

Communication Studies BA with Policy, Regulation and Advocacy Track

Overview

The **Bachelor of Arts in Communication Studies** is a studies-based interdisciplinary major. It features the academic (aesthetic, analytical, critical, historical, theoretical) and interdisciplinary study of communication as represented by the departments included within the Lew Klein College of Media and Communication.

Designed to ensure flexibility and choice, Communication Studies allows students a chance to fully investigate multiple fields in the communications discipline. Emphasis is placed on providing an overview of Communication while also accentuating personal academic growth. Personal choice and options allow students a chance to complete the degree in a timely manner.

In this interdisciplinary program, Communication Studies students **must select one of the following tracks** as a distinctive area of investigation:

- Communication and Entrepreneurship
- Contemporary Media Environments
- Global Civil Society
- Policy, Regulation and Advocacy
- Production (for Temple Japan students only)
- Communication Studies Thesis (the Major of Distinction track, which is available for advanced scholars)

An optional concentration in International Communication is also available.

The flexibility of the Communication Studies program offers students access to the field experiences, internships and study away experiences vital to a comprehensive education. Students with a number of skill sets and academic interest areas are often drawn to this innovative program and graduates are poised for a number of professional and academic possibilities, such as graduate, law or professional school. Graduates of this program will be well-suited to pursue a variety of positions across numerous aspects of the communications field.

Students receive cross-curricular expertise through foundation and core courses. Academic rigor and student choice are at the very core of the program. Choices allow a student flexibility, and curricular oversight ensures a solid, academically robust education. Courses are designed to allow student progress to be monitored at yearly intervals. Experiential learning is promoted, particularly during the junior and senior years. Cross cultural exchanges and experiences are integral aspects of the program's design. Advanced scholars have a distinct and individualized track.

Policy, Regulation and Advocacy Track

The **Policy, Regulation and Advocacy track** focuses on citizen advocacy in the field of communication as related to and shaped by communication policy and regulation. Students are introduced to historical and recent examples of citizen advocacy in communication policy through the examination of social movements, civic journalism, art and performance, and special interest groups tied to issues of race, gender, ethnicity, sexual orientation and the environment.

Campus Location: Main

Program Code: CO-CMST-BA

Contact Information

Scott Gratson, PhD, Program Director
Annenberg Hall, Room 9C
215-204-6434
sgratson@temple.edu

Learn more about the Bachelor of Arts in Communication Studies.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

Summary of Requirements

The degree of Bachelor of Arts may be conferred upon a student majoring in Communication Studies by the recommendation of the faculty and upon satisfactory completion of a minimum of 124 semester hours (s.h.) of credit with a cumulative grade point average of 2.0 overall and in the major.

Students must meet:

1. University requirements
 - All students are required to complete the General Education (GenEd) curriculum.
 - All students must take a minimum of two writing-intensive courses in the major at Temple University.
2. Low Klein College of Media and Communication requirements, including KLN 1001 and KLN 1002.
3. Minimum of 42 s.h. in Communication Studies.
4. Each course that fulfills a requirement for the major must be passed with a C- or better.
5. Maximum of 30 s.h. in any one Klein department may be counted toward the major.
6. A maximum of 4 s.h. of Internship credit may be counted toward the degree.
7. A maximum of 8 s.h. combined of Independent Study and/or Special Projects may be counted toward the degree.
8. No more than 8 s.h. in Kinesiology and Dance activities courses.
9. Students may participate in study away programs.
10. Transfer students are required to complete a minimum of 24 s.h. of major courses at Temple.
11. Communication Studies majors may minor in established Klein minors. The Communication Studies student who declares a minor must complete the entire program requirements for both the major and the minor. Courses listed for both the Communication Studies major and Klein minor will only apply towards one of the curriculums. If the class is part of an array of courses, students will be required to take a different course to satisfy the major requirement.

