

# Communication

## Communication Degrees and Certificates

### Communication, Associate in Arts

The Communication degree helps prepare students to work in the communication industry or to successfully transfer to four-year schools. The program provides opportunities to learn about careers within communication including television, radio, film, public relations, recordings, magazines, publishing, advertising, newspapers, and new media. Courses in the program are taught from a real-world perspective and emphasize the development of strong writing skills, one of the most important ingredients to success in the communication field. Students choose a specialization within the Communication degree following one of three tracks: Creative Writing, Journalism/Public Relations or Radio/Television/Film. Students may also gain additional real-world experience by taking an optional three-credit internship in communication with Communication Fieldwork (COMM295).

For more information, contact faculty advisor, Keith Forrest at (609)343-4994 or [kforrest@atlanticcape.edu](mailto:kforrest@atlanticcape.edu) or contact department chair, Dr. Augustine Nigro, at (609)343-5022 or [anigro@atlanticcape.edu](mailto:anigro@atlanticcape.edu).

#### Upon completion of this program students will be able to:

- Appraise the media's influence on politics, purchases, entertainment, and how it affects the culture in shaping beliefs and attitudes;
- Apply the public relations process to planning, research, writing and analysis;
- Demonstrate proficiency in oral and human communication by applying audience analysis, listening, and other techniques to real-world exchanges;
- Create effective journalistic and creative writing works utilizing industry techniques and procedures.

(COMC-Fall 2023)

## General Education Courses

When a course is not specified, refer to the list of approved General Education courses.

### Communication

Course #	Title	Credits
ENGL101	Composition I	3
ENGL102	Composition II	3
COMM120	Public Speaking	3

### Mathematics-Science-Technology

Course #	Title	Credits
MATH220	Statistical Methods	4
	General Education Science Course (4 credits)	4

### Social Science

Course #	Title	Credits
PSYC101	General Psychology	3
SOCL101	Principles of Sociology	3

## Humanities

Course #	Title	Credits
	Choose two: ENGL201, ENGL202, ENGL205, ENGL206, ENGL213 or ENGL214 (6 credits)	6

## History

Course #	Title	Credits
	General Education History Course (3 credits)	3
	General Education History Course (3 credits)	3

## Diversity

Course #	Title	Credits
	Choose: ANTH103, ENGL201, ENGL202, GEOG102, GEOG110, HIST210, PHIL105, or PHIL111/RELG111 (3 credits)	3

## Program Requirements

Course #	Title	Credits
COMM103	Introduction to Mass Media	3
COMM104	Introduction to Public Relations	3
	Arts course: ARTS103, ARTS108, ARTS109, ARTS115, DANC170, MUSC100 or THEA110	3

## Program Electives

### Choose a Track:

(Before choosing a sequence, meet with your advisor to ensure your choice aligns with your academic goals.)

## Creative Writing Track

Course #	Title	Credits
ENGL/COMM220	Creative Writing I	3
ENGL/COMM221	Creative Writing II	3
	Choose: COMM205-Television History, COMM207-Popular Music & Radio History or COMM208-Film History (3 credits)	3

## Journalism/Public Relations Track

Course #	Title	Credits
ENGL/COMM209	Journalism I	3
ENGL/COMM211	Journalism II	3
	Choose: COMM205-Television History, COMM207-Popular Music & Radio History or COMM208-Film History (3 credits)	3

## Radio/Television/Film Track

Course #	Title	Credits
COMM205	Television History	3
COMM207	Popular Music & Radio History	3
COMM208	Film History	3

## Free Electives

Course #	Title	Credits
	Free Electives: Choose any college-level course(s) (4 credits)	4

## Technological Competency: 0-4 Credits

(Is fulfilled with CISM125, CISM132, testing or reviewed departmental portfolio.)

Total Credits	60
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## Recommended Sequence of Courses

### Creative Writing Track - First Semester

Course #	Title	Credits
COMM103	Introduction to Mass Media	3
COMM120	Public Speaking	3
ENGL101	Composition I	3
PSYC101	General Psychology	3
MATH220	Statistical Methods	4

### Creative Writing Track - Second Semester

Course #	Title	Credits
COMM104	Introduction to Public Relations	3
ENGL102	Composition II	3
	Choose: COMM205-Television History, COMM207-Popular Music & Radio History or COMM208-Film History (3 credits)	3
	General Education Science Course (4 credits)	4
	General Education History Course (3 credits)	3

