

Communication Studies

Faculty: Pollock, Chair; Byrne, D'Angelo, Hu, Johnson, Ryan, Sims, Woodward

[Click here for Communictain Studies courses.](#)

Mission Statement

The Department of Communication Studies seeks to engage students and members of the TCNJ community in the study of human communication in its many forms: public, computer and mass mediated, and interpersonal. Working within a framework of three department concentrations and an interdisciplinary concentration (health communication) that represent current communication practices and scholarship, the department excels in its dedication to undergraduate teaching and student scholarship. Core departmental and disciplinary values include inclusiveness, intellectual curiosity, written and oral fluency, technical mastery, and the appreciation of the transformative power of language, film and other media. As a faculty, the Department of Communication Studies is committed to building on its local, national, and international reputation as a leader in student-faculty engagement and undergraduate teaching and research, as well as providing experiences that challenge its students and foster a collegial learning environment.

Department Goals include but are not limited to:

- *Expanding offerings and staff resources for instruction in interpersonal communication, health communication, digital/personal media, and film.
- *Fostering coactive student learning focused equally on course content and the processes of shared problem-solving.
- *Expanding the department's role as a campus-wide resource of expertise about communication processes, analysis and strategies.
- *Effective assessment of individual program concentrations and course objectives.
- *Maintaining student/faculty ratios congruent with the intimate nature of communication and with best practices common to high-functioning undergraduate institutions.
- *Obtaining sufficient budgetary and staff-support resources to maintain credibility for WTSR- FM, and equipment-rich courses in film and video.
- *Fostering a personal mentoring relationship with students through their first post-graduation work.

The Communication Studies Program

The communication studies field examines messages – their creation, transmission, and reception – as well as relations among all three components. Communication Studies at TCNJ is a liberal arts major emphasizing theory and practice in a variety of settings for human and mediated communication. Topics include *impact of media on society* (mass media effect, health communication campaigns, American political communication, strategic public relations, mass media and the First Amendment, computer-mediated communication and mobile communication); as well as the *impact of society on media* (international communication); *communication research methods, communication theory* (introduction to media theory and theories of persuasion); *film, television and radio production* (introduction to television studio, directing, art of editing, lighting and cinematography, documentary, production for public radio); *film studies* (film and society, feminism and film, African American film, languages of film and television); *interpersonal/ organizational studies* (interpersonal skills, organizational behavior,

intergender and intercultural/racial communication, leadership, group problem solving); and *public communication* (public speaking, argumentation and debate, public discussion of vital issues). Some courses emphasize specific skills; others provide critical and conceptual frames for assessing a wide variety of messages. Students in the major should be engaged and curious learners.

Students enrolled in the Communication Studies program choose among three tracks and a cross-track interdisciplinary concentration: Public/Mass Communication, Radio/TV/Film, Interpersonal/Organizational Communication, and the Interdisciplinary Concentration in Health Communication. The individual tracks require completion of core courses but permit accommodation to individual interests through elective courses. Closely mentored, students work with faculty advisors to plan a program of study. Communication Studies students are also encouraged to develop their creative talents and to apply classroom learning through participation in vibrant outreach activities, internships, research, documentary/film production, and conference presentations.

Graduates from the Department of Communication Studies are strong candidates for positions in areas including administration, health communication, public affairs, fundraising, public relations, journalism, human resources, advertising, sales, market research, media production and design. They also are prepared for graduate study in fields such as health communication, public health, strategic/risk communication, and public relations. Students considering graduate school should take courses beyond the minimum requirement of 12 course units.

Program Entrance, Retention, and Exit Standards

Every major program at the College has set standards for allowing students to remain in that program, to transfer within the College from one program to another, and to graduate from a program. The following are the standards for Communication Studies:

- Retention in the program is based on the following performance standards in these critical content courses (A passing grade or better is required):
 - For all tracks: COM 103/Introduction to Communication Theory (a grade of “C” or better is required).
 - For the Public/Mass Communication track: COM 172/Introduction to Media Communication.
 - For the Interpersonal/Organizational track: COM 242/Interpersonal Communication.
 - For the Radio/Television/Film track: COM 117/Language of Film and TV; COM 212/Introduction to Television Studio; COM 269/Introduction to Radio and Audio Production.
- Transfer into the program from another program within the College is based upon a grade of “C” or better in the “foundation course” COM 103/Introduction to Communication Theory.
- Graduation requires a GPA of 2.0 in the major.

Major Requirements in Communication Studies:

The major is composed of 12 courses made up of core courses, selected courses within a track, and electives. One core course is required of all majors. Other core courses vary by track. In addition, it is recommended that all Communication Studies majors complete a course in statistics.

Common Core Course for Communication Studies:

COM 103/Introduction to Communication Theory

Public and Mass Communication Track

Additional Core Courses:

COM 117/Languages of Film and Television

or

COM 242/Interpersonal Communication

COM 172/Introduction to Media Communication

COM 310/Theories of Persuasion

COM 390/Methods of Communication Research and Analysis

Elective Courses (four courses from those listed below):

COM 117/Languages of Film and Television (if not taken as a core course)

COM 210/Mass Media and the First Amendment

COM 240/Public Speaking in Business and Government

COM 241/Argumentation and Debate

COM 271/Film and Society

COM 272 Theories and Effects of Media Communication

COM 280/American Political Communication

COM 313/Philosophy of Communication

COM 345/New Media and Health Communication

COM 371/Strategies of Public Relations

COM 380/Public Discussion of Vital Issues

COM 403/Health Communication Campaigns: A Social Marketing Approach

COM 415/International Communication

COM 487/Student-Faculty Advanced Research

Other Electives (three courses):

Any additional Communication Studies courses, including courses from other tracks. Topics in Communication Studies (COM 370), Internship (COM 399), and Independent Study (COM 391) may be taken to complete the major. One unit each of internships or independent studies may count as electives toward the major.

