

# Communication Studies

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## Mission Statement

The Department of Communication Studies seeks to engage students and members of the TCNJ community in the study of human communication in its many forms. Working within a framework of **three departmental specializations: Public and Mass, Radio/TV/Film and Interpersonal/Organizational** and an interdisciplinary concentration (health communication) the department excels in its dedication to undergraduate teaching and student scholarship. Core departmental and disciplinary values include inclusiveness, intellectual curiosity, written and oral fluency, visual literacy, technical mastery, and the appreciation of the transformative power of language, film and other media. As a faculty, the Department of Communication Studies is committed to building on its local, national, and international reputation as a leader in student-faculty engagement and undergraduate teaching and research, as well as providing experiences that challenge its students and foster a collegial learning environment.

## The Communication Studies Program

The communication studies field examines how we create, transmit and receive information. 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, computer-mediated communication and mobile communication); 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). All courses provide critical and conceptual frames for assessing a wide variety of messages. Students in the major should be engaged and curious learners.

Students enrolled in the Communication Studies major choose among three specializations: **Public/Mass Communication, Radio/TV/Film, Interpersonal/Organizational Communication**. In addition, students may choose to focus their liberal learning breadth requirements by choosing the [Interdisciplinary Concentration in Health Communication](#). The individual specializations 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 vibrant outreach activities, internships, research, film/video production, and conference presentations.

Graduates from the Department of Communication Studies are strong candidates for positions in areas including administration, public relations, advertising, health communication, media production and editing, public affairs, fundraising, journalism, human resources, and market research,. They also are prepared for graduate study in fields such as mass communication, media production, 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 Public/Mass Communication specialization: COM 172/Introduction to Media Communication.
  - For the Interpersonal/Organizational specialization: COM 242/Interpersonal Communication.
  - For the Radio/Television/Film specialization: COM 117/Language of Film and TV; COM 212/Introduction to Television Studio
- 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 specialization, and electives. One core course is required of all majors. Other core courses vary by specialization. In addition, it is recommended that students in the Public and Mass specialization as well as Interpersonal and Organizational specialization complete a course in statistics.

## **Common Core Course for Communication Studies:**

COM 103/Introduction to Communication Theory  
(All Communication Studies Students are required to complete Com 103 with “C+” grade or better.)

Requirements based on student’s specialization within the department.

## **Public and Mass Communication Specialization**

### **Additional Core Courses:**

COM 117/Languages of Film and Television *or* COM 242/Interpersonal Communication

COM 172/Introduction to Media Communication

COM 310/Theories of Persuasion

COM 390/Methods of Communication Research and Analysis

### **Elective Courses** (three courses from those listed below):

COM 117/Languages of Film and Television (if not taken as a core course)

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 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 441/Organizational and 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.

**Interpersonal/Organizational Specialization:**

**Additional Core Courses:**

COM 242/Interpersonal Communication  
COM 310/Theories of Persuasion *or* COM117/ Languages of Film and TV  
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 as well as 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 Specialization**

**Additional Core Courses:**

COM 117/ Languages of Film and Television  
COM 211/Motion Picture Production I *or* COM 212/Introduction to Television Studio  
COM 242/Interpersonal Communication *or* COM/310 Theories of Persuasion  
COM 312/The Art of Editing

COM 381/Issues in Film History *or* COM 390/ Methods of Communication  
Research and Analysis  
COM 442/Senior Practicum

**Elective Courses** (three courses from those listed below):

COM 172/Introduction to Media Communication (if not taken as a core course)  
COM 211/Motion Picture Production I  
COM 212/Introduction to Television Studio  
COM 255/Acting for Stage and Screen  
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/ 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 (three 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.

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

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

*\*\* Arabic 151 and 152, Chinese 151 and 152, Japanese 151 and 152, and Russian 151 and 152 are intensive courses and carry two course units of credit each. Students should take this into account when planning a normal four-course semester.*

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

**Total for year**

**8 course units**

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

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 are intensive courses and carry two course units of credit each. Students should take this into account when planning a normal four-course semester.*

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

**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). The four remaining courses should be selected in consultation with a faculty advisor in Communication Studies and must include at least two courses at the 300-400 level. Independent studies and internships cannot be included in the minor but may be used as free electives for further credit toward graduation.