

Communication Studies

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

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 select one of three concentrations (i.e., content areas): organizational/interpersonal communication, public/mass communication, and radio/television/film. The program also requires completion of core courses, but permits accommodation to individual interests through elective courses. Each student works with a faculty advisor 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 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 concentrations: COM 103/Introduction to Communication Studies.
 - For Organizational/Interpersonal concentration: COM 242/Interpersonal Communication.
 - For Public/Mass Communication concentration: COM 172/Introduction to Media Communication.
 - For Radio/Television/Film concentration: COM 117/Lang. of Film and TV; COM 212/Introduction to Television Studio; 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.

Communication Studies-2

Major in Communication Studies:

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

Communication Studies Common Core Courses: (required)

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

Organizational /Interpersonal Concentration:

- COM 242/Interpersonal Communication (required)

Students in this concentration must select a minimum of four additional courses from those listed below:

- COM 240/Public speaking in business and government
- COM 250/Small Group Communication
- COM 300/Intergender Communication
- COM 371/Strategies of Public Relations
- COM 411/Intercultural/Racial Communication
- COM 441/Organizations and Leadership
- COM 487/Student-Faculty Advanced Research

Electives (four courses): Any additional communication courses, including courses from other concentrations, 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 Concentration:

- COM 172/Introduction to Media Communication (required)

Students in this concentration must select a minimum of four additional 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 242/Interpersonal Communication
- COM 271/Film and Society
- COM 272 Theories and Effects of Media Communication
- COM 280/American Political Communication
- COM 371/Strategies of Public Relations
- COM 380/Public Discussion of Vital Issues
- COM 403/Health Communication Campaigns: A Social Marketing Approach
- COM 411/Intercultural/Racial Communication
- COM 415/International Communication
- COM 441/Organizations and Leadership
- COM 487/Student-Faculty Advanced Research

Electives (four courses): Any additional communication courses, including courses from other concentrations. Topics in Communication Studies (COM 370), Internship (COM 399), and Independent Study (COM 391) may be taken to complete the major.

Communication Studies-3

Radio/TV/Film Concentration:

- COM 117/ Languages of Film and Television (required)
- COM 212/Introduction to Television Studio *or* COM 211/Motion Picture Production I (required)
- COM 269/Radio and Audio Production (required)
- COM 442/Senior Practicum

Students in this concentration must select a minimum of three additional courses from those listed below:

- COM 172/Introduction to Media Communication
- COM 211/Motion Picture Production I
- COM 212/Introduction to Television Studio
- COM 250/Small Group Communication
- COM 255/Acting for the Camera
- 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 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

Electives (three courses): Any additional communication courses, including courses from other concentrations. One unit each of Internship (COM 399), and Independent Study (COM 391) may be taken as elective credits to complete the major. New projects for each may be repeated for elective credit outside the major.

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

FSP	First Seminar	1 course unit
COM	103/Introduction to Communication Studies	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.*

Total for year

8-9 course units

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

FSP	First Seminar	1 course unit
COM	103/Introduction to Communication Studies	1 course unit
COM	117/Languages of Film and Television	1 course unit
COM	212/Introduction to Television Studio	
<i>or</i>		

Communication Studies-4

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.*

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 concentration.
4. One course in the minor must be from a different concentration or can be a second selection from the department's three core courses.