Communication

Bettler, Garvey, Nchia, Winters.

Major: Communication courses – 240; 242; 319; 324; 326; 330; 471 (culminating experience); any three others not including 112. Comprehensive evaluation, with passing grade. Total of 10 major courses.

Minor: Communication courses – One of 223, 320, 322, 323, 324, 326, 327, and 328; one of 240, 242, 341, 343, 344, and 347; any three others. Total of 5 minor courses.

Com 049. Television Production Participation. Involvement in 10 approved television production projects during the combined fall and winter terms. Students are involved in both production and editorial roles. Pass/Fail. May be repeated once for credit. Permission of instructor. 0.25 unit.

Com 112. Public Communication. Explores the theories, practice, and criticism of oral communication as a responsibility of individuals living in a democracy. Focus equally divided between mass media, small group, and public speaking. Satisfies General Degree Requirement V.B.

Com 160. Special Topics.

Com 162. Cultural Diversity and Communication. Emphasizing cultures outside the West, this course examines different worldviews; their impact in culture, communication patterns (verbal and nonverbal), values, beliefs; and the challenges of communicating effectively in cross-cultural environments. In combination with Soc 162, satisfies the Modern Society and Other Cultures LADR and General Degree Requirements IV.A., IV.B., and IV.C.

Com 164. War and Upheaval through Film: the US 1950-1975. Analysis of films during the period of 1950-1975 as to the message created, the audience response, and the social impact on issues such as war, race and gender. In combination with His 164, satisfies the Modern Societies LADR or GDR IV.A and IV.B.

Com 212. Introduction to Communication. Examines a broad spectrum of communication concepts and issues in modern society. Directed at students with a general interest in the discipline of communication. Partially satisfies General Degree Requirement IV.A.

Com 223. Oral Interpretation. Analysis, adaptation, and presentation of cultural and literary texts for oral performance. Identical to Thr 223. Satisfies General Degree Requirement II.A.

Com 240. Survey of Mass Media. Survey of functions, operations, responsibilities and influences of various mass communication media with major emphasis on broadcasting. Directed toward the consumer and critic of mass media in American culture. Prerequisite: Freshman or sophomore standing or permission of instructor. Partially satisfies General Degree Requirement IV.A.

Com 242. Visual Communication. Introduction to the fundamental concepts and principles of audio and video message design. Emphasis on development of visual literacy, understanding of theories of visual perceptions and critical analysis of media messages.

Com 246. Writing for the Broadcast Media. An examination of writing styles used for electronic media, with an emphasis on today’s television and radio news media, including segments on broadcast news writing, advertising, and public relations writing.

Com 250. Rhetoric of Film. Examines the psychological and rhetorical qualities of film as they apply to filmmakers, audiences, and cinematic texts. An interdisciplinary approach integrates experimental, qualitative, and interpretive research from the domains of psychology, mass
communication, film studies, and literary criticism. Identical to Psy 250. Prerequisite: 212 or 242 or Psy 111.

Com 251. American Journalism. An introductory course that explores the theoretical and practical sides of contemporary newspaper, magazine, and Internet journalism. Topics may include history and evolution of U.S. print media, their ethics, and their role in American society today. Intensive work on reporting and writing. In-class discussion of student work. Identical to Eng 251.

Com 260. Special Topics.

Com 307. Directed Study. .50 unit.

Com 319. Organizational Communication. Examines the role and function of communication in modern organizations. Includes study of organizational theory, message transmission, conflict management, employee motivation and satisfaction, and related current issues. Prerequisites: Either 112 or 212 or 240, and junior or senior standing.

Com 320. Persuasive Communication. Examines the function of persuasion in affecting public opinion, the role of persuasive methods, and techniques for implementing public change. Prerequisites: Either 112 or 212 or 240, and junior or senior standing.

Com 322. Language and Communication. Examines the role of language in communication, including the physics, physiology, psychology and sociology of communication, as well as semantics, syntax, the acquisition of language, and the correction of speech sounds. Offered on demand.

Com 323. Gender and Communication. Study of the different ways language deals with the sexes, the different ways some males and females use words, and the different verbal and nonverbal interactions among the sexes. Prerequisite: 212 or permission of instructor. Partially satisfies General Degree Requirement IV.A.

Com 324. Rhetorical Theory. Study of the development of public communication in relationship to the development of Western philosophy and practice. Emphasizes major rhetorical theories from the classical era to the contemporary. Prerequisite: Either 212 or 240 or permission of instructor. Partially satisfies General Degree Requirement IV.A.

Com 326. Presidential Rhetoric and Campaigns. Examines communication phenomena as the epistemological base of political campaigns in general and presidential rhetoric in specific. The course blends public address, symbolic interactionism, and rhetorical mediation. Prerequisite: Either 112 or 212 or 240 or 341 or permission of instructor.

Com 327. Interpersonal Communication. Examines communication behavior in developing and maintaining human relationships.

Com 328. Cross-Cultural Communication. Perspective on cross-cultural communications including culture-bound assumptions, communication and understanding; crosscultural analysis of values, beliefs, languages, and non-verbal communication and their impact. Prerequisite: Junior or senior standing or permission of instructor. Satisfies General Degree Requirement IV.C.

Com 330. Communication Research and Methodology. Examines the empirical side of the communications field and its literature, exploring research designs, methods, and technologies and the empirical literature of communication research. Prerequisite: Junior or senior standing.

Com 340. Global Communication Processes. Survey and analysis of socioeconomic and geopolitical contexts of global communication systems; management of communication interfaces and common resources; international organizations, legal regimes, and global communication policies. Prerequisite: Either 212 or 240 or permission of instructor. Satisfies General Degree Requirement IV.C.

Com 341. Mass Media and Society. Examines the relationships between the mass media, the individual, and society, providing a set of theoretical perspectives for interpreting and analyzing the
influence of mass communication. Prerequisite: Either 212 or 240 or permission of instructor. Partially satisfies General Degree Requirement IV.A.

**Com 343. Video Production.** Introduction to the principles and practice of video production. Includes methods of program design and management, emphasis on single-camera technique with field related project. Prerequisite: 242 or permission of the instructor.

**Com 344. Electronic News Gathering.** Examines techniques, problems, and issues related to the acquisition, production, and distribution of video news in society. Prerequisite: 242 or 246.

**Com 349. Communication Law and Public Policy.** Survey of communication policy issues in the United States; role of the public and communication industries; the Federal Communications Commission, Congress, and the courts; emphasis on policy issues in broadcasting, cable, satellites, telephones, and other communication technologies. Prerequisite: 240 or permission of instructor.

**Com 357. Internship.** Supervised experience in Communication.

**Com 360. Special Topics.**

**Com 370. Directed Study.** One unit.

**Com 457. Internship.** Off-campus experience of applied nature in broadcasting or speech communication. Specific experience to be determined by student and faculty consideration of available positions and student’s interests and competencies.

**Com 471. Independent Study.**