

## Communication Studies

*Faculty:* Woodward *Chair;* Byrne, Johnson, Pollock, Ryan, Sims

### The Communication Studies Program

The Communication Studies Program is a liberal arts major emphasizing theory and practice in a variety of settings for human and mediated communication. Topics include: communication campaigns, leadership, group problem solving, interpersonal skills, mass media effects, film and television production, documentary, radio production, social aspects of the media, political persuasion, organizational behavior, and the First Amendment. Some courses emphasize specific skills; others provide critical and conceptual frames for assessing a wide variety of messages.

Students enrolled in the Communication Studies Program may select from three content areas: **Corporate/Organizational Communication, Public/Mass Communication, and Radio/Television.**

Students in the Department of Communication Studies will develop communication knowledge and skills needed in a rapidly changing society. They will learn how communication affects individuals, groups, and society.

The flexible program is tailored to accommodate individual interests, aptitudes, and career goals. Each student works with a faculty adviser to plan a program of study and must complete a select group of required core courses which introduce basic concepts and skills. A variety of optional courses allows for the pursuit of more specialized areas. Students are encouraged to develop their creative talents and to apply classroom learning through participation in co-curricular activities, internships, and conference presentations.

Graduates from the Department of Communication Studies are strong candidates for positions in a variety of areas including administration, fundraising, public relations, human resources, advertising, sales, market research, media production and design, public affairs, and journalism. Students considering graduate school should take courses beyond the minimum requirement of 39 hours.

The communication program requires a minimum of 39 course credits:

### 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” (grade of C or better):
  - For Corporate/Organizational and Public/Mass Communication: COMM 172/Survey of Media Communication; COMM 242/Interpersonal Communication
  - For Radio/Television: COMM 172/Survey of Media Communication; COMM 212/Introduction to Television Production; COMM 269/Introduction to Radio and Audio Production
- Transfer in the program from another program within The College is based upon the following performance standards in these “foundation courses” (grade of C or better):
  - For Corporate/Organizational and Public/Mass Communication: COMM 103/Introduction to Communication
  - For Radio/Television: COMM 103/Introduction to Communication
- Graduation requires a GPA of 2.0 in all courses taken in the program.

Note: Because space in the Communication Studies Program is limited to available resources, students transferring into the program as well as lower division majors and minors may not be able to find space in selected courses.

#### Required Core Courses

15-18 cr.

#### Common Core (required of all majors):

COMM 103/Introduction to Communication Studies	3
COMM 172/Survey of Media Communication	3
COMM 301/Methods of Communication Research and Analysis	3
COMM 310/Theories in Persuasion	3

#### Public/Mass Communication and Corporate/ Organizational Communication: 3

COMM 242/Interpersonal Communication	3
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#### Radio/Television:

COMM 212/Introductory Television Production	3
COMM 269/Radio and Audio Production	3

**Communication Options** **12 cr.**

Each student must take a minimum of four courses from at least one of the following concentrations:

**Public/Mass Communication:**

COMM 210/Mass Media and the First Amendment	3
COMM 212 or COMM 269	3
COMM 240/Public Speaking in Bus./Gov	3
COMM 241/Argumentation and Debate	3
COMM 271/Film and Society	3
COMM 280/Strategies of American Political Communication	3
COMM 322/Great Speakers	3
COMM 371/Strategies of Public Relations	3
COMM 380/Public Discussion of Vital Issues	3
COMM 387/Student-Faculty Research	3
COMM 403/Public Communication Campaigns	3

**Corporate/Organizational Communication:**

COMM 250/Small Group Communication	3
COMM 371/Strategies of Public Relations	3
COMM 405/Leadership	3
COMM 411/Intercultural Communication	3
COMM 441/Organizational Communication	3
COMM 212 or COMM 269	3

**Radio/Television:**

COMM 211/Motion Picture Production I	
COMM 216/History of Performance	3
COMM 270/Broadcast Writing and Performance	3
COMM 271/Film and Society	3
COMM 273/Cable/Broadcast Media	3
COMM 311/Motion Picture Production II	3
COMM 312/Intermediate Television Production	3
COMM 369/Advanced Radio Production	3
COMM 442/Senior Practicum (required)	3
COMM 430/Directing for the Camera	3
COMM 350/TV Workshop Documentary	3
COMM 250/Small Group Communication	3

**Additional Options:** **0-12 cr.**

Any COMM course not used to fulfill the above distribution pattern may be chosen as a departmental option.

