



ACEJMC PROFESSIONAL VALUES AND COMPETENCIES

ACEJMC lists 10 professional values and competencies that must be part of the education of all journalism and mass communications students.

Students should:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work.

Units requesting evaluation of a professional master's degree program also must demonstrate how their graduates attain this additional core competency:

- contribute to knowledge appropriate to the communications professions in which they work.

See the [ACEJMC 2026-2027 Journalism and Mass Communications Accreditation handbook](#), Part II, Principles of Accreditation, Professional Values and Competencies, Pages 14-15, for more information on this topic.