

Communication Arts

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Department Mission

The Communication Arts program seeks to approach today's vast and rapidly changing communication and media world through a major in Communication Arts. Students may choose to concentrate in four areas of focused study: Digital Media: Film, Broadcasting, and Journalism; Advertising and Public Relations; Performance Studies; and English and Communication studies; Major in Communication.

With its specialized preparation for career and graduate school, Communication Arts contributes to the General Education Program at St. Francis College through Fundamentals of Public Speaking, a course required of all undergraduates. Through this offering the Department participates in the liberal arts tradition of the College, helping to foster skills vital to success in college and life. Speech is a component of the College's Freshman Year Program.

Events sponsored by Communication Arts reflect the program's commitment to excellence in pre-professional and professional training. The numerous Film Festivals sponsored by the Communication Arts Department is a celebration of inspiration and production excellence in video and cinema. The Delaney Speech Contest is a college-wide contest organized to display the presentation and performance abilities of students from all classes and majors. The Department's annual theatrical is mounted in conjunction with acting, production, and writing workshops. Guest lecturers include directors and experts in film and television production, journalism, advertising, and public relations and media.

The Communication Arts Program is supported by a state of the art TV studio installation capable of High Definition, by a new computer laboratory dedicated to video editing and advertising

design, and by a multi-purpose black box theater fully equipped with professional lighting.

Regardless of specialized tracks selected, all students majoring in this program receive a BA degree in Communication Arts. The program's wide range of successful graduates provides an excellent network for mentoring and employment. Internships, available to qualified juniors and seniors, build on the program's deep roots in New York City's communication industries.

Goals

- *Develop oral communication skills for success in college and career by exposing students to speech and voice training and interpersonal and small group exercises, with an emphasis on critical thinking and presentation dynamics.*
- *Instruct students in the methods and practices of modern media by requiring majors to complete courses in mass communication, persuasion, news writing, television production, film, and advertising with an emphasis on media's ethical, social, economic, and technological impact.*
- *Nurture creativity and develop critical standards through a sequence of hands-on courses stressing professional skills and practices. Writing for performance, acting, film and video production, directing, and advertising design aim to achieve this goal.*
- *Develop and understanding of cultural theories, including analysis of film, performance, television, journalism, advertising and public relations.*
- *Enable students to use performative and digital practices for creative expression and to address real world issues.*
- *Enable students to understand their own roles as both domestic and international citizen and the social responsibilities of these roles*
- *Cultivate an appreciation for refined qualities in film, television and live performance.*

- **Exhibit an understanding of the process of both human and mass communication.** *Students will be able to identify and explain key variables and concepts in the human and mass communication processes.*
- **Apply Communication principles in a variety of contexts and various practices.** *Students will be able to:*
Exhibit ability to work both independently and cooperatively in groups.
Exhibit competence in speaking, writing, video, computer mediated, or relational communication.
- **Exhibit an understanding of the interrelationship between communication and culture.** *Students will be able to:*
Demonstrate an understanding of the interrelationship between communication and culture in mutually shaping the other. Identify the impact of diverse cultural perspectives on communication interactions.
- **Engage with and reflect upon the personal social, and ethical consequences of communication.** *Students will be able to:*
Apply ethical analysis to the communication process.
- **Apply communication- related theories, concepts, and methods to contemporary issues and everyday life.** *Students will be able to:*
Synthesize and evaluate communication research, methods, and theories.
Demonstrate ability to conduct independent or directed research.
- **Study Patterns and practices of established artists in all media and in myriad settings.** *Students will be able to:*
Develop emerging stylists in film, television and live performance
Demonstrate creative acumen in visual and temporal forms such as filmmaking, video, radio, television, live performance, and other shared forms.
Cultivate an appreciation for refined qualities in film, television and live performance.

Program Requirements

In order to graduate as a Communication Arts major all students are required to pass the Senior Comprehensive course, COM 4997 or COM 4998. This course requires successful completion of a research study, a performance, an exam and/ or project by the close of the student's senior year. Research, analysis, and presentation must meet department standards for scholarship, methodology, and expression.

NOTE: There is no GPA requirement for taking Senior Comprehensive, but only students with senior status may enroll. The individual tutorial version is COM 4997, while seminar COM 4998 may be a tutorial or seminar. Senior students on the English and Communication Arts track do not take the Senior Comprehensive but complete ENG 4997, Senior Thesis instead.