*During academic year 2003-2004, The College of New Jersey is in the process of transformative curricular change. Therefore only the course of study for first-year students entering in 2003-2004 is set out below. These students should consult their advisors when planning courses for future years. Supplements to this online bulletin also will be available on an ongoing basis.*

Below is a suggested program of study in **Public/Mass** or **Corporate/Organizational Communication**:

**Freshman Year**

COMM 099/Department Seminar	0
COMM 103/Introduction to Communication Studies	3
COMM 172/Survey of Media Communication	3
IDSC 151/Athens to New York	3
<i>or</i>	
FSP 101/Freshman Seminar	4
WRI 102/Academic Writing	4
Foreign Language	6
Math/Statistics (General Education)	6-8
General Education	3-6
<b>Total for year</b>	<b>31</b>

Below is a suggested program of study in **Radio/Television**:

**Freshman Year**

COMM 099/Department Seminar	0
COMM 103/Introduction to Communication Studies	3
COMM 172/Survey of Media Communication	3

IDSC 151/Athens to New York	3
<i>or</i>	
FSP 101/First Year Seminar	
WRI 102/Academic Writing	4
Foreign Language	6
Mathematics (General Education)	6-8
General Education	3-6
<b>Total for year</b>	<b>31</b>

**Minor in Communication (2.0 GPA required) 18 cr.**

1. Select two of the following courses: 6 cr.  
COMM 103, COMM 172, COMM 240, COMM 242, COMM 301, COMM 310
2. Select any two from one of the following groups: 6 cr.
  - a. Public and Mass Communication:  
COMM 210, COMM 241, COMM 271, COMM 280, COMM 322, COMM 380
  - b. Interpersonal Communication:  
COMM 250, COMM 405, COMM 411, COMM 441
  - c. Radio and Television:  
COMM 211, COMM 212, COMM 269, COMM 270, COMM 271
3. Select any two additional COMM courses 6 cr.  
numbered 200 or higher (excluding COMM 486/499)

**COURSES (updated 11/5/03)**

**COMM 100/Fundamentals of Public Speaking 3 cr.**

(3 class hours)  
(occasionally)

The techniques of public speaking. Attention is given to speaker-listener relationships, management and choice of ideas, selection and organization of materials, use of language, and nonverbal elements.

**COM 103/Introduction to Communication Studies 4 cr.**

(3 class hours)  
(annually—fall, biennially—spring)

Provides students with an overview of the discipline and an understanding of the role theory plays in the study of communication. Students are introduced to different ways of thinking about communication as influenced by cultural, historical, and academic perspectives. Helps students to apply theories to actual communication events and experiences in interpersonal, organizational, mass, and political communication contexts.

**COMM 106/Introduction to Dramatic Forms 3 cr.**

(3 class hours)  
(occasionally)

Exploration of the premises which undergird attempts to dramatize the human condition whether through live performance or the various means of recording (e.g., film/video). Emphasis on the synthesis of various contributing arts and historical sources and principles.

**COMM 108/Performance Credit 1 cr.**

(1 class hour)  
(every semester)

Participation in communication-related activity. Students must take the initiative to arrange projects with appropriate faculty, and complete a performance credit contract with the COMM 108 coordinator at the beginning of the semester.

**COMM 148/Challenges in Acting 3 cr.**

(3 class hours)

Introduction to styles of acting for stage, film and television. Practice in role analysis and interpretation of realistic dramatic texts.

**COMM 172/Survey of Media Communication 3 cr.**

(3 class hours)  
(every semester)

Surveys all forms of broadcast, print, and computerized communication systems in terms of their origins, development, and social impact. Students are introduced to various theoretical perspectives of media ownership and the press, audience behavior, and media influence. Ethical, legal, political, and economic issues surrounding the mass media are also analyzed.

