

Communication Studies

Faculty: Woodward, *Chair;* Byrne, D'Angelo, 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 considering the major should be engaged and curious learners.

Students enrolled in the communication studies program may focus on three content areas: corporate/organizational communication, public/mass communication, and radio/television. The program also requires completion of core courses, but permits accommodation to individual interests through elective courses. Each student works with a faculty adviser to plan a program of study. Students are also encouraged to develop their creative talents and to apply classroom learning through participation in co-curricular activities, internships, research, 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 12 courses.

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 majors: COM 103/Introduction to Communication Studies.
For Corporate/Organizational: COM 242/Interpersonal Communication.
For Public/Mass Communication: COM 172/Survey of Media Communication.
For Radio/Television/Film: COM 117/Lang. of Film and TV; COM 212/Introduction to Television Production; COM 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” (a passing grade or better is required):
COM 103/Introduction to Communication Studies.
- Graduation requires a GPA of 2.0 for the major.
- Up to 16 transfer credits can be applied to the 39 credit major, or five of 12 major courses.

Major in Communication Studies:

Students who began their communication major *before* the fall 2004 semester should complete the 39-hour major they started. Degree requirements remain the same. Consult your adviser if you have specific questions.

Students who have *entered the major fall 2004 or after* should follow transformed major requirements as listed below.

The major is composed of 12 courses made up of (1) core courses for the major and specific tracks, (2) courses selected within a track, and (3) electives. Three core courses are required of all majors. Other core courses vary by track.

Communication Studies Common Core Courses: (required)

COM 103/Introduction to Communication Studies
COM 390/Methods of Communication Research and Analysis
COM 310/Theories of Persuasion

Corporate/Organizational Track:

COM 242/Interpersonal Communication (required)

Students in this track must select a minimum of four additional courses from those listed below.

COM 250/Small Group Communication
COM 371/Strategies of Public Relations
COM 411/Intercultural Communication: Racial Perspectives
COM 441/Organizations and Leadership

Electives (four courses): Any additional communication 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.

Public and Mass Communication Track:

COM 172/Survey of Media Communication (required)

Students in this track must select a minimum of four additional courses from those listed below.

COM 117/Language of Film and Television
COM 210/Mass Media and the First Amendment
COM 240/Public Speaking in Business and Government
COM 241/Argumentation and Debate
COM 242/Interpersonal Communication
COM 271/Film and Society
COM 280/American Political Communication
COM 371/Strategies of Public Relations
COM 380/Public Discussion of Vital Issues
COM 487/Advanced Student-Faculty Research
COM 403/Social Marketing: Public Communication Campaigns
COM 411/Intercultural Communication: Racial Perspectives
COM 441/Organization and Leadership

Electives (four courses): Any additional communication 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.

Radio/TV/Film Track:

- COM 117/The Language of Film and Television (required)
- COM 212/Introduction to Television Production (required)
- COM 269/Radio and Audio Production (required)

Students in this track must select a minimum of three additional courses from those listed below.

- COM 172/Survey of Media Communication
- COM 211/Motion Picture Production I
- COM 250/Small Group Communication
- COM 255/Acting for the Camera
- COM 270/Broadcast Writing and Announcing
- COM 271/Film and Society
- COM 311/Motion Picture Production II
- COM 312/Intermediate Video Workshop
- COM 343/Looking at Women: Representation, Feminism, and Film
- COM 350/Television Workshop: Documentary
- COM 368/Lighting and Cinematography
- COM 369/Advanced Radio and Audio Production
- COM 430/Directing for the Camera
- COM 442/Senior Practicum

Electives (three courses): Any additional communication 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.

Suggested first year sequence in Corporate/Organizational Communication or Public/Mass Communication:

FSP	First Seminar	1 course unit
COM	099/Department Seminar	0 course unit
COM	103/Introduction to Communication Studies	1 course unit
COM	172/Survey of Media 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.*

Total for year

8-9 course units

Suggested first year sequence in Radio/Television:

FSP	First Seminar	1 course unit
COM	099/Department Seminar	0 course unit
COM	103/Introduction to Communication Studies	1 course unit
COM	117/Language of Television and Film	1 course unit
COM	212/Introduction to Television	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.*

Total for year

8-9 course units

Minor: Communication Studies

1. Students must take a minimum of five courses for a minor in Communication Studies.
2. At least one course must be from the common core of the major (COM 103, 390, or 310). COM 103 is recommended if a student has not had any prior course work in communication.
3. Three courses must be selected from the same department track. (See tracks under major for appropriate courses.)
4. One course in the minor must be from a different track, or can be a second selection from the department's three core courses.

COURSES

COM 099/Department Orientation
(every fall)

no earned credit

This seminar provides an overview of the department and its concentrations. Students are introduced to faculty, support staff, facilities, academic expectations, and information about the department and the College. For first year students in communication studies only.

