



OFFICE OF ACADEMIC ASSESSMENT
The UNIVERSITY of OKLAHOMA

Program Assessment Report

2022 - 2023

CAS - Film & Media Studies (BA)

General Information

Mission

Media literacy is an essential and indispensable civic skill in our current era where mass media dominate every aspect of life from entertainment and leisure to politics and business. In recognition of this, the Department of Film and Media Studies strives, through vigorous research and student-centered teaching, to advance knowledge and understanding of the history, theory, art, craft, practice, and social significance of film, television, and new digital media. We offer an integrated dual-focused curriculum combining critical studies and production, with the goal of educating students to become both critical consumers and creative producers of mass-mediated images and narratives, be they fact or fiction. We are also focused on bringing an international and culturally diverse dimension to our teaching and research, which not only aligns with a major norm in the field today but also attests to our commitment to extending the horizon of students and enriching diversity and inclusion in the department and the university at large.

College

Arts & Sciences

Department/School/Division

Department of Film and Media Studies

Assessment Liaison

Man-Fung Yip

Analytical Skills

Student Learning Outcome (SLO)

Upon completion of the FMS BA, students should have acquired and be able to reproduce the basic language of film studies and cite canonical examples from film history to inform their own spectatorial practices. Specifically, students should be able to:

- a) Acquire a basic film language vocabulary and successfully apply it in the analysis of a variety of film, television, and other media texts,
- b) Become more self-aware, articulate, informed, and enthusiastic participants in visual culture,
- c) Demonstrate knowledge of canonical films, film historical events, and film theories, and
- d) Recognize connections across canonical film and media texts and between canonical texts and contemporary media.

Outcome Status

Active

Direct - Project

Assessment Method Description

FMS 1013 - final paper/creative project - for sub-SLOs b & d:

Performance Target

80% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment method described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In academic year 2022-23, 295 students enrolled in five sections of FMS 1013. The percentages of students meeting or exceeding expectations on the final paper/creative project assignment were 90% (136 out of 151 students) in fall section 1, 93% (27 out of 29) in fall section 2, 85.7% (36 out of 42) in spring section 1, 87% (33 out of 38) in spring section 2, and 91.4% (32 out of 35) in spring section 3. Weighed by enrollment, in total, 89.5% of students met or exceeded expectations on sub-SLOs b & d as measured by their performance on the final paper/creative project.

Results Status

Target Met

Number of Students Assessed

295

USE OF ASSESSMENT RESULTS

Curriculum

The option given to students to choose a creative work (short film, screenplay, etc.) for their final project allows those more interested in hands on production to begin engaging with imaginative and creative media processes and projects, which in turn underlines the department's emphasis on a dual-focused approach combining critical studies and production practices.

Overall Program Effectiveness

The negative impact of large class size is less clear-cut here than in sub-SLO c but still discernible, as the sections with smaller enrollments tended to have higher percentages of students meeting the performance target. With the departure of two RT faculty members, it would be more difficult for us to offer more sections with small enrollments unless we are able to hire replacement instructors.

Other

The assessment results indicate that all sections met or exceeded our performance target. And as in the case of sub-SLO c, the average percentage of students meeting/exceeding expectations for these two student learning outcomes in 2022-23 (89.5%) is higher than that of 2021-22 (86%).

Direct - Examination

Assessment Method Description

FMS 1013 - examinations, class presentation - for sub-SLO c

Performance Target

80% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment methods described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In academic year 2022-23, 295 students enrolled in five sections of FMS 1013. Of the 151 students in fall section 1, 125 of them (82.8%) met or exceeded expectations on examinations, while 93% of students (27 out of 29) did on presentation in fall section 2. The percentages of students meeting or exceeding expectations on examinations were 88% of students (37 out of 42 students) in spring section 1, 84.2% (32 out of 35) in spring section 2, and 85.7% (30 out of 35) in spring section 3. Weighed by enrollment, in total, 85% of students met or exceeded expectations for this sub-SLO as measured by their performance on examinations/presentation.

Results Status

Target Met

Number of Students Assessed

295

USE OF ASSESSMENT RESULTS

Overall Program Effectiveness

It should be noted that the section with the lowest percentage of students meeting or exceeding the performance target was the one that had the largest number of students enrolled. We are very much aware of the challenges in maintaining students' engagement and improving learning outcomes within a large class. Over the years, we have made some progress in reducing the class size; none of the spring sections in 2023, for instance, had a class size larger than 45 students, and we were able to offer a smaller section (capped at 30 students) targeted specifically at new majors and minors in the fall. But with the departure of two RT faculty members, it would be more difficult for us to offer more sections with small enrollments unless we are able to hire replacement instructors.