**COMM 176/Makeup for Performance 3 cr.**

(two 100-minute periods)  
(occasionally)

A practical study of the theory, design, and application of makeup for stage, film, and television. Two-dimensional (paint) and three-dimensional makeup, wigs, and beards. Course work may be coordinated with production activity. Each student is required to purchase a makeup kit.

**COMM 210/Mass Media and the First Amendment 3 cr.**

(3 class hours)

(annually—spring)

*Prerequisite:* COMM 172 or ENGL 208, or instructor consent

An examination of the opportunities and constraints governing the expression of ideas in major forms of American public media. Emphasis on the legal, social, and technical limits placed on free expression in American society.

**COMM 211/Motion Picture Production I 3 cr.**

(3 class hours)

(annually—fall)

An introductory course examining the medium of motion picture production in relation to both aesthetics and production technique. Students will produce two short films using 16mm cine cameras and editing equipment. Exercises will include optical and mechanical theory and operation of motion picture cameras, lighting and metering technique, editing/post-production practice, and production organization.

**COMM 212/Introductory Television Production 3 cr.**

(one lecture and one studio class meeting per week)

(every semester)

An introduction to the basic concepts and techniques of multi-camera studio production including fundamentals of camera operation, video control, audio, lighting, pre-production preparation, and directing.

**COMM 216/History of Performance 3 cr.**

(3 class hours)

(annually—spring)

Examines the development of performance art in the context of popular culture, exploring the interrelationship of live, filmed, and electronically recorded performance media.

**COMM 240/Public Speaking: Business and Government 3 cr.**

(3 class hours)

(occasionally)

Examines the theoretical, practical, and ethical dimensions of public speaking. Focuses on the basic principles and understanding of verbal and nonverbal communication, audience analysis, and techniques for researching, organizing, supporting, and presenting ideas effectively. Students are provided with opportunities to develop their communicative knowledge and skills within the context of public- and business-speaking situations. Emphasis is placed on the relationship between critical thinking, speaking, and effective listening.

**COMM 241/Argumentation and Debate 3 cr.**

(3 class hours)

(occasionally)

Intensive study of content and techniques of argument in public controversies. Theories of rational argumentation and debate. Participation in traditional debates, cross-examination debates, and mock trials.

**COMM 242/Interpersonal Communication 3 cr.**

(3 class hours)

(every semester)

Examines interpersonal communication, combining theory with practice; emphasizes the uniqueness of interpersonal communication as opposed to communication in other settings.

**COMM 245/Modern Arabic Society and the Media 3 cr.**

(occasionally)

Same as ARAB 245 and ANTH 245

This course will be taught in English. It will explore social issues that have been central to the transformation of modern Arab societies in the modern period. Readings and recordings will address major topics such as democracy and development, nationalism, Islam, feminism and the status of women, and socialism.

**COMM 250/Small Group Communication 3 cr.**

(3 class hours)

(biennially—spring)

Explores small group communication theory and research, group problem solving, decision making, conflict resolution, and participation in group problem-solving tasks.

**COMM 255/Acting for the Camera 3 cr.**

(two 100-minute periods)

(biennially—fall)

The role of the actor in the interpretation of dramatic and narrative texts adapted for camera performance. Course work culminates in preparation of individual “audition” tapes. May be repeated once for credit with departmental consent.

**COMM 269/Radio and Audio Production 3 cr.**

(3 class hours)

(every semester)

Provides an understanding of broadcast methods. Lab projects are used to practice skills in announcing, newscasting, radio production, and other broadcasting techniques. Students participate in correlated activities with WTSR-FM Radio.

**COMM 270/Broadcast Writing and Announcing 3 cr.**

(3 class hours)

(annually—fall)

An introduction to the role of the announcer in radio and television. The course examines the responsibilities and skills involved in writing and performing broadcast copy.

**COMM 271/Film and Society 3 cr.**

(one lecture and one lab class per week)

(every semester)

A critical/analytical study of the social impact of the cinema.