### Creative Writing Track - Third Semester

Course #	Title	Credits
ENGL/COMM220	Creative Writing I	3
	General Education History Course (3 credits)	3
	Choose: ENGL201, ENGL202, ENGL205, ENGL206, ENGL213 or ENGL214 (3 credits)	3
	Choose: ANTH103, ENGL201, ENGL202, GEOG102, GEOG110, HIST210, PHIL105, or PHIL111/RELG111 (3 credits)	3
	Choose: ARTS103, ARTS108, ARTS109, ARTS115, DANC170, MUSC100 or THEA110 (3 credits)	3

## Creative Writing Track - Fourth Semester

Course #	Title	Credits
ENGL/COMM221	Creative Writing II	3
SOCL101	Principles of Sociology	3
	Choose: ENGL201, ENGL202, ENGL205, ENGL206, ENGL213 or ENGL214 (3 credits)	3
	Free Electives: Choose any college-level course(s) (4 credits)	4

## Journalism/Public Relations Track - First Semester

Course #	Title	Credits
COMM103	Introduction to Mass Media	3
COMM120	Public Speaking	3
ENGL101	Composition I	3
PSYC101	General Psychology	3
MATH220	Statistical Methods	4

## Journalism/Public Relations Track - Second Semester

Course #	Title	Credits
COMM104	Introduction to Public Relations	3
ENGL102	Composition II	3
	Choose: COMM205-Television History, COMM207-Popular Music & Radio History or COMM208-Film History (3 credits)	3
	General Education Science Course (4 credits)	4
	General Education History Course (3 credits)	3

## Journalism/Public Relations Track - Third Semester

Course #	Title	Credits
ENGL/COMM209	Journalism I	3
	Choose: ENGL201, ENGL202, ENGL205, ENGL206, ENGL213 or ENGL214 (3 credits)	3
	Choose: HIST101, HIST102, HIST103 or HIST104 (3 credits)	3
	Choose: ANTH103, ENGL201, ENGL202, GEOG102, GEOG110, HIST210, PHIL105, or PHIL111/RELG111 (3 credits)	3
	Choose: ARTS103, ARTS108, ARTS109, ARTS115, DANC170, MUSC100 or THEA110 (3 credits)	3

## Journalism/Public Relations Track - Fourth Semester

Course #	Title	Credits
ENGL/COMM211	Journalism II	3
SOCL101	Principles of Sociology	3
	Choose: ENGL201, ENGL202, ENGL205, ENGL206, ENGL213 or ENGL214 (3 credits)	3
	Free Electives: Choose any college-level course(s) (4 credits)	4

## Radio/Television/Film Track - First Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
COMM103	Introduction to Mass Media	3
COMM120	Public Speaking	3
ENGL101	Composition I	3
PSYC101	General Psychology	3
MATH220	Statistical Methods	4

## Radio/Television/Film Track - Second Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
COMM104	Introduction to Public Relations	3
COMM205	Television History	3
ENGL102	Composition II	3
	General Education Science Course (4 credits)	4
	General Education History Course (3 credits)	3

## Radio/Television/Film Track - Third Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
COMM208	Film History	3
	General Education History Course (3 credits)	3
	Choose: ENGL201, ENGL202, ENGL205, ENGL206, ENGL213 or ENGL214 (3 credits)	3
	Choose: ANTH103, ENGL201, ENGL202, GEOG102, GEOG110, HIST210, PHIL105, or PHIL111/RELG111 (3 credits)	3
	Choose: ARTS103, ARTS108, ARTS109, ARTS115, DANC170, MUSC100 or THEA110 (3 credits)	3

## Radio/Television/Film Track - Fourth Semester

<b>Course #</b>	<b>Title</b>	<b>Credits</b>
COMM207	Popular Music & Radio History	3
SOCL101	Principles of Sociology	3
	Choose: ENGL201, ENGL202, ENGL205, ENGL206, ENGL213 or ENGL214 (3 credits)	3
	Free Electives: Choose any college-level course(s) (4 credits)	4

# Communication Courses

## COMM/ENGL209 : Journalism I

Students will learn to apply the foundations of print journalism through a skills-based immersion focusing on the craft's two main components: reporting and writing. Students will learn to operate in a professional news environment by covering a beat and to conduct themselves in an ethical manner.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL101 or permission of instructor.

**Semester Offered**

Fall

## COMM/ENGL210 : Special Topics in News Writing

Students cultivate journalistic and writing skills through an intensive writing workshop that emphasizes an examination of different journalism genres that may include public relations writing, magazine writing, broadcast journalism, creative non-fiction, food writing, sports journalism and others. (See the current course schedule for the topic being offered.)