ALSO NOTE: Advanced study in Communication Arts usually requires students to have passed appropriate gateway courses. These are typically COM 1000, COM 2020, COM 2000, COM 3400, COM 3100 or 3110, COM 3300, COM 3410 and COM 4300. These courses should be taken early in a student's career in order to prepare for further specialization.

Independent Study or COM 4995 is undertaken on a tutorial basis with a faculty member of the Department. The purpose of Independent Study is to explore topics in depth; an original research paper or equivalent project. In order to qualify for Independent Study a student should maintain a minimum 3.0 GPA.

Students with at least a 3.0 index are encouraged to seek internships in industries related to their concentration. Field Experience or COM 4990 is open to students in their last three semesters of study and may be used to complete elective requirements. Interns are evaluated jointly by the department and outside professionals responsible for the interns' progress. Consult the Communication Arts Chairperson for further instructions.



Major in Communication Arts

Courses	Credits	Prerequisite(s)	Co-Requisite(s)
General Education Program (see page 15).....	48		
First Year College			
Bodies of Knowledge.....			
COM 2000 Mass Communication	3	COM 1000	
Select ONE of the following courses.....	3		
COM 2020 The Oral Tradition		COM 1000	
COM 2040 Interpersonal Communication		COM 1000	
COM 2050 Group Process		COM 1000	
COM 2100 Acting I: Voice & Movement.....		COM 1000	
Select ONE of the following courses.....	3		
COM 3100 History of Film		COM 2000	
COM 3110 Studies in Film		COM 2000	
COM 3200 News Writing	3	COM 2000, COM 3400 and WRI 1100	
COM 3300 Basic Television Studio Production	3	COM 2000	
COM 3400 Persuasion.....	3	COM 1000, COM 2000	
COM 3410 Advertising	3	COM 2000 or COM 3400	
Select FOUR of the following courses	12		
COM 4100 Film Criticism.....		COM 2000 and COM 3100 or COM 3110	
COM 4200 Writing for Performance.....		COM WRI 1100	
COM 4300 Basic Digital Media Production		COM 2000 and COM 3100 or COM 3110	
COM 4330 Directing		COM 4300	
COM 4410 Creative Advertising.....		COM 2000, COM 3400 and COM 3410	
COM 4420 Public Relations in Modern Media		COM 3200, COM 3400 and COM 3410	
COM 4600 Global Communication.....		COM 2000 and COM 3100 or COM 3110	
COM 4611 Communication & the Law		COM 3410	
COM 4997 Senior Comprehensive ¹	3	Senior Standing	
Liberal Arts ² (for specific academic subjects, see page 15).....	18		
General electives	21		
Total credits required	123		

¹The successful completion of COM 4997 or COM 4998 satisfies the College's Comprehensive Examination/Thesis requirement.

² Students pursuing a Bachelor of Arts degree must complete 2/3 of their degree credits (i.e. minimum 90 credits) from courses in the Liberal Arts category. For specific academic subjects, see page 15.

Major in Communication Arts—Concentration in Advertising/Public Relations

Courses	Credits	Prerequisite(s)	Co-Requisite(s)
General Education Program (see page 15).....	48		
First Year College			
Bodies of Knowledge.....			
➔ SEH - Take ECO 1201 Principles of Macroeconomics.....		MAT 1101	
➔ SEH - Take SOC 1000 Principles of Sociology			
BUS 1001 Organization and Management.....	3		
COM 2000 Mass Communication.....	3	COM 1000	
IT 2410 Web Design.....	3	IT 1001	
COM 3200 News Writing.....	3	{ COM 2000 or COM 3400 WRI 1100	
Select ONE of the following courses.....	3		
COM 3100 History of Film		COM 2000	
COM 3110 Studies of Film.....		COM 2000	
Select ONE of the following courses.....	3		
COM 3000 Topics in Mass Communication		COM 2000	
COM 3120 History of Television		COM 2000	
COM 3130 Digital Radio Industry		COM 2000	
COM 3300 Television Studio Production.....	3	COM 2000	
COM 3400 Persuasion.....	3	COM 1000, COM 2000	
COM 3410 Advertising	3	COM 2000 or COM 3400	
COM 3601 Political Communication.....	3	{ COM 2000 COM 3400	
COM 4410 Creative Advertising	3	{ COM 2000 COM 3400 COM 3410	
Select ONE of the following courses.....	3		
COM 4600 Global Communications		{ COM 2000 COM 3100 or COM 3110	
COM 4611 Communication and the Law		COM 3410	
COM 4420 Public Relations in Modern Media.....	3	{ COM 3200 COM 3400 COM 3410	
COM 4998 Senior Comprehensive ¹	3	Senior standing	
MKT 2201 Marketing	3	BUS 1001	
Select TWO of the following courses	6		
MKT 3304 Marketing Management		MKT 2201	
MKT 3309 Relationship Management.....		MKT 2201	
MKT 3316 Merchandising		MKT 2201	
MKT 3317 Consumer Behavior.....		MKT 2201	
MKT 3330 International Marketing.....		MKT 2201	
SOC 4210 Social Research Methods.....	3	SOC 1000	
Liberal Arts ² (for specific academic subjects, see page 15).....	6		
General electives	15		
Total credits required	123		