Communication Studies: Policy, Regulation and Advocacy Track Requirements

1. All Communication Studies majors must take the following two foundation courses:

Code	Title	Credit Hours
CMST 1111	Communication and Public Life	3
MSP 1021	Introduction to Media Analysis	3
Total Credit Hours		6

2. All majors will take five additional core courses. Students will select one course each from the categories below (15 credits). Students should plan to meet the prerequisites for courses in their selected track by taking appropriate core courses.

Code	Title	Credit Hours
Core Courses		
CMST 2111	Communications Seminar ¹	3
Communication Theory		
Select one of the following:		3
ADV 1101	Introduction to Media and Society	
ADV 1102	Introduction to Advertising	
JRN 1111	Journalism and Society	
MSP 1011	Introduction to Media Theory	
Research Methods		
Select one of the following:		3
ADV 2141	Introduction to Brand Strategy and Research	
JRN 2101	Journalism Research	
MSP 2141	Media Research ¹	
Analysis		
Select one of the following:		3
ADV 2151	Introduction to Art Direction: Visual Communication	
MSP 2421	Media Popular Culture ¹	
CSI 1111 or CSI 1911	Introduction to Public Speaking Honors Introduction to Public Speaking	
Cross-Cultural Perspectives		
Select one of the following:		3
CSI 3701	Intercultural Communication	

CSI 3702	Communication, Culture and Identity	
Total Credit Hours		15

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Course has prerequisites.

3. In consultation with a faculty advisor, a student must take seven courses (minimum 21 credits) from the list below.

- Within the track, a student must take at least one course from at least three different departments.
- At least four courses in the track must be taken at the 3000 or 4000 level. At least one of these four must be taken at the 4000 level.
- Students must have met the prerequisites for courses in their track by taking the appropriate core courses (see above).
- All students must take a minimum of two writing-intensive courses in the major, at least one must be taken at the 3000+ level. Writing-intensive courses end in the numbers 96, 97 and 98 and are noted (WI) in the list below.

Code	Title	Credit Hours
Policy, Regulation and Advocacy Track Options		21
ADV 4197	Advanced Writing for Academic and Professional Communication	3
CSI 1113	Persuasion	3
CSI 2111	Argumentation and Advocacy	3
CSI 2296	Resistance, Protests, and Social Movements (WI)	3
CSI 3201	Rhetoric and Civic Culture	3
CSI 3296	Speechwriting (WI)	3
CSI 3896	Rhetorical Criticism (WI)	3
JRN 3101	Journalism Law and Ethics	3
JRN 3401	Photography	4
JRN 3403	Documentary Photography	3
JRN 3505	Experimental Journalism	3
JRN 3702	Race and Racism in the News	3
JRN 3704	Ethical Issues in Journalism	3
JRN 3705	Gender and American Mass Media	3
JRN 3709	The Entrepreneurial Journalist	3
MSP 3153	Media Criticism	3
MSP 3324	The Video Game Industry and Game Culture	3
MSP 3421	Technology and Culture	3
MSP 3445	Media Images and Analysis	3
MSP 3471	Media and Cultural Differences	3
MSP 3473	Media and the Environment	3
MSP 3572	Communication and Development	3
MSP 4221	Information Technology Policy	3
MSP 4226	Public Media	3
MSP 4252	Law and Ethics of Digital Media	3
MSP 4425	Lesbian, Gay, Bisexual and Transgender Representation in Popular Media	3
MSP 4446	Psychological Processing of Media	3
MSP 4453	Information Society	3
MSP 4454	Public Information Media Campaigns	3
MSP 4496	Global Media (WI)	3
MSP 4497	Media and Children (WI)	3
MSP 4541	Mobile Media	3

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Communication Studies with a Track in Policy, Regulation and Advocacy

