

Communication Studies

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Mission Statement

As of Fall 2024, the Communication Studies major resides in the department of Communication, Journalism, and Film. The Communication Studies major 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 five specializations, the Communication Studies major excels in its dedication to undergraduate teaching and student scholarship. Core disciplinary values include inclusiveness, intellectual curiosity, written and oral fluency, visual literacy, technical mastery, and the appreciation of the transformative power of effective communication and media. As a faculty, the Department of Communication, Journalism, and Film 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 department also houses an interdisciplinary concentration in Health Communication, and a close partnership with the Public Health major, minor, and 4+1 Master in Public Health program.

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. Depending on interests and career aspirations, COM Studies students are able to choose from five specializations: *Digital Filmmaking and Television* (with classes in both digital film and television production on industry-standard equipment as well as film and television studies); *Emerging Communication Technologies* (provides perspectives on how to use Artificial Intelligence, Robots, Serious Games, and Virtual Reality to offer creative and innovative solutions to critical problems such as social justice, health disparities, and cultural competency); *Health Communication* (research examining how much media mirror the concerns of health stakeholders; health and risk communication campaigns exploring appeals to fear, social norms, and role models); *Interpersonal and Strategic Communication* (interpersonal skills, organizational behavior, intercultural communication, public relations, sexual communication, group problem solving); and *Mass Media and Social Media* (the study of media industries, media effects, public relations, and social media). All courses provide critical and conceptual frameworks for assessing a wide variety of messages or communication technologies. Students in the major should be engaged, curious, and culturally aware learners.

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, campaigns, film/video production, film/video

festival participation and conference presentations. In addition, students may choose to focus their College Core requirements by choosing the Interdisciplinary Concentration in Health Communication. The department also hosts the interdisciplinary Social Media minor, participates in the interdisciplinary Leadership Minor, and the interdisciplinary Broadcast and Multimedia Journalism minor. All of these minors are open to Communication Studies majors, as well as students in other majors.

Graduates from the Department of Communication, Journalism, and Film are strong candidates for positions in areas including administration, public relations, corporate communication, advertising, health communication, media production and editing, social media management, 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 specializations: COM 103/Introduction to Communication Theory (a grade of “C+” or higher)
 - For the Emerging Communication Technologies specialization: COM 265/Emerging Communication Technologies (a grade of C+ or higher)
 - For the Health Communication specialization: COM 292/Health Communication (a grade of C+ or higher)
 - For the Interpersonal and Strategic Communication specialization: COM 242/Interpersonal Communication (a grade of C+ or higher)
 - For the Mass Media and Social Media specialization: COM 172/Introduction to Media Communication or COM 201/Social Media: History, Theory, Practice (a grade of “C+” or higher)
 - For the Digital Filmmaking and Television 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 higher)
- 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, COM 242/Interpersonal Communication, COM 265 Emerging Communication Technologies, or COM 292/Health Communication. Information on the

transfer process can be obtained on the department website or in person from the department office. A grade point of 2.0 is required to transfer into the major.

- 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 all specializations 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.)

For each specialization, **if** given choices within the core requirements (i.e. COM 117 or COM 118), any of the courses listed within that core requirement may alternatively count as an elective within that specialization, once the core requirement is fulfilled. (i.e. COM 117 counts as a core requirement, then COM 118 may then be counted as a specialization elective.)

Requirements based on student’s specialization within the department.

Emerging Communication Technologies Specialization Additional Core (4 Units)

COM 117/Introduction to Film Studies or COM 118/Introduction to Television Studies or COM 172/Introduction to Media Communication or COM 242/Interpersonal Communication or COM 292/Health Communication

COM 265/Emerging Communication Technologies

COM 345/New Media and Health Communication

COM 390/Methods of Comm Research or COM 385/Intercultural Communication

Elective Courses (4 course units from those listed below must include at least 2 COM classes that have not been taken as core classes. Courses in italics may be in the process of curriculum update/approval. Please consult PAWS for a current list of active coursework):

