Department of Journalism Vision, Mission & Values Statement

Department of Journalism Vision

The Department of Journalism will be a national leader in innovative approaches to advertising, journalism, and public relations teaching, learning and scholarship designed to advance knowledge and improve economic vitality and quality of life.

Department of Journalism Mission

The Department of Journalism produces graduates who have the theoretical, professional and critical thinking skills necessary to compete, to succeed and to lead in an increasingly diverse and global communications industry.

Department of Journalism Values

We value ethical behavior that promotes diversity, intellectual freedom and First Amendment rights.

In our learning community, we value:

- Clear, concise and accurate writing and visual communication skills
- Excellent presentational skills
- Critical, strategic and creative thinking
- Collaboration
- Leadership and vision

In our discovery of knowledge, we value:

- Inquiry and investigation
- Innovation and creativity
- Intellectual freedom

In our integration of learning experiences, we value:

- Peer and industry collaboration
- Innovative approaches to learning
- Experiential, immersive opportunities

In our civic and professional leadership, we value:

- Demonstration of social responsibility and integrity
- Community, state, national and international involvement
- Industry and professional contribution

Updated 10/6/14