

Faculty of Communications

PROGRAM LEVEL Bona Fide Educational Requirements (BFERs)

Broadcasting

| <p style="text-align: center;">BFERs</p> <ul style="list-style-type: none"> • Knowledge and skills that must be acquired or demonstrated in order for a student to successfully meet the learning objectives of the program. • Do not include references to Policy 517, accommodations or disability. | <p style="text-align: center;">Essential Requirements Rationale</p> <ul style="list-style-type: none"> • Is there only one way in which the required skill/knowledge can be demonstrated? <i>If NO</i>, state “there are many ways the skill/knowledge can be demonstrated”. <i>If YES</i>, it is important to state why this is the case and provide evidence that the requirement can only be demonstrated in the way specified. What is the evidence that this requirement is demonstrably necessary? |
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Knowledge

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| Knowledge of theoretical and practical perspectives on narrative form. | There are many ways the knowledge can be demonstrated. |
| An understanding of recording and editing in digital storytelling. | There are many ways the knowledge can be demonstrated. |
| Knowledge of narrative and rhetorical communication for specific media (digital audio, video web-based text and social media). | There are many ways the knowledge can be demonstrated. |
| An understanding of the genre-specific narrative formats for broadcast media (news, current affairs, documentary, corporate video, advertising, serial non-fiction). | There are many ways the knowledge can be demonstrated. |
| Recall and understand the Canadian Association of Broadcasters (CAB) and Radio-Television Digital News Association (RTDNA) code of ethics and apply them to real business situations and cases. | There are many ways the knowledge can be demonstrated. |
| Recognition of the public service ideal. | There are many ways the knowledge can be demonstrated. |
| Identify and adhere to licensing and intellectual property laws. | There are many ways the knowledge can be demonstrated. |
| Understand and follow guidelines established by broadcast regulators, specifically on issues of freedom of expression, morality, taste, graphic content, privacy, coverage of the justice system and libel law. | There are many ways the knowledge can be demonstrated. |
| Recognition of difference (ethno-cultural, religious, gender, sexual identity) and its importance in media discourse. | There are many ways the knowledge can be demonstrated. |

Skills

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| Demonstrate effective literacy and communication skills. | There are many ways the skills can be demonstrated. |
| Compose clear, concise, and accurate textual materials. | There are many ways the skills can be demonstrated. |
| Use professional writing standards for spelling, grammar and genre-specific elements of style. | There are many ways the skills can be demonstrated. |
| Demonstrate competent, ethical research skills and methods in | There are many ways the skills can be demonstrated. |

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| order to understand issues and audiences. | |
| Access and use a variety of research techniques, archives and databases (academic, government, corporate) to find materials and contacts, and develop evidence-based practice. | There are many ways the skills can be demonstrated. |
| Analyze the needs of target audiences to understand what information they need and how to best structure content. | There are many ways the skills can be demonstrated. |
| Manage a research project. | There are many ways the skills can be demonstrated. |
| Analyze and communicate research findings using independent critical thinking. | There are many ways the skills can be demonstrated. |
| Work within the essential collaborative ethos of the media industry. | There are many ways the skills can be demonstrated. |
| Demonstrate the ability to support content production in a variety of roles. | There are many ways the skills can be demonstrated. |
| Demonstrate an understanding of the importance of honest critique, and its place in the creative process, and a willingness to both deliver and receive it with colleagues. | There are many ways the skills can be demonstrated. |
| Demonstrate respect and sensitivity towards all people in the workplace. | There are many ways the skills can be demonstrated. |
| Take responsibilities to identify and solve problems, distribute tasks and cooperatively complete a group project. | There are many ways the skills can be demonstrated. |
| Apply knowledge and skills to problem solving. | There are many ways the skills can be demonstrated. |
| Find creative solutions to challenges of practice. | There are many ways the skills can be demonstrated. |
| Be able to think both innovatively and systematically. | There are many ways the skills can be demonstrated. |
| Exercise independent thought. | There are many ways the skills can be demonstrated. |

PROGRAM LEVEL Bona Fide Educational Requirements (BFERs)

