

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. Students taking more than one course in the semester applying must meet a grade of “C+” or better in all COM courses. Students taking one or more of these courses during a semester(s) prior to applying must then have earned a “C+” or better in all of them.
- 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 (4 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 201/Social Media: History, Theory, Practice
 COM 209: Broadcast Journalism
 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 261/Introduction to Public Relations
 COM 280/American Political Communication
 COM 293/Health & Risk Communication: A Social
 Marketing Approach

COM 313/Philosophy of Communication
 COM 345/New Media and Health Communication
 COM 371/Strategies of Public Relations
 COM 372/Theories and Effects of Media Communication
 COM 380/Public Discussion of Vital Issues
 COM 411/Intercultural/Racial Communication
 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 (3 course units):

Any additional Communication Studies courses, including courses from other tracks. Topics in Communication Studies (COM 270/370), 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 (4 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 342/Lifespan Communication *or* COM 335/Interpersonal Health
 Communication
 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 261/Introduction to Public Relations
 COM 293/Health & Risk Communication: A Social Marketing Approach
 COM 300/Intergender Communication
 COM 313/Philosophy of Communication

COM 335 Interpersonal Health Communication
 COM 343/Looking at Women: Representation, Feminism, and Film
 COM 345/New Media and Health Communication
 COM 371/Strategies of Public Relations
 COM 377/Conflict and Collaboration
 COM 411/Intercultural/Racial Communication
 COM 441/Organizations & Leadership
 COM 460/Global Health, Communication, and Social Change
 COM 487/Student-Faculty Advanced Research

Other Electives (3 course units):

Any additional Communication Studies courses, including courses from other tracks as well as Topics in Communication Studies (COM 270/370), 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 209: Broadcast Journalism
 COM 211: Motion Picture Production
 COM 212: Intro to TV Studio
 COM 225: Writing and Announcing for Broadcast
 COM 255: Acting for Stage and Screen
 COM 269: Sound for Audio Production
 COM 271: Film & Society
 COM 311: Motion Picture Production II
 COM 325: Writing for Film and Television
 COM 343: Looking at Women: Representation, Feminism & Film
 COM 350: Documentary Production
 COM 368: Lighting & Cinema
 COM 369: Advanced Radio and Audio Production

COM 381: Issues in Film History
 COM 430: Directing for the Camera
 COM 487: Advanced Student-Faculty Research

Other Electives (3 course units):

Any additional Communication Studies courses, including courses from other tracks as well as Topics in Communication Studies (COM 270/370), 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:

FYW	First-Year Writing or FYS First-Year 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
FYS	First-Year Seminar*	1 course unit
	Second Language (if not exempted)**	1-2 course units
	Quantitative Reasoning (liberal learning)***	1 course unit
	Liberal Learning	1-2 course units

**Based on placement. Students who take FYW in fall will take FYS in the spring. Students who place out of FYW will take FYS in the fall and a liberal learning in the spring.*

*** Chinese 151 and 152 and Japanese 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:

FYW	First-Year Writing or FYS First-Year 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
FYS	First-Year Seminar*	

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1 course unit Second Language (if not exempted)**
units

1-2 course

Liberal Learning

1-2 course units

**Based on placement. Students who take FYW in fall will take FYS in the spring. Students who place out of FYW will take FYS in the fall and a liberal learning in the spring.*

*** Chinese 151 and 152 and Japanese 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.