Review of the systems which bear upon the filmmaker, the social contexts within which films are presented and interpreted, and the societal impact and function of the cinema. Emphasis will be placed on cinematic work which falls outside the mainstream.

**COMM 273/Cable and Broadcast Media 3 cr.**

(3 class hours)

(Spring semester)

An analysis of the history, technology, economics, programming, and impact of broadcast media on society. This course reviews government regulations, constitutional issues, and commercial pressures that effect programming and network success.

**COMM 280/Strategies of American Political Communication 3 cr.**

(3 class hours)

(annually—spring)

A survey of the design and use of political messages in various media. Includes an assessment of the strategies and effects of campaign techniques, the legislative process, and the presidency.

**COM 301/Methods of Communication Research and Analysis 4 cr.**

(3 class hours)

(every semester)

An introduction to several major methodologies for analyzing, discovering, and testing observations about communication processes and effects in both print and electronic media. Perspectives include experimental, survey, and content analysis. Students completing this course should be able to critically evaluate communication and other behavioral and scientific research.

**COM 310/Theories in Persuasion 4 cr.**

(3 class hours)

(every semester)

Using basic terminology, philosophy, and methodology, this course focuses on current persuasion theory and application to practical situations. Appropriate historical developments and contributions are surveyed.

**COMM 311/Motion Picture Production II 3 cr.**

(3 class hours)

(annually—spring)

*Prerequisite:* COMM 211

Following on the concepts and practices learned in Motion Picture Production I, this class deals with color negative stocks and synchronous sound shooting and editing. Students learn advanced organizational practices, how to communicate with labs and post-production service houses, and sync-sound finishing procedures.

**COMM 312/Intermediate Television Production 3 cr.**

(EFP, editing, post-production)

(3 class hours)

(annually—spring)

*Prerequisite:* COMM 212 or instructor consent

An introduction to concepts and techniques of single-camera production, editing, and post-production including creative, pre-planning strategies, methods of executing and evaluating visual ideas, and the final visual presentation. Students produce a narrative video project.

- COMM 314/Advanced Television** **3 cr.**  
**Production**  
 (3 class hours)  
 (annually—fall)  
*Prerequisites:* COMM 212 and COMM 312  
 A workshop course developing and executing significant projects in narrative television, utilizing combined techniques of studio, location, and post-production, and exploring the application of advanced cinematic and video graphic concepts.
- COMM 322/Great Speakers** **3 cr.**  
 (3 class hours)  
 (occasionally)  
 This survey of masterpieces of oratory in English assesses the effect of public address on social attitudes and behavior.
- COM 343/Looking at Women: Representation,** **4 cr.**  
 (3 class hours)  
 (annually—fall)  
 Same as AAH 343; WGS 305  
 Explores the impact feminism has had on film theory, criticism, and production. Various approaches to the study and production of the cinematic apparatus will be explored including psychoanalysis, issues of representation, spectatorship, ethnicity, and hybrid sexualities.
- COMM 350/Television Workshop: Documentary** **3 cr.**  
 (3 class hours)  
 (annually—spring)  
*Prerequisite:* COMM 312 or instructor consent  
 This course enables students to participate as members of a production unit, with the objective of completing a television documentary. Documentaries deal with social issues of major significance. Students may take this course twice.
- COMM 368/Lighting** **3 cr.**  
 (3 class hours)  
 (alternate years—fall)  
*Prerequisite:* COMM 212 or instructor consent  
 An exploratory course in the uses of light beyond basic illumination. Electrical, optical, and color theory applied to stage and television lighting. Familiarity with luminaires, control systems, physical and dynamic properties of light. Practical application in studio and on location.
- COMM 369/Advanced Radio and Audio Production** **3 cr.**  
 (3 class hours)  
 (annually—spring)  
*Prerequisite:* COMM 269 or instructor consent  
 Covers advanced sound production and radio programming techniques with emphasis on programming for WTSR, the College's radio station, mixing effects, post-production, and location techniques. In addition to sound processing, sound for television and sound editing will be covered.
- COMM 371/Strategies of Public Relations** **3 cr.**  
 (3 class hours)  
 (annually—spring)  
 An overview of the strategies and tactics used in the practice of public relations, with special emphasis on defining the current parameters of this field of expertise. Students will explore the processes involved in professional public relations work: research, planning, communication, and evaluation.
- COMM 380/Public Discussion of Vital Issues** **3 cr.**  
 (3 class hours)  
 (annually—fall)  
*Prerequisite:* Junior standing  
 Covers rhetoric and propaganda as used in controlling public opinion through debate, public speaking, panel discussion, theater, films, radio, television, and other forms of media and public address.
- COMM 384/Topics in Communication Studies** **3 cr.**  
 (3 class hours—usually)  
 (every semester)  
 Focuses on a significant historical or theoretical topic, or on studio and performance skills; may be repeated when topic changes.
- COMM 387/Advanced Student-Faculty Research I** **3 cr.**  
 (3 class hours)  
 (annually—fall)  
 A seminar introducing advanced research techniques. Students learn to transform data collected previously into coherent, organized scholarly papers and presentation materials. Co-authored work is encouraged.

