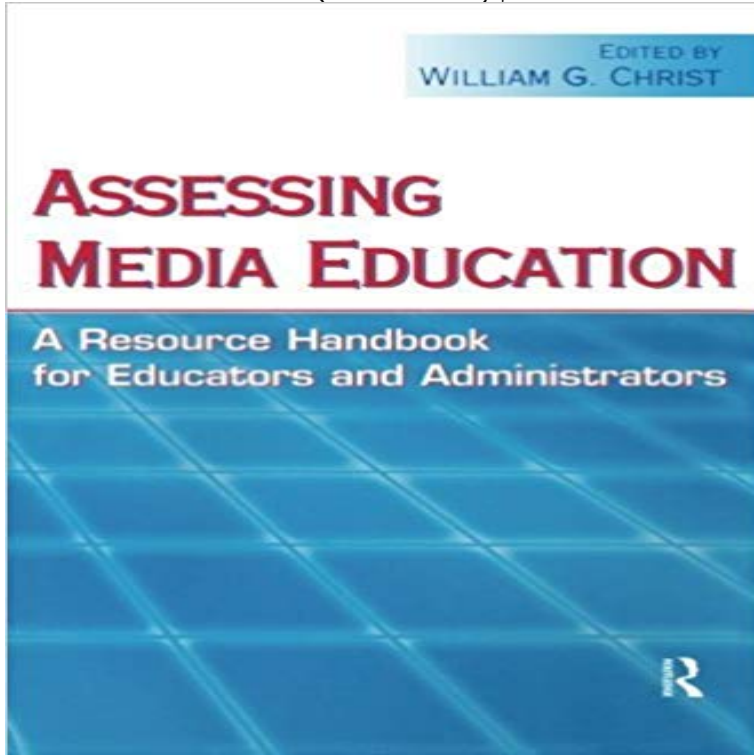


## Assessing Media Education: A Resource Handbook for Educators and Administrators (Routledge Communication Series)



Assessing Media Education provides guidelines for media educators and administrators in higher education media programs who are creating or improving student-learning assessment strategies. Covering the topics and categories established by the Accrediting Council on Education in Journalism and Mass Communications, this key resource guides readers through the steps of developing an assessment plan, establishing student learning outcomes in the various areas of the curriculum, and measuring those outcomes. This timely and critical volume provides detailed discussion on: developing an assessment plan, placing special emphasis on mission statements; the development of student-learning outcomes, with chapters reflecting the eleven competencies presented in the ACEJMC requirements; and indirect and direct measures of student-learning outcomes, ranging from advisory boards to examinations. The volume concludes with case studies of programs at different points in their development of student outcomes, illustrating the implementation of assessment plans in a variety of contexts. As assessment gains importance throughout the curriculum, Assessing Media Education will be a useful and practical resource for media educators and administrators as they grapple with the challenges of assessment.

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