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		
Fall		Credit Hours
CMST 1111	Communication and Public Life	3
Select one of the following (Communication Theory):		3
ADV 1101	Introduction to Media and Society	
ADV 1102	Introduction to Advertising	
JRN 1111	Journalism and Society	
MSP 1011	Introduction to Media Theory	
ENG 0802	Analytical Reading and Writing	4
or ENG 0812	or Analytical Reading and Writing: ESL	
or ENG 0902	or Honors Writing About Literature	
GenEd Quantitative Literacy Course ^{GQ}		4
KLN 1001	Klein First-Year Seminar	1
Credit Hours		15
Spring		
KLN 1002	Klein College Introduction to Professional Development	1
MSP 1021	Introduction to Media Analysis	3
GenEd Breadth Course		3
GenEd Breadth Course		3
GenEd Breadth Course		3-4
Elective		3
Credit Hours		16
Year 2		
Fall		
CMST 2111	Communications Seminar	3
Select one of the following (Analysis):		3
ADV 2151	Introduction to Art Direction: Visual Communication	
MSP 2421	Media Popular Culture	
CSI 1111	Introduction to Public Speaking	
or CSI 1911	or Honors Introduction to Public Speaking	
IH 0851	Intellectual Heritage I: The Good Life	3
or IH 0951	or Honors Intellectual Heritage I: The Good Life	
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15
Spring		
Select one of the following (Cross-Cultural Perspectives):		3
CSI 3701	Intercultural Communication	
CSI 3702	Communication, Culture and Identity	
Select one of the following (Research Methods):		3
ADV 2141	Introduction to Brand Strategy and Research	
JRN 2101	Journalism Research	
MSP 2141	Media Research	
IH 0852	Intellectual Heritage II: The Common Good	3
or IH 0952	or Honors Intellectual Heritage II: The Common Good	
GenEd Breadth Course		3
GenEd Breadth Course		3
Credit Hours		15

Year 3	
Fall	
One PRA Track Course - any level	3
One Writing-Intensive PRA Track Course - any level	3
Electives	9
Credit Hours	15
Spring	
One 3000-4999 PRA Track Course	3
One 3000-4999 PRA Track Course	3
Electives	10
Credit Hours	16
Year 4	
Fall	
One 3000-4999 Writing-Intensive PRA Track Course	3
One PRA Track Course - any level	3
Electives	10
Credit Hours	16
Spring	
One 4000-4999 PRA Track Course	3
Electives	13
Credit Hours	16
Total Credit Hours	124

Optional Concentration

The **optional International Communication Concentration (ICC)** provides a theoretical and practical education in international and intercultural communication and media. This program allows students to develop sought-after competencies in cultural sensitivity and intercultural communication skills by encouraging students to reflect on their own cultural lenses. Students participating in the ICC program will be exposed to multiple international perspectives through internationally- and interculturally-oriented courses offered on Temple's domestic campuses and may be supplemented with study abroad coursework.

This concentration is restricted to Klein students only.

Requirements

To earn the International Communication Concentration transcript notation, a student must successfully complete a total of 18-20 credits of International / Intercultural studies courses, a maximum 9 credits of which may come from courses transferred into Temple, across 3 areas. Each course that fulfills a requirement for the concentration must be passed with a C- or better.

Code	Title	Credit Hours
Common Course		
Select one of the following:		3
CSI 3701	Intercultural Communication	
CSI 3703	Intercultural Communication in the Workplace	
Klein International/Intercultural courses		
Select three of the following:		9
Any ADV, CMST, CSI, JRN, MSP, or PR courses taken as part of a Klein Global Opportunities Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)		
Any ADV, CMST, CSI, JRN, MSP, or PR Internship completed as part of a Klein Global Opportunities International Program		
CSI 2401	Intercultural and Cross Cultural Conflict	
CSI 3702	Communication, Culture and Identity	
CSI 3703	Intercultural Communication in the Workplace (if not used to fulfill common course requirement above)	
JRN 3254	International Reporting	
JRN 3706	Journalism and Globalization	
MSP 3471	Media and Cultural Differences	

MSP 3572	Communication and Development
MSP 4453	Information Society
MSP 4496	Global Media
PR 2672	Global Communication and Leadership

International/Intercultural Electives outside of Klein

Note: Satisfying the GenEd World Society requirement by completing a Study Abroad does not also satisfy this requirement.