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL101 with a C or better or permission of instructor.

## COMM/ENGL211 : Journalism II

Students will build on concepts learned in Journalism I by learning to write opinion pieces and editorials for daily and weekly newspapers through an intensive writing workshop. Students will learn to research and write opinion pieces and editorials that have impact with the goal of publishing at least one article by the end of the semester. The course will also study the role of opinion pieces in the life of a newspaper and the community.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

COMM/ENGL209 or permission of instructor.

**Semester Offered**

Spring

## COMM/ENGL220 : Creative Writing I

Study of and practice in the techniques of writing of the four major genres of imaginative literature: short fiction, poetry, short drama, and creative non-fiction.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL101 with a grade of C or better.

## COMM/ENGL221 : Creative Writing II

An intensive course in writing, critiquing, revising, presenting, and publishing in four major genres of imaginative literature: poetry, short fiction, short drama and creative non-fiction.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

COMM/ENGL220 or permission of instructor.

## COMM103 : Introduction to Mass Media

Studies the impact on our daily lives of television, radio, films, magazines and newspapers and online media. Students examine how the media influence politics, purchases, and entertainment, and how they affect the culture in shaping beliefs and attitudes. It discusses how each of the media operates and what each accomplishes. By developing their media literacy, students are able to examine the gap between real life and “mediated” reality.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101

## COMM104 : Introduction to Public Relations

Study of the history and role of public relations in society. Students explore mass media, persuasion, publicity, and radio and television. Students examine special events, crisis management, communication techniques, research and evaluation, communication law and ethics. Basically a theory course, this introduction also applies ideas practically to real clients and organizations.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101

## COMM110 : Interpersonal Communication

Observation and study of linguistic and behavior patterns as persons participate in one-to-one and group communications transactions. Meets General Education Communication requirement.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101

## COMM120 : Public Speaking

Study of elements of rhetoric and speech composition as applied to informative speaking; also instruction and practice in the basic techniques of extemporaneous delivery. Meets General Education Communication requirement.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL080 with a grade of C or better or placement into ENGL101 (may be taken concurrently)

## COMM205 : Television History

This course surveys the historical development of broadcast television from its roots in radio into cable, satellite, electronic networks and the present-day converged media environment. Students learn how television affects American culture, economics, politics and entertainment. Students examine the institutions, structure and programming that has helped television develop into one of our most powerful and important forms of media, binding together America with shared knowledge and experiences and shaping our attitudes, beliefs and values. Students also analyze the interrelationships among television networks and stations with advertisers, audiences and the federal government.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL101, COMM103, or permission of instructor.

## COMM207 : Popular Music & Radio History

This course surveys the historical development of the recording industry from 1900 to the present—with particular emphasis on the way that evolution was shaped by radio. Students examine the symbiotic relationship between the recording and radio industries and analyze how they affected one another during the past century. Students learn how the historical developments affect the industry today—from the minstrel shows through rock 'n roll, MTV and the current converged media environment that emphasizes digital recording and distribution. Students find links between the past, present and future to understand the contemporary recordings and radio industries.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL101, COMM103 or permission of instructor.

**Semester Offered**

Spring

## COMM208 : Film History

This course surveys the historical development of Hollywood as one of the leading exporters of American culture—each year earning billions of dollars domestically and abroad and spawning a litany of film-themed products through ancillary business. Students examine nine distinct time periods in film history beginning with the pre-cinema period in the late 1800's—organized around four major themes: cultural/historical events, a detailed look at the film business, cataloging of important studio films by genre and an analysis of important films/filmmakers. Students learn about Hollywood's effects on fashion, language, economics and politics. Students analyze the industry's celebrity class—the American equivalency of royalty. Students find links between the past, present and future to understand the contemporary film industry.

**Credits** 3

**Lecture Hours** 3

**Lab/Clinical/Field Study Hours** 0

**Prerequisites**

ENGL101, COMM103 or permission of instructor.

**Semester Offered**

Fall

## COMM295 : Communication Fieldwork

The fieldwork course is designed to provide students with on-the-job training and practice in career settings through a faculty-approved work site with a minimum of 135 hours. The purpose of the course is to apply the principles and theories taught in the educational environment with real-life projects in a professional work setting. Students will secure a position at an approved site prior to the start of the course and complete required hours and assignments by the end of the course. Each student will secure fieldwork that is consistent with his or her professional goals.

**Credits** 3

**Lecture Hours** 0

**Lab/Clinical/Field Study Hours** 9

**Prerequisites**

COMM103 or COMM104 with a grade of C or better, or with permission of instructor.