Department of Information Design, Faculty of Communication Studies

| <p align="center">BFERs</p> <ul style="list-style-type: none"> Knowledge and skills that must be acquired or demonstrated in order for a student to successfully meet the learning objectives of the program. Do not include references to Policy 517, accommodations or disability. | <p align="center">Essential Requirements Rationale</p> <ul style="list-style-type: none"> Is there only one way in which the required skill/knowledge can be demonstrated? If NO, state "there are many ways the skill/knowledge can be demonstrated". If YES, it is important to state why this is the case and provide evidence that the requirement can only be demonstrated in the way specified. What is the evidence that this requirement is demonstrably necessary? |
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| Knowledge | |
| Demonstrate a general knowledge and understanding of information design practices | There are many ways the knowledge can be demonstrated. |
| Demonstrate knowledge about the communicative features of information including, but not limited to, visual messages and their interrelationships | There are many ways the knowledge can be demonstrated. |
| Know the relevant customs, conventions, standards, regulations and their underlying theories | There are many ways the knowledge can be demonstrated. |
| Be able to consider the possible benefits of the communicated information to users | There are many ways the knowledge can be demonstrated. |
| Be knowledgeable about the creation of images and text, static and animated, as well as information other than visual ones for the facilitation of task-related activities and how they can be balanced to achieve optimal effects | There are many ways the knowledge can be demonstrated. |
| Be able to design information in a formal interesting and attractive way to conjure attention highly adequate to the communicative purpose, or the story telling narrative of the message | There are many ways the knowledge can be demonstrated. |
| Understand the capabilities of supporting disciplines, such as cognitive psychology, linguistics, social and political sciences, computer science, and statistics, and be able to co-operate with specialists to evaluate and improve the design of messages with due regard of different cultural sensitivities of the user | There are many ways the knowledge can be demonstrated. |
| Be familiar with human communication capabilities with regard to perceiving, cognitive processing and responding to information using all senses | There are many ways the knowledge can be demonstrated. |
| Be able to carry out an effective and comprehensive literature search | There are many ways the knowledge can be demonstrated. |
| Demonstrate an understanding of the principles of qualitative and | There are many ways the knowledge can be demonstrated. |

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| quantitative research methods | |
| Be able to think both innovatively and systematically | There are many ways the knowledge can be demonstrated. |
| Understand how to make information and information systems interactive in such a way that adjustments governed by changing requirements can be made, should this be desirable to safeguard the continuing use of the information | There are many ways the knowledge can be demonstrated. |
| Exercise independent thought | There are many ways the knowledge can be demonstrated. |
| Contribute to the public understanding of information design through communication of knowledge and expertise. | There are many ways the knowledge can be demonstrated. |
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| Skills | |
| Be able to present and discuss concepts clearly in verbal, visual, and written formats, using appropriate terminology | There are many ways the skill can be demonstrated. |
| Be able to understand and use charts, symbols and images in meaningful ways | There are many ways the skill can be demonstrated. |
| Use accepted standards in writing and displaying information | There are many ways the skill can be demonstrated. |
| Be familiar with the technical requirements of the communications media, specifically visual and user-centric technology | There are many ways the skill can be demonstrated. |
| Be able to provide and receive feedback appropriately | There are many ways the skill can be demonstrated. |
| Contribute effectively to writing documents and preparing and delivering group presentations | There are many ways the skill can be demonstrated. |
| Take responsibility to identify and solve problems, distribute tasks and cooperatively complete a group project | There are many ways the skill can be demonstrated. |
| Behave in a responsible manner with regard to the needs of the target users and society as a whole | There are many ways the skill can be demonstrated. |
| Render services in a format that corresponds to the value they represent to clients and the conventions required by them | There are many ways the skill can be demonstrated. |

PROGRAM LEVEL Bona Fide Educational Requirements (BFERs)

Bachelor of Communication-Journalism

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Knowledge and Skills*

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| <p>The ability to think critically about the world around them, including graduates’ own roles as <i>engaged citizens</i> in that world.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |
| <p>The ability to analyze critically, and to influence, the place and impact of mass media, especially news media, in society.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |
| <p>A commitment to accuracy, verification and fairness, including the abilities to create knowledge through research and to integrate and make sense of complicated information.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |
| <p>Strong English-language oral and written communication skills, including a <i>crisp and clear writing style</i>.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |
| <p>A commitment to serving the public interest and the needs of their communities.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |
| <p>A commitment to reflective and ethical practice in all aspects of their career and life, including <i>being accountable for their actions</i> and directions.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |
| <p>A commitment to intentional lifelong learning, about the community, about the world, about themselves, and about new and developing forms of communication, technology and social media.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |
| <p>The ability to find, research and tell engaging, original stories for several mediums, and to integrate theory and practice by understanding the strengths and limitations of each medium in terms of the presentation/publication/broadcast of those stories.</p> | <p>There are many ways the knowledge/skills can be demonstrated.</p> |

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| The ability to determine and <i>connect with audiences</i> in several mediums (text, online, video, graphics, social media, etc.). | There are many ways the knowledge/skills can be demonstrated. |
| A commitment to freedom of expression, cultural diversity, and including underrepresented voices in the public conversation. | There are many ways the knowledge/skills can be demonstrated. |
| The flexibility to adapt to a rapidly changing communications and business environment, and the <i>confidence</i> to work through those adaptations with an entrepreneurial spirit. | There are many ways the knowledge/skills can be demonstrated. |
| An ability to use basic communication technology tools such as cameras and audio equipment; editing software for photo, video and audio; software for layout and design elements; and basic content management systems. | There are many ways the knowledge/skills can be demonstrated. |
| The ability to work confidently with peers, including the ability to pitch ideas, offer constructive criticism, act professionally, and follow through on commitments. | There are many ways the knowledge/skills can be demonstrated. |