Choose any two (2) courses of the following:

6-8

Up to any two foreign language courses

Any non-Klein courses at the 2000-level or higher taken in a Klein Global Opportunities Int'l Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)

Any non-Klein internship taken in a Klein Global Opportunities International Program

Anthropology

ANTH 2238	Visual Anthropology of Modern Japan
or ASST 2238	Visual Anthropology of Modern Japan
ANTH 2374	The Anthropology of Modern China
or ASST 2374	The Anthropology of Modern China
ANTH 2361	Peoples of Latin America
or LAS 2361	Peoples of Latin America
ANTH 2362	Peoples and Cultures of the Caribbean
or LAS 2362	Peoples and Cultures of the Caribbean

Art History

ARTH 2102	
ARTH 2105	Roman Art and Archaeology
ARTH 2129	Greek and Roman Sculpture
ARTH 2431	Early Modern Italy and Spain in the 17th Century
ARTH 2432	Northern and Global Baroque Art: Art in the Age of Rubens, Rembrandt, Vermeer
ARTH 2543	Transnational Impressionisms
ARTH 2642	Modern Art, 1900-1945
ARTH 2868	Arts of Asia
ARTH 1003	History of Art in Rome (Study Abroad - Rome)
ARTH 2135	Art and Culture in Ancient Rome (Study Abroad - Rome)
ARTH 2428	Wonders of Rome: Art and Culture of the Baroque Era (Study Abroad - Rome)
ARTH 2622	Galleries and Studios of Rome (Study Abroad - Rome)
ARTH 1801	Arts of Asia (Study Abroad - Japan)
ARTH 2815	Pre-Modern Japanese Art up to the Edo Period (Study Abroad - Japan)

Asian Studies

ASST 2001	Practical Asian Society and Culture
ASST 2011	Survey of Japanese Literature Before 1868
ASST 2015	Tokyo in Literature and Film
or JPNS 2015	Tokyo in Literature and Film
ASST 2021	Japanese Literature in Film
or JPNS 2021	Japanese Literature in Film
ASST 2351	Japan in a Changing World
ASST 2367	South Asia: Peoples, Culture, Experiences
ASST 2373	Japanese Culture
or ANTH 2373	Japanese Culture
ASST 2503	Introduction to Southeast Asia: Insular
ASST 2504	Introduction to Southeast Asia: Mainland
ASST 2511	Introduction to Asian Business
ASST 3247	Ideology and Social Change in Japan
or SOC 3247	Ideology and Social Change in Japan
ASST 3251	China: State and Society

