Department Chair: Mary Slaughter
Department Office: Business Development Center, A248
Telephone: (661) 654-6345
email: tgiblin@csub.edu
Website: www.csub.edu/comm
Faculty: A. Alali, G. Byrd, C. Cruz-Boone, J. Emig, M. Iyasere, E. Jackson, K. O’Bannon, J. Pratt, D. Simmons, M. Slaughter, E. Thiroux

Mission Statement
The primary purpose of the Communications Program is to prepare students to be sophisticated in their knowledge of organization in and use of the media, as they prepare for careers as communications professionals. The curriculum stresses knowledge of communications processes, an expected proficiency in writing and practice, and awareness of professional responsibilities, knowledge of ethical practices, and acquaintance with the laws that govern the use of the mass media. Further, the curriculum addresses the relationships between media and the societies they seek to serve viewed from regional, national, and international perspectives.

Program Description
The Department of Communications offers the Bachelor of Arts in Communications (66 units). The program presents a combination of theoretical knowledge, practice and analytical skills oriented to the recognition and solution of communication problems as they occur in their various forms and within diverse contexts and media.

Students completing a major in Communications have the opportunity to apply what they have learned in related activity and production courses as well as internships. They may concentrate their study in one of three areas of emphasis (Journalism, Public Relations, and Digital Media), with a requirement for general familiarity in the other two areas. The general emphasis of this program is upon breadth and flexibility in preparation for a diversity of career opportunities.

The department offers a minor in Communications and a certificate in each Communications Concentration: Public Relations, Journalism, and Digital Media.

Departmental Learning Goals and Objectives

Goal 1: Competency in Communications Processes
Primary Course and Experiences: COMM 108, 206, 240, 274, 305, 360, 370, 376

Objectives: The student should be able to demonstrate an understanding of:

a. The context of and evaluating interpersonal variables that affect communication, such as gender or cultural differences;

b. The context of and by evaluating group dynamics and variables affecting communication, such as the influence of a corporate culture or group affiliation (e.g., committees, gangs, clubs);

c. Public communication processes, concepts, and strategies, such as those manifested in political rallies, political rhetoric such as family values, patriotic language, and patriotic and other color symbolism;

d. Mediated messages--such as the role of editors, reporters, graphic designers, and a particular medium itself (books, papers, television, film) and their impact on various publics.

Goal 2: Competency in Theoretical and Critical Perspectives
Primary Course and Experiences: COMM 309, 434, 435, 490

**Objectives:** The student should be able to:

a. Demonstrate an understanding of what constitutes general theories, thematic theories, and context theories, such as modeling theory, cultivation theory or socialization theory;

b. Assess the utility of communication theories applied to, for example, political campaigns, health campaigns, or advertising campaigns;

c. Apply theories in the interpretation of communication (such as interpersonal, group, public, and mediated) as to how personal variables affect communication;

d. Identify the impact of diverse perspectives in communication interactions (such as interpersonal, group, public, and mediated).

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**Goal 3: Competency in the Creation and Practical Application of Communications Techniques**

Primary Course and Experiences: COMM 306, 307, 386, 387, 388, 391, 414, 434, 496, PRSSA

**Objectives:** The student should be able to:

a. Demonstrate competence and skills in journalism, public relations, or digital media;

b. Demonstrate practical experience in a wide variety of communication settings such as television commercials, and political campaign headquarters;

c. Utilize their communication skills and knowledge in a professional setting;

d. Delegate, organize, and prioritize job responsibilities and work experiences in a professional capacity, for example, as a television assignment editor, a news section editor, a public affairs officer, or a graphic designer.