COM 103/Introduction to Communication Studies
(every semester)

1 course unit

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.

COM 106/Introduction to Dramatic Forms
(occasionally)

1 course unit

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.

COM 108/Performance Credit
(every semester)

.25 course unit

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

COM 117/Language of Television and Film
(every semester)

1 course unit

An introduction to the close analysis of film and television/video texts using concepts from film theory, televisual aesthetics, and media literacy. Students examine film and television's technological and ideological conventions, consider particular genres, and gain a working understanding of terms and concepts that will be used in further studies in film and video analysis.

COM 172/Survey of Media Communication **1 course unit**
(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.

COM 176/Makeup for Performance **1 course unit**
(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.

COM 210/Mass Media and the First Amendment **1 course unit**
(annually—spring)

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.

COM 211/Motion Picture Production I **1 course unit**
(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.

COM 212/Introduction to Television Production **1 course unit**
(lecture and studio)
(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.

COM 216/History of Performance **1 course unit**
(occasionally)

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

COM 240/Public Speaking: Business and Government **1 course unit**
(annually—fall)

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.

COM 241/Argumentation and Debate **1 course unit**
(annually—spring)

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.

COM 242/Interpersonal Communication **1 course unit**
(every semester)

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

COM 245/Modern Arabic Society and the Media **1 course unit**
(same as ARA 245/ANT 245)
(occasionally)

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.

COM 250/Small Group Communication **1 course unit**
(biennially—spring)

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

COM 255/Acting for Stage and Screen **1 course unit**
(every semester)

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.

COM 269/Radio and Audio Production **1 course unit**
(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.

COM 270/Broadcast Writing and Announcing **1 course unit**
(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.

COM 271/Film and Society **1 course unit**
(lecture and lab)

(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.

COM 273/Cable and Broadcast Media

1 course unit

(annually—spring)

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.

COM 280/American Political Communication

1 course unit

(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 310/Theories in Persuasion

1 course unit

(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.

COM 311/Motion Picture Production II

1 course unit

(annually—spring)

Prerequisite: COM 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.

COM 312/Intermediate Video: The Art of Editing

1 course unit

(annually—spring)

Prerequisite: COM 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.

COM 314/Advanced Television Production

1 course unit

(annually—fall)

Prerequisites: COM 212 and COM 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.

COM 322/Great Speakers

1 course unit

(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, Feminisms, and Film **1 course unit**
(same as AAH 343; WGS 305)
(annually—fall)

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.

COM 350/Documentary Production **1 course unit**
(annually—spring)

Prerequisite: COM 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.

COM 368/Lighting and Cinematography **1 course unit**
(alternate years—fall)

Prerequisite: COM 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.

COM 369/Advanced Radio and Audio Production **1 course unit**
(annually—spring)

Prerequisite: COM 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.

COM 370/Topics in Communication Studies **1 course unit**
(every semester)

Focuses on a significant historical or theoretical topic, or on studio and performance skills; may be repeated when topic changes.

COM 371/Strategies of Public Relations **1 course unit**
(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.

COM 380/Public Discussion of Vital Issues **1 course unit**
(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.

COM 390/Methods of Communication Research and Analysis **1 course unit**
(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 391/Independent Study **1-2 course units**
(every semester)

Prerequisite: Junior standing, minimum of 2.75 GPA in the major

An application for independent study must be developed and approved by the department prior to registration. Students are expected to do individual study under faculty supervision. Work may also be coordinated with participation in performance activities. May be repeated on new project for elective credit outside the 12-course major.

COM 399/Internship **1-2 course units**
(every semester)

Prerequisite: Junior standing, minimum of 2.5 GPA 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. The norm for a one unit internship is 160 hours. May be repeated at different work site as elective credit outside of the 12-course major. Graded P/U

COM 403/Social Marketing: Public Communication Campaigns **1 course unit**
(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.

COM 411/Intercultural Communication: Racial Perspectives **1 course unit**
(biennially—spring)

Focuses on the importance of developing one's ability to communicate effectively with people from diverse cultures and co-cultures.

COM 430/Directing for the Camera **1 course unit**
(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.

COM 441/Organizations and Leadership **1 course unit**
(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.

COM 442/Senior Practicum **1 course unit**
(annually—spring)

Prerequisite: Instructor consent

This course involves 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.

COM 487/Advanced Student-Faculty Research

1 course unit

(annually—spring)

Prerequisite: COM 387

A seminar encouraging students to use a variety of rigorous methodologies to bring papers or projects to a professional level suitable for submission to state, regional, national, and international scholarly meetings. Papers and projects are closely supervised and critiqued by the instructor. May be repeated for different project.