or POLS 3251	China: State and Society
ASST 3522	Contemporary China
or HIST 3522	Contemporary China
ASST 3541	Japan Today
or HIST 3541	Japan Today
ASST 3542	Women and Society in Japan
or HIST 3542	Women and Society in Japan
Film & Media Arts	
FMA 4673	International Cinema
Geography & Urban Studies	
GUS 2032	Urban Systems in a Global Economy
GUS 2073	African Development
GUS 2074	East and South Asia
or ASST 2074	Geography of East and South Asia
GUS 3021	International Urbanization
GUS 3052	Environmental Problems in Asia
or ASST 3052	Environmental Problems in Asia
or ENST 3052	Environmental Problems in Asia
GUS 3073	Geography of Travel and Tourism
GUS 3307	Transportation & Culture
History	
HIST 2303	History of Central Europe, 1618-1871
HIST 2317	Central Europe Through Wars and Revolution, 1848-1989
HIST 2501	Introduction to East Asia: China
or ASST 2501	Introduction to East Asia: China
HIST 2502	Introduction to East Asia: Japan
or ASST 2502	Introduction to East Asia: Japan
HIST 2503	Introduction to Southeast Asia: Insular
or ASST 2503	Introduction to Southeast Asia: Insular
HIST 2504	Introduction to Southeast Asia: Mainland
or ASST 2504	Introduction to Southeast Asia: Mainland
HIST 2511	Introduction to African History
HIST 2514	Introduction to Latin America
HIST 2515	Civilization and Modernity in the Caribbean
or LAS 2515	Civilization and Modernity in the Caribbean
HIST 2516	Modern Islamic History
HIST 2611	Third World Issues through Film
HIST 3321	Irish History
HIST 3331	History of England
HIST 3362	Russia: Nationality and Empire
HIST 3363	Russia: Revolution, State, and Empire
HIST 3511	Southern Africa: A History
HIST 3521	The Chinese Revolution
HIST 3531	Modern India
HIST 3551	History of Vietnam
HIST 3561	History of Brazil
or LAS 3561	History of Brazil
HIST 3562	Contemporary Mexico
or LAS 3562	Contemporary Mexico
HIST 3571	Israel: History, Politics and Society
HIST 3572	Modern Middle East
HIST 3675	Third World Women's Lives

Jewish Studies	
JST 2706	Jewish Diaspora/Survey of Jewish History
Latin American Studies	
LAS 2101	Latin America through Film and Fiction
LAS 2231	Comparative Political Systems in Latin America
LAS 2502	Fundamentals of Latin American Business
or IB 2502	Fundamentals of Latin American Business
LAS 2514	Historical Continuity and Social Change in Latin America
LAS 3267	Sociology of Music: Nation, Race, Class and Gender in Argentina and Brazil
LAS 3601	"Other Voices" in Latin American Literature
LAS 3602	Caribbean Literature and Culture
LAS 3801	African Culture in Brazil
Political Science	
POLS 2211	Contemporary Politics of Europe
POLS 2212	Eastern Europe, Russia and the West
POLS 2231	Comparative Political Systems in Latin America
POLS 2255	Comparative Public Policy
POLS 2314	Politics of International Law
POLS 2321	Politics of the Global Economy
POLS 2331	International Organization
POLS 3212	British Government and Politics
POLS 3241	Mideast Politics
POLS 3252	East Asia and the United States
or ASST 3252	East Asia and the United States
POLS 3265	International Environmental Policy
or ENST 3265	International Environmental Policy
Religion	
REL 2002	Religion and Human Sexuality
REL 2007	Religion in Film
REL 2101	Indian Philosophies and Religions
or ASST 2101	Religions of India
REL 2102	Introduction to Buddhism
or ASST 2102	Introduction to Buddhism
REL 2201	Chinese Religions - Confucius to Mao
REL 2301	Zen Buddhism
or ASST 2301	Zen Buddhism
REL 2403	Introduction to Judaism
or JST 2403	Introduction to Judaism
REL 2447	Kabbalah and Mysticism
or JST 2447	Kabbalah and Mysticism
REL 2502	Jesus in the Media
REL 2606	Introduction to Islam
REL 2702	Religion in Contemporary Africa
REL 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
or ASST 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
REL 3201	I-Ching, Tao, and Ch'an/Zen
or ASST 3201	I-Ching, Tao, and Ch'an/Zen
REL 3301	Japanese Religions
or ASST 3301	Japanese Religions
REL 3411	The Philosophies of Judaism
or JST 3411	The Philosophies of Judaism
REL 3601	The Islamic State

REL 3602	Women in Islam
REL 3603	Islamic Mysticism
REL 3702	African Religions and New World Culture

Total Credit Hours **18-20**

Contact Information

Jack Klotz, MSP Faculty Advisor
Annenberg Hall, Room 115
215-204-5823
jklotz@temple.edu