Other

The assessment results indicate that all sections met or exceeded expectations for this sub-SLO. In fact, the average percentage of students meeting or exceeding expectations in 202-23 (85%) is higher than that of 2021-22 (83%). Despite the improvement, continued efforts will be made to optimize instructional methods and course contents (e.g., more emphasis on media production skills), and instructional tools such as Top Hat and Poll Everywhere will continue to be used to maintain sustained students' engagement. The data generated by the latter may also be used to identify those students with poor attendance and/or participation so that intervention can be done earlier.

Direct - Examination

Assessment Method Description

FMS 1013 - quizzes (basic understanding of vocabulary) / Canvas posts and short writing assignments (practice of vocabulary and analysis of form) - for sub-SLO a

Performance Target

80% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment methods described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In academic year 2022-23, 295 students enrolled in five sections of FMS 1013. 94.1% of students (142 out of 151) enrolled in fall section 1 met or exceeded expectations on quizzes and short writing assignments. Of the 29 students in fall section 2, 22 of them (75.9%) met or exceeded the performance target on quizzes while 26 of them (90%) of them did on Canvas posts. The percentages of students meeting or exceeding expectations on quizzes and short writing assignments were 88% (37 out of 42) in spring section 1 and 94.2 % (33 out of 35) in spring section 3. Of the 38 students in spring section 2, 35 of them (92.1%) met or exceeded expectations on Canvas posts and short writing assignments. Weighed by enrollment, in total, 91.9% (271 out of 195) of students met or exceeded the performance target for this sub-SLO as measured by quizzes, Canvas posts, and short writing assignments.

Results Status

Inconclusive

Number of Students Assessed

295

USE OF ASSESSMENT RESULTS

Other

With one exception noted below, we met or exceeded expectations for this sub-SLO. This is perhaps no surprise, given that this sub-SLO involves a more basic understanding of the material, and the Canvas posts and short essays were very structured assignments that provided lots of guidance regarding what students should address and thus helped produce strong performance.

It is worth noting that student performance on quizzes in the second fall section was noticeably lower than that in other sections. This is surprising in many ways, given that the section in question was primarily for majors and minors students. This, however, might just be an outlier considering that students in the section, as we see elsewhere in this report, performed well on the other performance measures. Still, we'll take note of it and make sure that it does not presage something more serious.

Critical Thinking Skills 1

Student Learning Outcome (SLO)

Upon completion of the FMS BA, students should be able to demonstrate knowledge and application of film and media theory of 1920 to the present. Specifically, students should be able to demonstrate:

- a) Skills in critically reading complex theoretical texts in film and media studies,
- b) Knowledge of major film and media theories, and
- c) The ability to apply film and media theories in analyzing film/media texts and practices.

Outcome Status

Active

Direct - Examination

Assessment Method Description

FMS 3213 - weekly quizzes on theoretical readings - for sub-SLO a.

Performance Target

85% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment method described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In Fall 2022, 28 students enrolled in FMS 3213. 26 of them (92.9%) exceeded or met expectations on the quizzes.

Results Status

Target Met

Number of Students Assessed

28

USE OF ASSESSMENT RESULTS**Other**

All but one student met or exceeded the course performance target. The one student who did not meet the performance target failed to turn in some of the quizzes early in the semester. While the student was unable to make up for all the missed quizzes in the end, they did manage, with the help of the instructor, to catch up with the class, complete the other course assignments, and end up with a good grade. This underlines the importance of tracking students' performance and identifying signs of disengagement and struggle early.

Direct - Examination

Assessment Method Description

FMS 3213 - midterm and final examinations - for sub-SLO b.

Performance Target

85% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment methods described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In Fall 2022, 28 students enrolled in FMS 3213. 27 of them (96.4%) exceeded or met expectations on the first midterm exam while 100% did on the second midterm exam.

Results Status

Target Met

Number of Students Assessed

28

USE OF ASSESSMENT RESULTS**Curriculum**

The consistency of the students' performance suggest that they were able to maintain their level of engagement throughout the semester. This can be attributed, in part, to the changes we made to the curriculum of the course over the past few years, with more emphasis placed on contemporary media ecologies and emerging media (e.g., mobile phones, the Internet, digital media, etc.). These shifts in emphasis, we believe, communicate more clearly to students the purview of the course and make it clearer how the theoretical foundations of the field apply to contemporary and emerging media texts and audiences. We will continue to review the course curriculum in order to further enhance the learning experience of students.

Other

The assessment result shows that all but one student met or exceeded the performance target on the first midterm exam and that all students met or exceeded expectations on the second midterm exam. Again, the improvement attests to the need of identifying signs of disengagement and struggle in students early so that appropriate assistance can be given to them.

