

## Communication Studies

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

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### 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  
COM272 Theories and Effects of Media Communication  
COM280/American Political Communication  
COM 313/Philosophy of Communication  
COM345/New Media and Health Communication  
COM371/Strategies of Public Relations  
COM 380/Public Discussion of Vital Issues  
COM 403/Health Communication Campaigns: A Social Marketing Approach  
COM415/International Communication  
COM487/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):

COM240/Public speaking in business and government  
COM 250/Small Group Communication  
COM300/Intergender Communication  
COM313/Philosophy of Communication  
COM345/New Media and Health Communication  
COM371/Strategies of Public Relations  
COM 411/Intercultural/Racial Communication  
COM 441/Organizational Leadership  
COM487/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  
COM211/Motion Picture Production I  
COM 212/Introduction to Television Studio  
COM235/African American Film  
COM250/Small Group Communication  
COM255/Acting for the Camera  
COM269/Production for Public Radio  
COM270/Writing and Announcing for Broadcasting  
COM271/Film and Society  
COM273/Cable and Broadcasting in America  
COM311/Advanced Motion Picture Production  
COM312/Intermediate Video: The Art of Editing  
COM313/Philosophy of Communication  
COM343/Looking at Women: Representation, Feminism, and Film  
COM350/Documentary Production  
COM368/Lighting and Cinematography  
COM369/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:**

FSP	First Seminar	1 course unit
COM	103/Introduction to Communication Theory	1 course unit
COM	172/Introduction to Media Communication	1 course unit
<b>or</b>		
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.*

**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.*

**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). 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.