formatting of the message influences its reception). Direct - Assignment *Mass Media: COM 3000* **Target** Acceptable Target: 100% average a 2 or higher on the rubric and 60% score at 2.5 or above. Ideal Target: 100% average a 2 or higher and 90% score a 2.5 or above ProgramReview_CSP25-26_InfoLiteracy.xlsx	MET **Analysis** Overall, students met the acceptable target of 100% score at least 2 or higher when looking at overall mean of total scores across all categories (M= 2.4, SD = .79). When looking at individual categories, students met the acceptable target of 100% score averaging at least 2 or higher for authorship (M=2.16, SD= .93), audience target (M=2.33, SD= .77), content (M=2.41, SD=.90), purpose (M=2.16, SD = .83), and format (M=2.25, SD = .75). However, they did not meet the acceptable target for 100% scoring 2 or higher in each category. 70% scored 2 or higher for authorship, 90% scored 2 or higher for audience target, 85% scored 2 or higher for content, 85% scored 2 or higher for purpose, and 75% scored 2 or higher for format. This indicates that on average, 81% are meeting the target. This is likely because while the assignment used for assessment fit the outcome category of information literacy, students submitted it early in the semester. Therefore, collecting an assignment later in the semester may be a better indicator of student learning.	**Gather Additional Data** **Not Started** Gather data from a semester submitted later in the semester as a better indicator of student learning.