¹The successful completion of COM 4997 or COM 4998 satisfies the College's Comprehensive Examination/Thesis requirement.

² Students pursuing a Bachelor of Arts degree must complete 2/3 of their degree credits (i.e. minimum 90 credits) from courses in the Liberal Arts category. For specific academic subjects, see page 15.

Major in Communication Arts—Concentration in English and Communications

Courses	Credits	Prerequisite(s)	Co-Requisite(s)
General Education Program (see page 15).....	48		
First Year College			
Bodies of Knowledge.....			
COM 2000 Mass Communication.....	3		
COM 2020 The Oral Tradition.....	3	COM 1000	
COM 3400 Persuasion.....	3	COM 1000, 2000	
Select ONE of the following courses.....	3		
COM 3100 History of Film		COM 2000	
COM 3110 Studies in Film		COM 2000	
Select ONE of the following courses.....	3		
COM 3200 News Writing		{ COM 2000 or COM 3400 WRI 1100	
COM 4200 Writing for Performance			
COM 4300 Basic Digital Media Production.....	3	COM 3100 or COM 3110	
Select ONE of the following courses.....	3		
COM 4100 Film Criticism.....		COM 2000, COM 3100 or COM 3110	
COM 4600 Global Communications		COM 2000, COM 3100 or COM 3110	
Select ONE of the following courses.....	3		
COM 2100 Acting I.....		COM 1000	
COM 4330 Directing		COM 4300	
Select TWO courses in American Literature (ENG 2100-2299).....	6	WRI 1100	
Select TWO courses in British Literature (ENG 2100-2299).....	6	WRI 1100	
Select ONE course in International Literature (ENG 2100-2199).....	3	WRI 1100	
Any ENG course 3000 or higher	3	ENG course 2000 or higher	
Select ONE ENG courses 4000-4399	3	Five ENG courses 2100-2199	
ENG 4997 Senior Thesis	3	{ Two ENG courses 3000 or higher Chairperson's approval	
Select TWO foreign language courses in sequence.....	6		
General electives	21		
Total credits required	123		

¹The successful completion of ENG 4997 satisfies the College's Comprehensive Examination/Thesis requirement.

Major in Communication Arts—Concentration in Digital Media: Film, Broadcasting and Journalism