- COM 403/Social Marketing: Public Communication Campaigns** 4 cr.  
(3 class hours)  
(annually—fall)  
This course examines the impact of public communication campaigns, in particular health communication campaigns, aimed at informing and persuading mass audiences. Special attention is given to the selection of achievable objectives, to the integration of carefully chosen strategies with specific tactics for designing successful campaigns, and to the evaluation of campaign effectiveness.
- COMM 405/Leadership** 3 cr.  
(3 class hours)  
(biennially—fall)  
This course draws upon a range of research and writing about leadership to develop an analytic framework for understanding and carrying out leadership roles. Emphasis is given to concepts of paradigm and change, functions of dynamics of group process, and pertinent characteristics of communication.
- COMM 411/Intercultural Communication** 3 cr.  
(3 class hours)  
(biennially—spring)  
Focuses on the importance of developing one's ability to communicate effectively with people from diverse cultures and co-cultures.
- COMM 430/Directing for the Camera** 3 cr.  
(3 class hours)  
(annually—fall)  
Introduces students to basic concepts involved in directing for film and television including shot listing, storyboarding, selection of shot positions, angles and movements as well as working with scripts, rehearsing talent, blocking for the camera, and shooting for the edit. Students will be expected to complete several assignments over the course of the semester including projects in the television studio as well as those using concepts from single-camera production.
- COMM 441/Organizational Communication** 3 cr.  
(3 class hours)  
(biennially—fall)  
The study of the internal communication requirements of organizations. Covers communication problems and solutions associated with conflict, interpersonal power and influence, communication varies, information flow, and communication channels.
- COMM 442/Senior Practicum** 3 cr.  
(3 class hours)  
(annually—spring)  
*Prerequisite:* instructor consent  
Completion of two group projects, each realizing the solution to a complex problem in different areas (performance, production, directing, writing). For each undertaking, substantial scholarly investigation shall be required and a conceptualization and realization that are both viable and well defended.
- COMM 486/Internship** 3–9 cr.  
(conferences as required)  
(every semester)  
*Prerequisite:* Not open to freshmen or students with a GPA lower than 2.5 in the communication studies major  
Interested students should contact the communication studies department early in the semester. Descriptions of internship opportunities and permission to register forms are available in the department office. Students may take up to a 12-credit load in addition to the internship during the fall and/or spring but only nine credits, in total, may be taken during the summer. Graded P/U
- COMM487/Advanced Student-Faculty Research** 3 cr.  
(3 class hours)  
(annually—spring)  
*Prerequisite:* COMM387  
A seminar encouraging students to use a variety of rigorous methodologies to bring papers to the level of professional scholarship suitable for submission to state, regional, national, and international scholarly meetings. Papers are closely supervised and critiqued by the instructor.
- COMM 499/Independent Study** 1 - 6 cr.  
(every semester)  
*Prerequisite:* An application for independent study must be developed and approved by the department prior to registration. This process normally requires about 30 days. Students are expected to do individual study under faculty supervision. Work may also be coordinated with participation in performance activities. This course may be adjusted to fit a semester or quarter schedule.
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