Direct - Project

Assessment Method Description

FMS 3213 - final project (research paper/creative project) - for sub-SLO c.

Performance Target

85% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment methods described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In Fall 2022, 28 students enrolled in FMS 3213, and 100% of them exceeded or met expectations on the final project.

Results Status

Target Met

Number of Students Assessed

28

USE OF ASSESSMENT RESULTS

Curriculum

The consistency of the students' performance suggest that they were able to maintain their level of engagement throughout the semester. This can be attributed, in part, to the changes we made to the curriculum of the course over the past few years, with more emphasis placed on contemporary media ecologies and emerging media (e.g., mobile phones, the Internet, digital media, etc.). These shifts in emphasis, we believe, communicate more clearly to students the purview of the course and make it clearer how the theoretical foundations of the field apply to contemporary and emerging media texts and audiences.

Also, the option given to students to choose a creative work (short film, screenplay, etc.) for their final project allows those more interested in hands on production to engage with imaginative and creative media processes and projects, which in turn underlines the department's emphasis on a dual-focused approach combining critical studies and production practices.

We will continue to review the course curriculum in order to further enhance the learning experience of students.

Critical Thinking Skills 2

Student Learning Outcome (SLO)

Upon completion of the FMS BA, students should be able to apply their knowledge of film history and theory to the analysis of specific film movements and national traditions and to express historical and theoretical insights in their creative work. Specifically, students should be able to:

- Demonstrate knowledge and understanding of the specific movement or tradition in film and media history chosen for the capstone course in a given semester;
- Critically research and analyze aesthetic, sociopolitical, cultural, and historically specific aspects of films and other media works; and
- Synthesize, problematize, and debate arguments using knowledge of film and media theory and history and media production skills acquired from multiple Film and Media Studies courses in relationship to a specific topic.

Outcome Status

Active

Direct - Examination

Assessment Method Description

FMS 4013 - quizzes, examination - for sub-SLO a

Performance Target

85% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment methods described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In Spring 2023, 19 students enrolled in FMS 4013. 17 (90%) of them met or exceeded expectations on the quizzes, and 17 (90%) met or exceeded expectations on the exam.

Results Status

Target Met

Number of Students Assessed

19

USE OF ASSESSMENT RESULTS

Curriculum

The particular topic for this capstone course—Dystopian World Cinema—dealt with difficult and sensitive socio-political issues and drew upon complex cultural theories (the Frankfurt School, Nietzsche, Lacan, Kafka, Foucault, etc.). The fact that most students did well on the quizzes and the exam shows that the topic resonated with the concerns and interests of students, thus making them engaged throughout the semester.

Direct - Project

Assessment Method Description

FMS 4013 - research paper - for sub-SLO b. This is a 15-18 page research paper and requires at least 7-8 pieces of serious scholarship (e.g., scholarly books or journal articles) as references.

Performance Target

85% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment method described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In Fall 2022, 19 students enrolled in FMS 4013. 17 of them (90%) met or exceeded expectations on the research paper.

Results Status

Target Met

Number of Students Assessed

19

USE OF ASSESSMENT RESULTS

Overall Program Effectiveness

The assessment result indicates that most students were able to critically research and analyze various aspects—aesthetic, sociopolitical, cultural, and historical—of films and other media works. This reflects to a large extent the firmness of the students' foundational knowledge bases, which in turn signals a level of curriculum and pedagogical effectiveness that we hope to continue and enhance in the future.

Direct - Project

Assessment Method Description

FMS 4013 - creative project - for sub-SLO c. This could be a screenplay, a short film, or any project that represents a significant creative and technical process and shows significant engagement with the course content.

Performance Target

85% of students to meet or exceed their expectations, i.e., to receive a grade of C or better in the assessment method described above.

Assessment Results and Use of Results

Reporting Period

2022 - 2023

Assessment Results Entry Date

09/28/2023

Assessment Results

In Fall 2022, 19 students enrolled in FMS 4013. All of them met or exceeded expectations on the creative project.

Results Status

Target Met

Number of Students Assessed

19

USE OF ASSESSMENT RESULTS

Curriculum

The FMS department embraces a dual-focused approach combining critical studies and production, with the goal of educating students to become both critical consumers and creative producers of mass-mediated images and narratives. For this reason, students in the capstone course were required not only to write a research paper but also to make a short film (or some other creative project). As we have repeatedly emphasized, it is important to maintain a high standard for the capstone projects to strengthen students' portfolios, which is extremely important in today's competitive job market. With the recent departure of the department's main production faculty member, our goal to expand the production curriculum and create a vertically integrated production track within the FMS major is dealt a major blow. But the good news is that our RFRA has been approved, so we hope to mitigate this (temporary) setback by hiring a new production faculty member in 2024.