Interpersonal/Organizational Track:

Additional Core Courses:

COM 117/Languages of Film and Television

or

COM 172/Introduction to Media Communication

COM 242/Interpersonal Communication

COM 310/Theories of Persuasion

COM 390/Methods of Communication Research and Analysis

Elective Courses (four courses from those listed below):

COM 240/Public speaking in business and government

COM 250/Small Group Communication

COM 300/Intergender Communication

COM 313/Philosophy of Communication

COM 345/New Media and Health Communication

COM 371/Strategies of Public Relations

COM 411/Intercultural/Racial Communication

COM 441/Organizational Leadership
COM 487/Student-Faculty Advanced Research

Other Electives (three courses):

Any additional Communication Studies courses, including courses from other tracks. Topics in Communication Studies (COM 370), Internship (COM 399), and Independent Study (COM 391) may be taken to complete the major. One unit each of internships or independent studies may count as electives toward the major.

Radio/TV/Film Track

Additional Core Courses:

COM 117/ Languages of Film and Television
COM 172/Introduction to Media Communication

or

COM 242/Interpersonal Communication
COM 212/Introduction to Television Studio

or

COM 211/Motion Picture Production I
COM 390/Methods of Communication Research and Analysis

or

COM 381/Issues in Film History
COM 442/Senior Practicum

Elective Courses (three courses from those listed below):

COM 172/Introduction to Media Communication (if not taken as a core course)
COM 211/Motion Picture Production I
COM 212/Introduction to Television Studio
COM 235/African American Film
COM 250/Small Group Communication
COM 255/Acting for Stage and Screen
COM 269/Production for Public Radio
COM 270/Writing and Announcing for Broadcasting
COM 271/Film and Society
COM 273/Cable and Broadcasting in America
COM 311/Advanced Motion Picture Production
COM 312/Intermediate Video: The Art of Editing
COM 313/Philosophy of Communication
COM 343/Looking at Women: Representation, Feminism, and Film
COM 350/Documentary Production
COM 368/Lighting and Cinematography
COM 369/Advanced Radio and Audio Production
COM 430/Directing for the Camera

Other Electives (three courses):

Any additional Communication Studies courses, including courses from other tracks. Topics in Communication Studies (COM 370), Internship (COM 399), and Independent Study (COM 391) may be taken to complete the major. One unit each of internships or independent studies may count as electives toward the major.

Suggested first year sequence in **Public/Mass Communication or Interpersonal/Organizational Communication tracks:**

FSP	First Seminar	1 course unit
COM	103/Introduction to Communication Theory	1 course unit
COM	172/Introduction to Media Communication	1 course unit
<i>or</i>		
COM	242/Interpersonal Communication	1 course unit
WRI	102/Academic Writing (if not exempted)*	1 course unit
	Foreign Language (if not exempted)**	1-2 course units
	Quantitative Reasoning (liberal learning)***	2 course units
	Liberal Learning	1-2 course units

**It is recommended that students exempted from these courses take other liberal learning courses.*

*** Arabic 151 and 152, Chinese 151 and 152, Japanese 151 and 152, and Russian 151 and 152 (offered annually); and Persian 151 and 152 (offered occasionally) are intensive courses and carry two course units of credit each. Students should take this into account when planning a normal four-course semester.*

**** It is recommended that all Communication Studies majors complete a course in statistics.*

Total for year **8 course units**

Suggested first year sequence in **Radio/Television/Film track:**

FSP	First Seminar	1 course unit
COM	103/Introduction to Communication Theory	1 course unit
COM	117/Languages of Film and Television	1 course unit
COM	212/Introduction to Television Studio	
<i>or</i>		
COM	211 Motion Picture Production I	1 course unit
WRI	102/Academic Writing (if not exempted)*	1 course unit
	Foreign Language (if not exempted)**	1-2 course units
	Quantitative Reasoning (liberal learning)***	2 course units
	Liberal Learning	1-2 course units

**It is recommended that students exempted from these courses take other liberal learning courses.*

*** Arabic 151 and 152, Chinese 151 and 152, Japanese 151 and 152, and Russian 151 and 152 (offered annually); and Persian 151 and 152 (offered occasionally) are intensive courses and carry two course units of credit each. Students should take this into account when planning a normal four-course semester.*

**** It is recommended that all Communication Studies majors complete a course in statistics.*

Total for year **8 course units**

Minor: Communication Studies

Students must take five courses for a minor in Communication Studies. One of these must be the common core course (COM 103/ Introduction to Communication Theory). The four remaining courses should be selected in consultation with a faculty advisor in Communication Studies. Independent studies and internships cannot be included in the minor but may be used as free electives for further credit toward graduation.