

Communication Studies BA with Global and Community Engagement Concentration

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 Low 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 concentrations** as a distinctive area of investigation:

- Communication and Entrepreneurship
- Contemporary Media Environments
- Global and Community Engagement
- Production (for Temple Japan students only)
- Communication Studies Thesis (the Major of Distinction concentration, 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 concentration.

Global and Community Engagement Concentration

The **Global and Community Engagement concentration** examines the growth and impact of the worldwide community, emphasizing its historical development and its role in the expanding international public sphere. Courses cover a range of topics, including public diplomacy and the influence of global media, while also focusing on international public opinion. The concentration also examines citizen engagement within communication, shaped by policy and regulation, providing students with historical and contemporary examples of public action. An in-depth look at social movements, civic journalism, and artistic expression offers insight into issues of race, gender, ethnicity, sexual orientation, and environmental activism.

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

Kisha Hence, Assistant Program Director
Annenberg Hall, Room 9C
215-204-6603
khence@temple.edu

Learn more about the Bachelor of Arts in Communication Studies.

These requirements are for students who matriculated in academic year 2024-2025. Students who matriculated prior to fall 2024 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 degree.
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: Global and Community Engagement Concentration Requirements

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

Code	Title	Credit Hours
CMST 1111	Communication and Public Life	3
Select one of the following:		3
MSP 1021	Introduction to Media Analysis	
PR 2661	Communicating Organizational Change	
PR 2672	Global Communication and Leadership	
Total Credit Hours		6

2. All majors will take five additional core courses. Students will select one course each from the categories below. Students should plan to meet the prerequisites for courses in their selected concentration 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 2011	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

¹ 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 concentration, a student must take at least one course from at least three different departments.
 - At least four courses in the concentration 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 concentration by taking the appropriate core courses (see above).
 - All students must take a minimum of two writing-intensive courses in the major. Writing-intensive courses end in the numbers 96, 97 and 98 and are noted (WI) in the list below.

Code	Title	Credit Hours
Global and Community Engagement Concentration 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	3
CSI 3201	Rhetoric and Civic Culture	3
CSI 3296	Speechwriting	3
CSI 3702	Communication, Culture and Identity ¹	3
CSI 3896	Rhetorical Criticism	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 3706	Journalism and Globalization	3
JRN 3709	The Entrepreneurial Journalist	3
JRN 3751	Foreign Studies in Journalism	3 to 6
MSP 3153	Media Criticism	3
MSP 3296	Travel Writing (WI) ²	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
MSP 4572	British Media and Telecommunication	3 to 6
PR 2662	Leading Groups and Team Building	3

¹ Courses in various categories can only be counted once.

² Permission of Klein Study Away Director or Assistant Director required.

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 Concentration in Global and Community Engagement

Suggested Plan for New Students Starting in the 2024-2025 Academic Year

Year 1		Credit Hours
Fall		
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 2011	Introduction to Media Theory	
ENG 0802	Analytical Reading and Writing [GW]	4
or ENG 0812	or Analytical Reading and Writing: ESL [GW]	
or ENG 0902	or Honors Analytical Reading and Writing [GW]	
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
Select one of the following:		3
MSP 1021	Introduction to Media Analysis	
PR 2661	Communicating Organizational Change	
PR 2672	Global Communication and Leadership	
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 [GY]	3
or IH 0951	or Honors Intellectual Heritage I: The Good Life [GY]	
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 [GZ] or IH 0952 or Honors Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course	3
GenEd Breadth Course	3
Credit Hours	15
Year 3	
Fall	
One GCE Concentration Course - any level	3
One Writing-Intensive GCE Concentration Course - any level	3
Electives	9
Credit Hours	15
Spring	
One 3000-4999 GCE Concentration Course	3
One 3000-4999 GCE Concentration Course	3
Electives	10
Credit Hours	16
Year 4	
Fall	
One 3000-4999 Writing-Intensive GCE Concentration Course	3
One GCE Concentration Course - any level	3
Electives	10
Credit Hours	16
Spring	
One 4000-4999 GCE Concentration 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 GO International Program, or on an overseas Temple Campus (Main Campus Students: Rome or Japan; TUJ Students: Main or Rome; Rome Students: Main or Japan).		
Any ADV, CMST, CSI, JRN, MSP, or PR International Internship completed as part of a Klein GO 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 GO International Program, or on an overseas Temple Campus (Main Campus Students: Rome or Japan; TUJ Students: Main or Rome; Rome Students: Main or Japan).		
Any non-Klein internship taken in a Klein GO International Program		
Anthropology		
ANTH 2238 or ASST 2238	Visual Anthropology of Modern Japan	
ANTH 2374 or ASST 2374	The Anthropology of Modern China	
ANTH 2361 or LAS 2361	Peoples of Latin America	
ANTH 2362 or LAS 2362	Peoples and Cultures of the Caribbean	
Art History		
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 or JPNS 2015	Tokyo in Literature and Film Tokyo in Literature and Film
ASST 2021 or JPNS 2021	Japanese Literature in Film Japanese Literature in Film
ASST 2351	Japan in a Changing World
ASST 2367	South Asia: Peoples, Culture, Experiences
ASST 2373 or ANTH 2373	Japanese Culture Japanese Culture
ASST 2503	Introduction to Southeast Asia: Insular
ASST 2504	Introduction to Southeast Asia: Mainland
ASST 2511	Introduction to Asian Business
ASST 3247 or SOC 3247	Ideology and Social Change in Japan Ideology and Social Change in Japan
ASST 3251 or POLS 3251	China: State and Society China: State and Society
ASST 3522 or HIST 3522	Contemporary China Contemporary China
ASST 3541 or HIST 3541	Japan Today Japan Today
ASST 3542 or HIST 3542	Women and Society in Japan 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 or ASST 2074	East and South Asia Geography of East and South Asia
GUS 3021	International Urbanization
GUS 3052 or ASST 3052 or ENST 3052	Environmental Problems in Asia Environmental Problems in Asia 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 or ASST 2501	Introduction to East Asia: China Introduction to East Asia: China
HIST 2502 or ASST 2502	Introduction to East Asia: Japan Introduction to East Asia: Japan
HIST 2503 or ASST 2503	Introduction to Southeast Asia: Insular Introduction to Southeast Asia: Insular
HIST 2504 or ASST 2504	Introduction to Southeast Asia: Mainland Introduction to Southeast Asia: Mainland
HIST 2511	Introduction to African History
HIST 2514	Introduction to Latin America
HIST 2515 or LAS 2515	Civilization and Modernity in the Caribbean 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

Accelerated Programs

Students may opt to pursue an accelerated +1 program, enabling them to complete both a bachelor's degree and master's degree in less time than the traditional route.

The following accelerated programs are available to students in the Communication Studies BA:

Low Klein College of Media and Communication

- Media Studies and Production MA
- Journalism MJ