COM 201/Social Media: History, Theory, Practice

COM 212/Intro to Digital Filmmaking

COM 220/Editing for Social Media

COM 270/ Digital Advertising

COM 310/Theories of Persuasion

COM 312/The Art of Editing

COM 325/Writing for Film and Television

COM 365/Communication Approaches to User Experience
COM 370/Special Topics: Virtual Reality for Social and Health Impact
COM 370/Special Topics: Advocacy Communication in the Digital Age
COM 370/Special Topics: Digital Technology and Relationships
COM 385/Intercultural Communication
COM 390/Methods of Comm Research
COM 394/Global Health and Risk Communication Campaigns
COM 487/Advanced Student-Faculty Research
CSC 102/ Introduction to Computational Thinking
IMM 120/ CSC 101/ Introduction to Interactive Computing
IMM 180/Patterns of Innovation
JPW 250/Writing for User Experience
JPW 301/Data Journalism
JPW 320/Social Media Strategy
JPW 322/The Future of News
IST 320/Data Base Management for Business
IST 340/Web Design and Development

Other Electives (3 course units):

Any additional Communication Studies courses, including courses from other specializations 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.

A maximum of one course each of internships or independent studies may count as electives toward the major, with a minimum of .75 unit-bearing credit.

Health Communication Specialization Additional Core Courses (5 units)

COM 117/ Introduction to Film Studies **or COM 118/**Introduction to Television Studies **or COM 172/**Introduction to Media Communication **or COM 242/**Interpersonal Communication **or COM 265/**Emerging Communication Technologies

COM 292/ Health Communication **or COM 293/** Messaging for Health Communication

COM 390/Communication Research Methods **or COM 385/**Intercultural Communication

COM 394/Global Health and Risk Communication Campaigns

COM 415/International Communication

Elective Courses (3 course units from those listed below that were not taken as core classes):

COM 172/ Introduction to Media Communication
COM 201/ Social Media: History, Theory, Practice

COM 240/Public Speaking in Business and Government
COM 250/Small Group Communication
COM 261/Introduction to Public Relations
COM 265/ Emerging Communication Technologies
COM 293/ Messaging For Health Communication
COM 300/Intergender Communication
COM 330/Sexual Communication: Identities, Relationships, and Health
COM 335/ Interpersonal Health Communication
COM 342/ Lifespan 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 385/Intercultural Communication
COM 394/Global Health and Risk Communication Campaigns
COM 385/Intercultural Communication
COM 441/Organizations & Leadership
COM 487/Student-Faculty Advanced Research
JPW 250/ Writing for User Experience
JPW 320/Social Media Strategy
JPW 335/Health and Environmental Journalism

Other Electives (3 course units):

Any additional Communication Studies courses, including courses from other specializations 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. A maximum of one course each of internships or independent studies may count as electives toward the major, with a minimum of .75 unit-bearing credit.

Interpersonal and Strategic Communication Specialization: Additional Core Courses (4 units):

COM 242/Interpersonal Communication

COM 172/Introduction to Media Communication *or* COM 265/Emerging Communication Technologies *or* COM 292/Health Communication *or* COM 310/Theories of Persuasion

COM 335/Interpersonal Health Communication *or* COM 371/Strategies of Public Relations *or* COM 394/Global Health and Risk Communication Campaigns

COM 390/Methods of Communication Research *or* COM 385/Intercultural Communication

Elective Courses (4 course units from those listed below that were not taken as core classes):

COM 172/Introduction to Media Communication
COM 201/Social Media: History, Theory, Practice
COM 240/Public Speaking in Business and Government
COM 250/Small Group Communication
COM 261/Introduction to Public Relations
COM 265/Emerging Communication Technologies
COM 293/Messaging For Health Communication
COM 300/Intergender Communication
COM 330/Sexual Communication: Identities, Relationships, and Health
COM 335/Interpersonal Health Communication
COM 342/Lifespan 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 394/Global Health and Risk Communication Campaigns
COM 385/Intercultural Communication
COM 441/Organizations & Leadership
COM 487/Student-Faculty Advanced Research
JPW 250/Writing for User Experience
JPW 320/Social Media Strategy
JPW 335/Health and Environmental Journalism

Other Electives (3 course units):

Any additional Communication Studies courses, including courses from other specializations 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 course each of internships or independent studies may count as electives toward the major, with a minimum of .75 unit-bearing credit.

