Communication Studies

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

*Click here for Communication Studies courses.*

Mission Statement

The Department of Communication Studies engages students and members of the TCNJ interested in the study of human communication in its public, interpersonal, computer and mass mediated forms. Working within a framework of three curricular clusters that represent a breadth of current communication practice and scholarship, as well as an interdisciplinary concentration in health communication, the department excels as a collegial group of teachers and support staff fully dedicated to undergraduate teaching and student scholarship. Core departmental and disciplinary values include inclusiveness, intellectual curiosity, written and verbal fluency, technical mastery, and the appreciation of the transformative power of language, film and other media. Communication Studies is committed to remaining current in its programs, ambitious for its students, and supportive of its members within the TCNJ community.

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); 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 considering the major should be engaged and curious learners.

Students enrolled in the Communication Studies program select one of three tracks (i.e., content areas): public/mass communication, interpersonal/organizational communication, and radio/television/film. A health communication interdisciplinary concentration is available within the public/mass communication track. 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 co-curricular 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 Interpersonal/Organizational track: COM 242/Interpersonal Communication.
  - For the Public/Mass Communication track: COM 172/Introduction to Media 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.

Common Core Course for Communication Studies:
COM 103/Introduction to Communication Theory
Public and Mass Communication Track

Additional Core Courses:
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
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 (four 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 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 (four 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 212/ Introduction to Television Studio  *or* COM 211/ Motion Picture Production I
- COM 442/ Senior Practicum

**Elective Courses** (four courses from those listed below):
- COM 172/ Introduction to Media Communication
- 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 the Camera
- 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 (four 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.

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

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FSP</td>
<td>1 course unit</td>
</tr>
<tr>
<td>COM 103/Introduction to Communication Theory</td>
<td>1 course unit</td>
</tr>
<tr>
<td>COM 172/Introduction to Media Communication</td>
<td>1 course unit</td>
</tr>
<tr>
<td>or COM 242/Interpersonal Communication</td>
<td>1 course unit</td>
</tr>
<tr>
<td>WRI 102/Academic Writing (if not exempted)*</td>
<td>1 course unit</td>
</tr>
<tr>
<td>Foreign Language (if not exempted)**</td>
<td>1-2 course units</td>
</tr>
<tr>
<td>Quantitative Reasoning (liberal learning)</td>
<td>2 course units</td>
</tr>
<tr>
<td>Liberal Learning</td>
<td>1-2 course units</td>
</tr>
</tbody>
</table>

*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.
Total for year

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

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>FSP</td>
<td>First Seminar</td>
<td>1</td>
</tr>
<tr>
<td>COM 103</td>
<td>Introduction to Communication Theory</td>
<td>1</td>
</tr>
<tr>
<td>COM 117</td>
<td>Languages of Film and Television</td>
<td>1</td>
</tr>
<tr>
<td>COM 212</td>
<td>Introduction to Television Studio</td>
<td>1</td>
</tr>
<tr>
<td>or</td>
<td>COM 211 Motion Picture Production I</td>
<td>1</td>
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<td>1-2</td>
<td></td>
</tr>
<tr>
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Total for year

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). COM 103 is recommended as an initial course if a student has not had any prior course work in communication. None of the five Communication Studies courses in the minor can be an independent study or internship. Independent studies and internships can count for further elective credit toward graduation.