

## 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 Communication, Radio/TV/Film, and Interpersonal/Organizational Communication***—along with an interdisciplinary concentration in Health Communication and a close partnership with the Public Health major, 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

As an academic field, Communication is the study of the processes and procedures that people, groups, and organizations use in developing and sending informative and persuasive messages. 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); *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 frameworks 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, such as internships, research, film/video production, film/video festival participation 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, law, 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:
  - 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 AND COM 117/Introduction to Film Studies *or* COM 118/Introduction to Television Studies *or* COM 242/Interpersonal Communication (a grade of “C+” or better is required)
  - For the Interpersonal/Organizational specialization: COM 242/Interpersonal Communication AND COM 117/Introduction to Film Studies *or* COM 118/Introduction to Television Studies *or* COM 310/Theories of Persuasion (a grade of “C+” or better is required)
  - For the Radio/Television/Film specialization: COM 117/ Introduction to Film Studies *or* COM 118/Introduction to Television Studies; and COM 212/Introduction to Television Studio (a grade of “C+” or better is required)
- Transfer into the program from another program within the College is based upon an application process and a grade of “C+” or better in any one of the following courses: COM 103/Introduction to Communication Theory, COM 117/Introduction to Film Studies, COM 118/Introduction to Television Studies, COM 172/Introduction to Media Communication, or COM 242/Interpersonal Communication. Information on the transfer process can be obtained on the department website or in person from the department office.
- Graduation requires a GPA of 2.0 in the major.

### **Major Requirements in Communication Studies:**

The major is composed of 12 courses, which include core courses, selected courses within a specialization, and electives. Each specialization has its own set of core courses. 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 (1 course unit):**

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 (4 course units):**

COM 117/ Introduction to Film Studies *or* COM 118/Introduction to Television Studies *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** (3 course units from those listed below):

COM 117/Introduction to Film Studies (if not taken as a core course)  
 COM 118/Introduction to Television Studies (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 460/Global Health, Communication, and Social Change  
 COM 487/Student-Faculty Advanced Research

#### **Other Electives (4 course units):**

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 (3 course units):**

COM 242/Interpersonal Communication  
 COM 117/Introduction to Film Studies *or* COM 118/Introduction to Television Studies *or* COM 310/Theories of Persuasion  
 COM 390/Methods of Communication Research and Analysis

#### **Elective Courses** (4 course units 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 342/Lifespan 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 (4 course units):**

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 (6 course units):**

COM 117/Introduction to Film Studies *or* COM 118/Introduction to Television Studies  
 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 (2 course units at the 300 or 400-level from those listed below):**

COM 311/Advanced Motion Picture Production  
 COM 313/Philosophy of Communication  
 COM 325/Writing for Film and Television  
 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 (3 course units):**

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.

**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	
	<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)***	1 course unit
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 Public/Mass and Interpersonal/Organizational specializations 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/Introduction to Film Studies	
<i>or</i>	
COM 118/Introduction to Television Studies	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
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.*

**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.