

**BA in English & Communications
Program Goals and Student Learning Outcomes**

Program-Specific

Goal 1: Equip students with knowledge of English as a world language.

Student Learning Outcomes:

Students will be able to

- 1.1 Accurately and precisely communicate— both in speaking and writing - in a variety of contexts and genres.
- 1.2 Demonstrate a thorough command of English and its linguistic structures.
- 1.3 Recognize and comprehend different varieties of English.

Goal 2: Equip student with analytical skills in linguistics, communications and literary criticism.

Student Learning Outcomes:

Students will be able to

- 2.1 Analyze oral and written discourse of various genres with regard to social, cultural, political, and historical contexts.
- 2.2 Analyze the structure and evolution of English words and texts from the point of view of morphology, phonology, grammar, syntax and semantics.
- 2.3 Apply theoretical frameworks to analyze media and other forms of public discourse.
- 2.4 Identify and describe the nature and function of language as a human attribute, including language acquisition, language and society, language and culture, language and thought.

Goal 3: Train students for careers and advanced studies in a wide range of English, Public Relations, or Communications fields.

Student Learning Outcomes:

Students will be able to

- 3.1 Produce and edit high quality, technical oral and written English communication and translation from English into Armenian and vice versa.
- 3.2 Tailor communication to, and engage in persuasive communication with, specific audiences and media.
- 3.3 Apply theoretical frameworks for literary criticism, linguistic analysis, and communication theory.
- 3.4 Conduct original research and be prepared to pursue advanced studies in English, Public Relations, or Communication fields.

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University-Wide / General Education

Goal 4: Develop articulate, conscientious leaders and problem solvers who are committed to contributing to their fields and society.

Student Learning Outcomes:

Students will be able to

- 4.1 Produce and deliver written and oral presentations, and communicate with specialists and non-specialists using appropriate media and technology.
- 4.2 Think critically and creatively, conceptualizing real-world problems from different perspectives.
- 4.3 Work productively in diverse teams and solve problems collaboratively.

Goal 5: Provide students with a broad foundation of knowledge and skills and cultivate a commitment to life-long learning.

Student Learning Outcomes:

Students will be able to

- 5.1 Use common software and information technology to pursue inquiry relevant to their academic and professional fields, and personal interests.
- 5.2 Weigh evidence and arguments, and appreciate and engage in diverse modes of inquiry characteristic of historical, cultural, political, economic, and quantitative disciplines.
- 5.3 Properly document and synthesize existing scholarship and data, keep current with developments, conduct independent research, and discover and learn new material on their own.