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**Goal 4: Competency in the Ethical Practices and Knowledge of the Laws Governing Communications**

Primary Course and Experiences: COMM 315, 317, 407

**Objectives:** The student should be able to:

a. Demonstrate an understanding of ethical practices in communications and in the major principles of mass media laws, for example, in issues relating the invasion of privacy;

b. Interpret how legal frameworks and ethical situations have shaped the way media operatives function, for example, the areas of sunshine laws, the Freedom of Information Act, and media ownership;

c. Analyze media case laws and ethical problem cases;

d. Demonstrate an understanding of the limits of the First Amendment.

a. **Criterion:** Evidence that the student understands and has formulated an operative set of ethical standards in the conduct of public communication and in professional interactions with others.

b. **Examples of Evidence:** Analysis of media case law; research report illustrating ethical considerations; papers and/or exams.
Requirements for the Bachelor of Arts Degree with a Major in Communications

The Bachelor of Arts Degree with a major in Communications requires a minimum of 180 units which includes courses for the major and minor and courses for the other university-wide graduation requirements: General Education, American Institutions, First-Year Experience, Gender-Race-Ethnicity, and Upper Division Writing, and Foreign Language (see pages 56-63).

Students completing a major in Communications will need to complete a minor in another field and in consultation with a faculty advisor. The Communications major has the following discipline-based requirements (66 units).

General Core Requirements (26 units)

A. Lower Division Required Course (6 units)
   COMM 200 Communications Major and Career Planning
   COMM 274 Introduction to Communication Studies

B. Upper Division Required Courses (15 units)
   COMM 309 Theories of Communication
   COMM 315 Mass Media Law
   COMM 490 Senior Seminar

C. Upper Division Writing Course (5 units)
   COMM 304 Technical and Report Writing

Program Options (20 units)

Choose one of the following options:

A. Journalism Option (20 units)
   This option is designed for students interested in careers in newspapers, TV, radio, magazines, book publishing, technical writing, and web publishing.
   Required Courses:
   COMM 206 Issues and Practices in Journalism
   COMM 306 News Writing and Reporting
   COMM 311 Feature Writing
   COMM 404 Public Affairs Reporting

B. Public Relations Option (20 units)
   This option is designed for students interested in careers in public relations, organizational/corporate/intercultural communication and the related field of marketing.
   Required Courses:
   COMM 206 Issues and Practices in Journalism
   COMM 305 Public Relations
   COMM 350 Public Relations Strategies and Tactics
   COMM 432 Case Studies in Public Relations

C. Digital Media Option (20 units)
   This option is designed for students interested in digital media: digital imaging and graphic design, video and audio production, digital animation and interactivity. This concentration is ideally suited for the student desiring to specialize in video production, animation, graphic design and interactive design for the web.
   Required Courses
   COMM 240 Media Arts
Communications Studies Courses (10 units)
Select two upper division courses from the list below:
COMM 308 Persuasive Campaigns and Social Movements
COMM 317 Ethical Issues in the Media
COMM 360 Gender and Communication
COMM 370 Intercultural Communication
COMM 376 Interpersonal Communication
COMM 377 Special Topics in Communications (when relevant)
COMM 378 Film Aesthetics and Criticism
COMM 405 Communication in the Organization
COMM 407 Media Technology in American Society
COMM 435 Health Communication
COMM 460 History of Film
COMM 477 Special Topics in Communications (when relevant)

Electives Courses (10 units)
Ten (10) additional upper division units in Communications courses selected in consultation with a faculty advisor.

Portfolio Requirement
As part of COMM 490 (Senior Seminar), each student will prepare a portfolio that displays what has been gained from the major in Communications. The portfolio is a collection of materials that addresses each of the goals that the program faculty expects students to achieve, and it also includes a personal statement and a brief analysis of each course taken for the major in Communications.

To create a portfolio, each student should maintain evidence from all communications courses and from other experiences that provide support for the student's accomplishments as a Communications major. Questions about the portfolio may be directed to the student's advisor or to any communications faculty member.

Completion of a Minor, Special Minor, or Augmented Major
Up to five units of internship courses (496, 497) or up to six units of activities courses (414, 418, 420, 422) may be counted toward the minor.

