General Education Annual Course Assessment Form

Course Number/Title ___RTVF110________________________  GE Area _____S_____________________

Results reported for AY ______2010__________  # of sections _____2______  # of instructors ___1___

Course Coordinator: ___Kimb Massey___________________________  E-mail:    kimb.massey@sjsu.edu

Department Chair: __________Ed Harris__________  College: ___Humanities and Arts______

Instructions: Each year, the department will prepare a brief (two page maximum) report that documents the assessment of the course during the year. This report will be **electronically submitted**, by the department chair, to the Office of Undergraduate Studies, with an electronic copy to the home college by September 1 of the following academic year.

Part 1

To be completed by the course coordinator:

(1) What SLO(s) were assessed for the course during the AY?

- **G.E. LO#4**—recognize and appreciate constructive interactions between people from different cultural, racial, and ethnic groups within the U.S.
- **COURSE LO#4**—Recognize and appreciate constructive (prosocial) electronic media messages and content that promote understanding between people and groups from varying cultural, racial, and ethnic groups. Demonstrate improved media literacy skills in order to empower themselves to operate effectively and efficiently in their culture, allowing them to occupy more powerful positions in the creation and maintenance of the culture’s definitions of them and their lives, leading to an amelioration of media- and technology-supported inequalities.

(2) What were the results of the assessment of this course? What were the lessons learned from the assessment?

Whereas before the course relied mostly on deconstruction of media content to demonstrate multicultural differences, power structures and equality/inequality situations, we found that self analysis of consumption (product/media) helped students to identify their roles in culture and it helped them to compare their “truths” to those presented by media.

(3) What modifications to the course, or its assessment activities or schedule, are planned for the upcoming year? (If no modifications are planned, the course coordinator should indicate this.)

In addition to the broadcast station profile analysis, students expressed an interest (in their course evaluations) to do a similar analysis of a company from their area of interest (GE classes have students from all walks and majors). Therefore, we have added a collage (media representations of the chosen career) combined with a brief interview with an industry professional to validate/invalidate these media representations.
(4) Are all sections of the course still aligned with the area Goals, Student Learning Objectives (SLOs), Content, Support, and Assessment? If they are not, what actions are planned?

All sections were taught by the same Professor (the Coordinator of the RTVF Program). After a two-year long process of updating the RTVF curriculum, the RTVF110 course is still aligned with the G.E. Area S goals and SLO’s from the RTVF perspective. The Programs more specific SLOs for the course mesh nicely with the G.E. requirements.