Courses	Credits	Prerequisite(s)	Co-Requisite(s)
General Education Program (see page 15).....	48		
First Year College			
Bodies of Knowledge.....			
COM 2000 Mass Communication.....	3	COM 1000	
Select ONE of the following courses.....	3		
IT 1102 Multimedia Design.....		IT 1001	
IT 2410 Web Design.....		IT 1001	
Select ONE of the following courses.....	3		
COM 2100 Acting I: Voice & Movement.....		COM 1000	
COM 2020 The Oral Tradition.....		COM 1000	
Select ONE of the following courses.....	3		
COM 3100 History of Film.....		COM 2000	
COM 3110 Studies in Film.....		COM 2000	
COM 3200 News Writing.....	3	COM 2000 or COM 3400 and WRI 1100	
COM 3300 Television Studio Production.....	3	COM 2000	
COM 3410 Advertising.....	3	COM 2000 or COM 3400	
Select ONE of the following courses.....	3		
COM 4100 Film Criticism.....		COM 2000 and COM 3100 or COM 3110	
COM 4600 Global Communication.....		COM 2000 and COM 3100 or COM 3110	
COM 4200 Writing for Performance.....	3	WRI 1100	
COM 4300 Basic Digital Media Production.....	3	COM 2000 and COM 3100 or COM 3110	
Select ONE of the following courses.....	3		
COM 4310 Advanced TV Production.....		COM 3300	
COM 4330 Directing.....		COM 2000, COM 3100 OR COM 3110 and COM 4300	
Select ONE of the following courses.....	3		
COM 4320 Advanced Digital Media Production.....		COM 2000, COM 3100 or COM 3110 and COM 4300	
COM 4340 Documentary Workshop.....		COM 4300	
COM 4997 Senior Comprehensive ¹	3	Senior standing	
Select TWO of the following courses.....	6		
COM 3000 Topics in Mass Communication.....		COM 2000	
COM 3100 History of Film.....		COM 2000	
COM 3110 Studies in Film.....		COM 2000	
COM 3120 History of TV.....		COM 2000	
COM 3130 Digital Radio Industry.....		COM 2000	
COM 3140 Performance Studies.....		{ COM 1000	
		{ COM 2020	
COM 3150 Popular Music.....		COM 2000	
COM 3210 Broadcast News Writing.....		{ COM 2000	
		{ COM 3200	
		{ WRI 1100	
COM 3220 Sports Writing.....		{ COM 2000	
		{ COM 3200	
		{ WRI 1100	
COM 3400 Persuasion.....		COM 1000, COM 2000	
COM 3601 Political Communications.....		{ COM 2000	
		{ COM 3400	
Liberal Arts ² (for specific academic subjects, see page 15).....	9		
General electives.....	21		
Total credits required.....	123		

¹The successful completion of COM 4997 or COM 4998 satisfies the College's Comprehensive Examination/Thesis requirement.

² Students pursuing a Bachelor of Arts degree must complete 2/3 of their degree credits (i.e. minimum 90 credits) from courses in the Liberal Arts category. For specific academic subjects, see page 15.

Major in Communication Arts— Concentration in Performance Studies

Courses	Credits	Prerequisite(s)	Co-Requisite(s)
General Education Program (see page 15).....	48		
First Year College			
Bodies of Knowledge.....			
COM 2000 Mass Communication.....	3	COM 1000	
COM 2020 The Oral Tradition.....	3	COM 1000	
COM 2040 Interpersonal Communication.....	3	COM 1000	
COM 2050 Group Process.....	3	COM 1000	
COM 2100 Acting I: Voice and Movement	3	COM 1000	
COM 2110 Acting II: Scene Study.....	3	COM 2100	
Select ONE of the following courses.....	3		
COM 3100 History of Film		COM 2000	
COM 3110 Studies in Film		COM 2000	
COM 3140 Performance Studies.....	3	COM 2020	
COM 3200 News Writing.....	3	{ COM 2000 or COM 3400 WRI 1100	
COM 3300 Television Studio Production.....	3	COM 2000	
COM 3400 Persuasion.....	3	COM 1000, COM 2000	
COM 4200 Writing for Performance.....	3	WRI 1100	
COM 4300 Basic Digital Production	3	COM 3100 or COM 3110	
COM 4330 Directing	3	COM 4300	
COM 4350 Theater Production Workshop.....	3	COM 2100	
COM 4997 Senior Comprehensive	3	Senior standing	
Liberal Arts ² (for specific academic subjects, see page 15).....	3		
General electives.....	24		
Total credits required	123		

The successful completion of COM 4997 or COM 4998 satisfies the College's Comprehensive Examination/Thesis requirement.

² *Students pursuing a Bachelor of Arts degree must complete 2/3 of their degree credits (i.e. minimum 90 credits) from courses in the Liberal Arts category. For specific academic subjects, see page 15.*

Minor in Communication Arts

Courses	Credits	Prerequisite(s)	Co-Requisite(s)
COM 2000 Mass Communication.....	3	COM 1000	
Select ONE 2000 or Higher Level course besides COM 2000.....	3	Check prerequisites on specific course chosen	
Select THREE 3000 or Higher Level courses.....	9	Check prerequisites on specific courses chosen	
Total credits required	15		