

**COM 103/Introduction to Communication Theory** **1 course unit**

(every semester)

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 108/Performance Credit** **.25 course unit**

(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 COM 108 coordinator prior to registration.

**COM 117/Languages of Film and Television** **1 course unit**

(every semester)

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/Introduction to Media Communication** **1 course unit**

(every semester)

Surveys broadcast, print, and digital communication industries in terms of their origins, development, and social impact. Students are introduced to various theoretical perspectives of media ownership and the press, industry practices, 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**

(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**

(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 Studio** **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 history and theory in the context of popular culture, exploring the interrelationship of live, filmed, and electronically recorded performance media. Topics to be discussed include naturalism in theater and film, method acting, anti-realist performance styles, and performance art.

**COM 235/African American Film** **1 course unit**  
(same as AAS 235)

Students will examine the history of African American filmmaking placing emphasis on periods in which filmmakers have made significant impact. Analysis of films will revolve around their relation to social and political contexts in which they were made as well as the diverse cinematic techniques employed to construct their narratives.

**COM 240/Public Speaking in Business and Government** **1 course unit**  
(every semester)

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**  
(fall)

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 and 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**  
(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/Production for Public Radio** **1 course unit**  
(occasionally)

An introduction to production skills appropriate to the diverse programming of public radio. Lab projects are used to develop skills in announcing, interviewing, editing, and short-form documentary-production. Students participate in correlated activities with WTSR-FM.

**COM 270/Writing and Announcing for Broadcasting** **1 course unit**  
(fall)

An introduction to writing in different media environments. Students will write short screenplays, teleplays and as well as write for broadcast environments. Students will be introduced to the role of the announcer in radio and television.

**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 272/Theories and Effects of Media Communication** **1 course unit**  
(spring)

Research on the effects of mass media messages has always been helped along by theories that explain how and why media institutions make messages, how individuals receive and use these messages, and how these messages have effects on both the social and individual levels. This course will examine some of the noteworthy traditions and research programs on theories about the production and effects of mediated messages.

**COM 273/Cable and Broadcasting in America** **1 course unit**  
(occasionally)

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**  
(occasionally)

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 300/Intergender Communication** **1 course unit**  
(fall)

*Prerequisite:* COM 242 or instructor consent

This course is designed to broaden the student's awareness of communication, gender, and culture. Students will focus on the ways gender differences are infused in Western culture, politics, and interpersonal relationships. Society's views on gender are clearly reflected in our literature, films and music. Using a number of approaches, students will explore communication patterns in relationships.

**COM 310/Theories of Persuasion** **1 course unit**  
(every semester)

A mix of rhetorical and social science perspectives on the art and science of persuasion. Topics include classic models and theories, source credibility, message design, visual persuasion, and compliance gaining strategies in politics, advertising and health campaigns.

**COM 311/Advanced Motion Picture Production** **1 course unit**  
(every semester)

*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**  
(every semester)

This course will give students a thorough background in film and video editing theory and an opportunity to put this theory into practice through use of AVID media composer. Through editing a number of short pieces, students will gain an understanding of how their editing choices impact viewer response ..

**COM 313/Seminar in Philosophy of Communication** **1 course unit**  
(spring, open to majors and non-majors, sophomores or higher)

This seminar explores ancient and current wisdom about the nature of communication, from intimate to formal settings, and as a crucial link between humans, animals and machines. Communication is considered as information, expression, performance, signification, and an emblem of identity.

**COM 343/Looking at Women: Representation, Feminisms, and Film** **1 course unit**  
(same as AAH 343; WGS 305)  
(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 345/ New Media and Health Communication** **1 course unit**  
(spring)

Through critical reading, critique, case study analysis, and hands-on applications, this advanced undergraduate seminar examines cutting-edge research and practice regarding uses and effects of new media and emerging technologies in a wide variety of health communication contexts, and proposes directions for future research.

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

This course covers all aspects of documentary production from idea development and research, to production, post-production and distribution strategies. Class includes screenings and discussion of documentary styles and issues as well as a production workshop.

**COM 368/Lighting and Cinematography** **1 course unit**  
(annually)

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**  
(occasionally)

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**  
(every semester)

*Prerequisite:* Sophomore, junior, senior standing

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**  
(spring)

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 381/Issues in Film History** **1 course unit**  
(fall)

*Prerequisite:* COM 117 or COM 271

This is an advanced film history course on methodologies used in writing film history and critical analysis. It is designed to be a third-level writing intensive course for students in the Radio/TV/Film track in which they are expected to apply concepts from diverse methodologies used in film history, theory, and criticism to the subject under study. Topics may include Film Noir (or other historical film movements), Irish Cinema (or other National Cinemas), or Experimental Film (or other genres) depending on the instructor's area of expertise. In each case, students will be expected to use writing as a way of learning more about a topic in film history and the standards of scholarship in the discipline.

**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** **variable course units**  
(every semester)

*Prerequisite:* Junior or senior standing

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 in Communication Studies** **1 course unit**  
(every semester)

*Prerequisite:* Junior or senior standing

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 200 hours. May be repeated at different work site as elective credit outside of the 12-course major. Graded P/U

**COM 401/The Washington Center** **2 course units**  
(occasionally)

The Washington Semester Program affords students the opportunity to pursue internships, course work, and enrichment activities during a semester in the Washington, D.C. area. Programs are provided by the Washington Center and the Washington Internship Institute but the student earns TCNJ credit for the semester.

**COM 403/Health Communication Campaigns: A Social Marketing Approach** **1 course unit**  
(every semester)

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/Racial Communication** **1 course unit**  
(spring)

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

**COM 415/International Communication** **1 course unit**  
(occasionally)

*Prerequisite:* COM 103 or 172

This course examines contemporary issues in international communication with special emphasis on methods for comparing cross-national media coverage of critical issues, along with explanatory explorations in areas such as structural/demographic measures (GDP, literacy rate, infant mortality rate, etc.) and media systems (relatively free, relatively closed).

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

Students will direct two to three narrative short films within the semester. Fundamentals of directing for the screen will be covered including: analyzing and interpreting a script; organizing and managing productions; using camera, sound, and editing to convey emotion; working with actors and communicating with the crew effectively. In-class, collaborative group assignments will be assigned to help prepare students for their individually directed projects. Along with creative interpretation of scripts, emphasis will be placed on meeting deadlines and organization of productions. Students will complete the semester having directed three short films and having gained a stronger understanding of directing as a process of analysis and interpretation.

**COM 441/Organizations and Leadership** **1 course unit**  
(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**  
(spring)

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.