Mass Media and Social Media 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 265/Emerging Communication Technologies or COM 292/Health Communication
COM 172/Introduction to Media Communication or COM 201/Social Media: History, Theory, Practice
COM 372/Theories and Effects of Media Communication
COM 390/Methods of Communication Research or COM 385/Intercultural Communication

Elective Courses (4 course units from those listed below that were not taken as core classes):

COM 117/Introduction to Film Studies
COM 118/Introduction to Television Studies
COM 201/Social Media: History, Theory, Practice
COM 209/Broadcast Journalism
COM 210/Mass Media and the First Amendment
COM 220/Editing for Social Media
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 265 Emerging Communication Technologies
COM 280/American Political Communication
JPW 320/ Social Media Strategy
COM 345/New Media and Health Communication
COM 371/Strategies of Public Relations
COM 372/Theories and Effects of Media Communication
COM 380/News in Our Lives Today
COM 385/Intercultural Communication
COM 415/International Communication
COM 441/Organizations and Leadership
COM 487/Student-Faculty Advanced Research

Other Electives (3 course units):

Any additional Communication Studies courses, including courses from other specializations. Topics in Communication Studies (COM 270/370), Internship (COM 399), and Independent Study (COM 391) may be taken to complete the major. One course each of internships or independent studies may count as electives toward the major.

Digital Filmmaking and Television Specialization Additional Core Courses (6 units):

COM 117/Introduction to Film Studies *or* **COM 118/Introduction to Television Studies**
COM 212/Introduction to Digital Filmmaking
COM 172/Introduction to Media Communication *or* **COM 242/Interpersonal Communication** *or* **COM 292/Health Communication** *or* **COM 265/Emerging Communication Technologies**
COM 312/The Art of Editing
COM 381/Issues in Film History
COM 442/Senior Practicum

Elective Courses (2 course units at the 300 or 400-level from those listed below that were not taken as core classes):

COM 325/Writing for Film and Television

COM 343/Looking at Women: Representation, Feminism & Film
 COM 350/Documentary Production
 COM 375/Writing the TV Pilot
 COM 368/Lighting & Cinematography
 COM 369/Advanced Audio Production
 COM 370/TPCS in Comm. (when topic relates to DFT)
 COM 381/Issues in Film History
 COM 385/Intercultural Communication
 COM 430/ Directing for the Camera
 COM 487/Advanced Student-Faculty Research (when
 topic relates to DFT)

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 **Emerging Communication Technologies** or **Health Communication, Interpersonal and Strategic Communication**, or **Mass Media and Social Media specializations**:

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 <i>or</i> COM 292/ Health Communication <i>or</i> COM 265/ Emerging Communication Technologies	1 course unit
Second Language (if not exempted)*	1-2 course units
Quantitative Reasoning (College Core)**	1 course unit
College Core	1-2 course units

** 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 all specializations complete a course in statistics.*

Total for year

8 course units

Suggested first year sequence in **Digital Filmmaking and Television specialization:**

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 Digital Filmmaking	1 course unit
Second Language (if not exempted)*	1-2 course units
College Core	1-2 course units

** 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.

Interdisciplinary Minor: Social Media

The interdisciplinary Social Media minor combines courses from Journalism and Professional Writing, Communication Studies and Marketing.

Choose one of the following:

COM 201/Social Media: History, Theory, Practice
MKT 384/Digital Marketing
MKT 385/Social Media Marketing
JPW 320/Social Media Strategy

Choose two of the following:

COM 220/Editing for Social Media
COM 371/Strategies of Public Relations
COM 394/Global Health and Risk Communication

JPW 309/Media Ethics

MKT 384/Digital Marketing Strategy

MKT 385/Social Media Marketing

BUS 380/Law, Technology and Business