



**Bayan College**

**Mapping of Bayan College Graduate Attributes to the  
Program Learning Outcomes**

**Bachelor's Program in Media Studies**

Bachelor’s Degree	BC Graduate Attributes	Exhibit Capacity in Writing Skills	Demonstrate Critical Thinking Skills	Show Problem Solving Skills	Master Communication Skills	Develop the ability to work in team	Comply with Ethical and Social Values	Value Inclusive Culture and Sensitivity	Gain Sound Knowledge in their Discipline
Program Learning Outcome	Media Studies								
<i>PLO1: Expected to understand the roles of cultural practices and institutions in society; particular media forms and genres, and the way in which they organize understandings, meanings and affects; the role of changing technology, including emergent digital technologies, in media production, content manipulation, distribution, access and participation; the diverse modes of reception and use of media technologies and contents; and the dynamics of public and everyday discourses in the shaping of culture and society.</i>			✓	✓				✓	✓
<i>PLO2: Develop insights from: the history of communication, film and media technologies, and a recognition of the different ways in which the history of, and current developments in, media and communication can be understood in relation to technological change; the interrelationships of technological and social change; and the historical development of practices of cultural consumption and everyday lived practices including subcultural forms the ways in which relevant theories and concepts have developed within particular historical contexts texts.</i>		✓		✓	✓	✓			✓

<b><i>PLO3: Expected to explain:</i></b> the legal, ethical and other regulatory frameworks that are relevant to media and cultural production, manipulation, distribution, circulation, and reception; how media, film, cultural and creative organizations operate, communicate and are managed; how in creative industries individuals, or collaborative teams are and how they work; and how media products and platforms might be understood within broader concepts of culture.			✓	✓			✓	✓	
<b><i>PLO4: Expected to explain:</i></b> the ways in which specific media and their attendant technologies make possible different kinds of aesthetic effects and forms. The audio, visual and verbal conventions through which sounds, images and words make meaning.		✓		✓	✓				✓
<b><i>PLO5: Appreciate and relate:</i></b> the different modes of global, international, national and local cultural experience and their interaction in particular instances. The ways in which forms of media and cultural consumption are embedded in everyday life, and serve as ways of claiming and understanding identities.			✓			✓	✓		
<b><i>PLO6: Demonstrate ability to:</i></b> experiment, as appropriate, with forms, conventions, languages, techniques and practices. Employ production skills and practices to challenge or advance existing forms and conventions and to		✓	✓	✓		✓			✓

innovate. Draw upon and bring together ideas from different sources of knowledge and from different academic disciplines. Be adaptable, creative and self-reflexive in producing output for a variety of audiences and in a variety of media.									
<b><i>PLO7: Expected to:</i></b> communicate effectively in interpersonal settings, in writing and in a variety of media. Work productively in a group or team, showing abilities at different times to listen, contribute and also to lead effectively. Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas and making use, as appropriate, of a problem-solving approach. Apply entrepreneurial skills if and where appropriate in dealing with audiences, clients, consumers, markets, sources and/or users. use a variety of computer-based skills ranging from basic competences such as data analysis to web-based technology and digital multimedia. Develop, as appropriate, specific proficiencies in using a range of current and emergent media technologies. Research and identify possible employment destinations.		✓				✓			
<b><i>PLO8: Expected to:</i></b> comprehend how different social groups variously make use of, and engage with, forms of communication, media and culture. Make critical judgments in the understanding and evaluation of these forms.			✓		✓				✓

<b>Consider and evaluate their own work in a reflexive manner, with reference to academic and/or professional conventions, issues and debates. Carry out various forms of research for essays, projects, creative productions involving sustained independent and critical enquiry. Formulate appropriate research questions and employ appropriate methods and resources for exploring those questions. Locate, retrieve, evaluate and draw upon the range of sources and the conceptual frameworks appropriate to research in the chosen area. Collate, critically evaluate and understand a variety of research material within and beyond academic literature.</b>								
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