*Note: A distinction here between “knowledge” and “skills” would be artificial for our program. There can be no full development of skill without the knowledge into how and why the skill is needed, and what the best uses of that skill are. For instance, one could not tell engaging stories (skill) without knowing what makes an engaging story (knowledge). In all Bachelor of Communication-Journalism curricula, we make deliberate strides to visibly integrate theory with practice. As such, our outcomes tend to be more practice oriented, but highly informed by the theory – and knowledge – that informs the skills used in our practice.

PROGRAM LEVEL Bona Fide Educational Requirements (BFERs)

Department of Public Relations, Faculty of Communication Studies

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| Knowledge | |
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| A general knowledge and understanding of public relations practices. | There are many ways the knowledge can be demonstrated. |
| Understand the role of clear and measurable communication objectives in public relations. | There are many ways the knowledge can be demonstrated. |
| Know the theoretical and practical alternatives for evaluating the achievement of clear and measurable communication objectives in public relations campaigns and initiatives | There are many ways the knowledge can be demonstrated. |
| A general knowledge and understanding of the public relations codes of professional ethics and standards. | There are many ways the knowledge can be demonstrated. |
| A general knowledge and understanding of public relations relevant laws. | There are many ways the knowledge can be demonstrated. |
| Understand how to develop and apply creative approaches to communications planning, execution and problem solving. | There are many ways the knowledge can be demonstrated. |
| A general knowledge and understanding of how to use research to meet specified communication objectives. | There are many ways the knowledge can be demonstrated. |
| An overall knowledge of the theories and processes which guide implementation of project management strategies in support of PR plans and activities. | There are many ways the knowledge can be demonstrated. |
| Know how to implement management strategies to ensure accountability and effectiveness. | There are many ways the knowledge can be demonstrated. |
| Recognize the ethical issues associated with conducting research on human participants. | There are many ways the knowledge can be demonstrated. |

| Skills | |
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| Differentiate between goals and objectives. | There are many ways the skills can be demonstrated. |
| Establish and differentiate between reputation management goals, relationship management goals, and task management goals. | There are many ways the skills can be demonstrated. |
| Write measurable objectives. | There are many ways the skills can be demonstrated. |
| Formulate evaluation strategies reflective of measurable objectives. | There are many ways the skills can be demonstrated. |
| Manage public relations projects. | There are many ways the skills can be demonstrated. |
| Align communication planning objectives with organizational goals. | There are many ways the skills can be demonstrated. |
| Recall and demonstrate understanding of the CPRS code of ethics for PR | There are many ways the skills can be demonstrated. |

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| professionals. | |
| Apply the CPRS code of ethics for PR professionals to actual business situations and cases. | There are many ways the skills can be demonstrated. |
| Identify corporate values. | There are many ways the skills can be demonstrated. |
| Classify campaigns by type and objectives. | There are many ways the skills can be demonstrated. |
| Conduct summative and formative research in support of a campaign. | There are many ways the skills can be demonstrated. |
| Devise a campaign strategy. | There are many ways the skills can be demonstrated. |
| Create communication tactics. | There are many ways the skills can be demonstrated. |
| Conduct summative and evaluative research. | There are many ways the skills can be demonstrated. |
| Plan and propose a public relations campaign. | There are many ways the skills can be demonstrated. |
| Set measurable objectives for communication outcomes. | There are many ways the skills can be demonstrated. |
| Choose the most appropriate metrics that apply to the right aspects of the communication plan. | There are many ways the skills can be demonstrated. |
| Explain and apply qualitative and quantitative research techniques for measuring messages, communication channels, and organizational outcomes. | There are many ways the skills can be demonstrated. |
| Manage a research project. | There are many ways the skills can be demonstrated. |
| Analyze and communicate research findings using independent critical thinking. | There are many ways the skills can be demonstrated. |
| Develop, execute, and monitor action plans as part of communication planning. | There are many ways the skills can be demonstrated. |
| Delegate and monitor the progress of plans. | There are many ways the skills can be demonstrated. |
| Manage the implementation of plans. | There are many ways the skills can be demonstrated. |
| Develop and monitor project budgets. | There are many ways the skills can be demonstrated. |
| Liaise with staff and vendors to ensure that communication objectives are met. | There are many ways the skills can be demonstrated. |
| Manage project budgets | There are many ways the skills can be demonstrated. |
| Function as an effective and responsible member of an organizational team. | There are many ways the skills can be demonstrated. |