

## 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 four departmental specializations—*Health and Wellness Communication, Interpersonal/Organizational Communication, Public and Mass Communication, and Radio/TV/Film*, — along with a minor in leadership, 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 digital filmmaking, 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 four specializations: *Health and Wellness Communication, Interpersonal/Organizational Communication, Public and Mass Communication, and Radio/TV/Film*. 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. In addition, the interdisciplinary Leadership Minor is open to Communication Studies majors, as well as students in any other major. This minor is designed to provide both a theoretical overview and applied skills to leadership communication and to enhance the curricular experience of

leadership across disciplines.

Graduates from the Department of Communication Studies are strong candidates for positions in areas including administration, public relations, corporate communication, 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, interpersonal 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 sub plans: COM 103/Introduction to Communication Theory (a grade of “C+” or better is required)
  - For the Health and Wellness specialization: COM 117/Introduction to Film Studies or COM 118 Introduction to Television Studies or COM 242/Interpersonal Communication or COM 310/Theories of Persuasion.
  - 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 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 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.

**Health and Wellness Communication Specialization Additional Core Courses (4 units)**

**COM 117/** Introduction to Film Studies **or COM 118/**Introduction to Television Studies **or COM 242/**Interpersonal Communication **or COM 310/**Theories of Persuasion

**COM 292/** Health Communication **or COM 293/** US Health and Risk Communication Campaigns: A Social Marketing Approach

**COM 390/**Communication Research Methods

**COM 415/**International Communication **or COM 460/**Global Health and Risk Communication Campaigns: A Social Marketing Approach

**Elective Courses (4 course units from those listed below):**

**COM 261/**Introduction to Public Relations

**COM 292/** Health Communication

**COM 293/** US Health and Risk Communication Campaigns: A Social Marketing Approach

**COM 310/**Theories of Persuasion

**COM 335/** Interpersonal Health Communication

**COM 342/** Lifespan Communication

**COM 345/**New Media and Health Communication

**COM 415/** International Communication

**COM 460/** Global Health and Risk Communication Campaigns: A Social Marketing Approach

**COM 370/** Sexual Communication: Identities, Relationships, and Health

**COM 371/** Strategies of Public Relations

**COM 411/** Intercultural Communication

**COM 487/** Advanced Student-Faculty Research

**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/ US Health and Risk Communication Campaigns: 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 and Risk Communication Campaigns: A Social Marketing Approach

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.

## **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/ US Health and Risk Communication Campaigns:  
 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 and Risk Communication Campaigns: A Social Marketing Approach  
 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.

## **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 Digital

### Filmmaking

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 unit		1 course
COM 212/Introduction to Digital Filmmaking <i>or</i>		
COM 211 Motion Picture Production I		1 course unit
FYS	First-Year Seminar*	
1 course unit	Second Language (if not exempted)**	1-2 course
	units	
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.

**Minor: Leadership**

Students must take five courses for a minor in Leadership, choosing from one of the following three courses, COM 441/Organization and Leadership, MGT 215/ Leadership, or PBH 310/Foundations of Leadership. An additional four courses should be selected in consultation with a faculty advisor and must include at least two courses at the 300 level or above, and must come from two different prefixes. A list of applicable courses is available in PAWS.