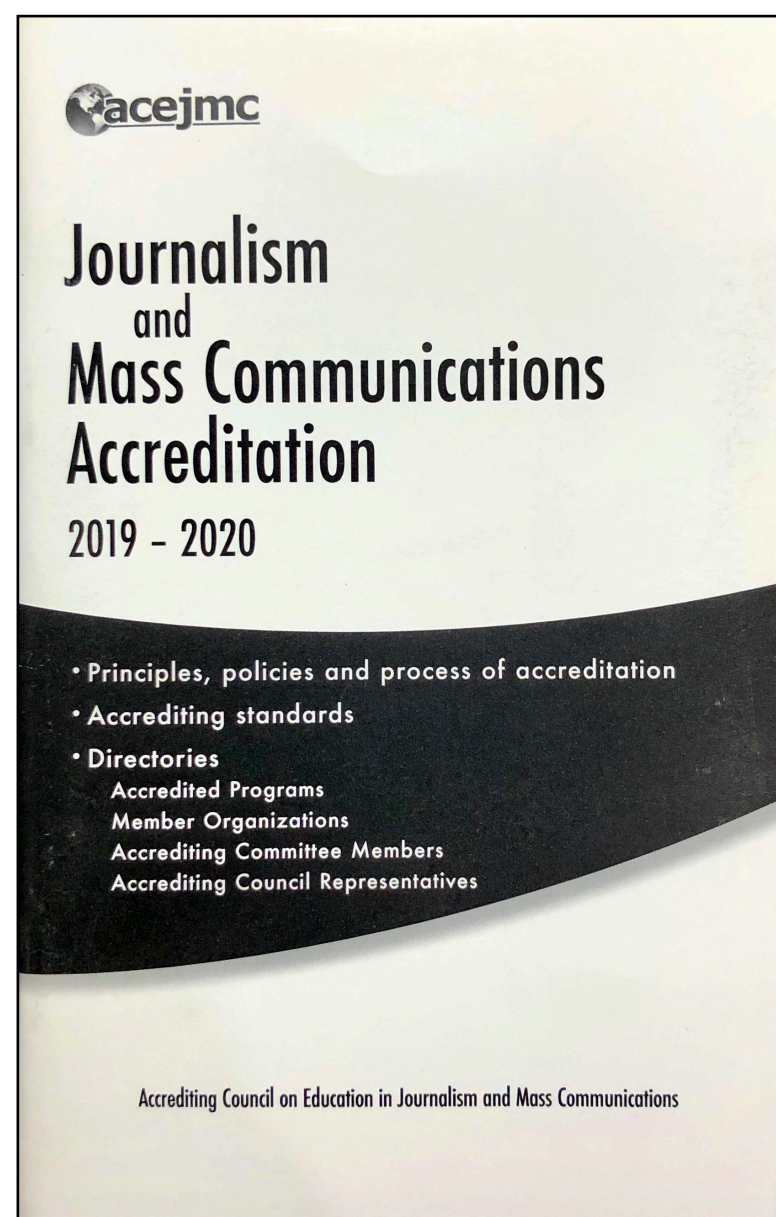




Professional Values & Competencies



- 1 Freedom of Speech**
Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- 2 History**
Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- 3 Domestic Diversity**
Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- 4 International Diversity**
Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- 5 Theory**
Understand concepts and apply theories in the use and presentation of images and information
- 6 Ethics**
Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- 7 Critical Thinking**
Think critically, creatively and independently
- 8 Research**
Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- 9 Writing**
Write correctly and clearly in forms and styles appropriate for the communications professions in which they work
- 10 Editing**
Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- 11 Statistics**
Apply basic numerical and statistical concepts
- 12 Technology**
Apply tools and technologies appropriate for the communications professions in which they work