Requirements for the Minor in Communications
The minimum requirements for a minor in Communications are four courses totaling 20-quarter units; at the 200-level or above (at least three of which must be upper division). Up to six units in activities courses (214/414, 218/418, 220/420, 222/422) may be counted toward the minor.

Lambda Pi Eta (The Official Honor Society of the National Communication Association)
Lambda Pi Eta (LPH) is the official undergraduate National Communication Honor Society of the National Communication Association (NCA). Established in 1985, LPH has over 200 chapters and over 4000 members nationwide. NCA directs and administers LPH, which is fully accredited by the Association of College Honor Societies (ACHS). LPH represents what Aristotle described in his book, *Rhetoric*, as the three ingredients of persuasion: Logos (Lambda) meaning logic, Pathos (Pi) relating to emotion, and Ethos (Eta) defines as character credibility and ethics. The CSUB Chapter received its charter on May 25, 1999. In accordance with the date of its founding, the CSUB official Greek name is *Iota Zeta*. The goals of Lambda Pi Eta are to recognize, foster, and reward outstanding scholastic achievement; stimulate interest in the field of communication; promote and encourage professional development among communication majors; provide an opportunity to discuss and exchange ideas about the field; establish and maintain close relationships and understanding between faculty and students; and explore options for
further graduate studies. In order to qualify for membership in Lambda Pi Eta, a student must have completed at least 90 units in college; 18 units of communications study; have a cumulative GPA of at least 3.0; have a communications studies GPA of at least 3.25; be in a good standing at the college or university; and display commitment to the field of communication. Once a student is inducted in Lambda Pi Eta, he or she is a member for life.

Public Relations Student Society of America (PRSSA) - CSUB Chapter
Public Relations Student Society of America is the preeminent public relations student organization in the world. The CSUB Chapter is chartered by the Public Relations Society of America (PRSA) Board of Directors. The mission of PRSSA is twofold: (1) to serve its members by enhancing their knowledge of public relations and providing access to professional development opportunities; and, (2) to serve the public relations profession by helping to develop highly qualified well-prepared professionals. Membership is open to students interested in public relations.

Certificates in Communications

Option I - A student majoring in Communications who completes at least six courses from the department’s offerings in one of the following areas: Journalism, Public Relations, Digital Media, or Communication Studies is eligible to receive a certificate recognizing that achievement. At most four of the six courses can be applied towards requirements for the major.

Option II - A student not majoring in Communications who completes at least six courses (30 units) from the department’s offerings in one of the following areas: Journalism, Public Relations, Digital Media, or Communication Studies, is eligible to receive a certificate recognizing that achievement.

Option III - A student not majoring in Communications, in consultation with an advisor and the chair of the department, may design a general certificate program, including COMM 309 Theories of Communication, and at least five other courses (25 units) reflecting the general scope of the communications discipline.

Teaching Credential - Liberal Studies
Communications is a concentration option for Liberal Studies majors.

COURSE DESCRIPTIONS

Lower Division

COMM 108 Strategies of Public Communication (5)
An introduction to public speaking and communication studies. Emphasis is placed on increasing the student’s understanding of theory relating to the practice and criticism of public speaking, improvement of the student’s public speaking and critical thinking skills, and an understanding of library research skills. COMM 108 or its articulated speech course, is required for all Communications majors. A passing grade of “C” or higher required to earn course credit.

COMM 195 American Sign Language I (6)
Introduces historical perspectives, communication aspects used in the deaf community, grammar, and linguistic structure of American Sign Language (ASL). Builds foundational vocabulary, basic components of ASL, and the manual alphabet. Focuses on execution and techniques of signs used in ASL. Students will learn to communicate solely through the use of American Sign Language. Outside class activities required.

COMM 200 Communications Major and Career Planning (1)
This is a first year foundation course designed to introduce the student to requirements and career options in the major. The course is presented as an orientation seminar, emphasizing academic
expectations in the major, professional development, exploration of career options/opportunities in the field of communications. Required of all majors.

COMM 206 Issues and Practices in Journalism (5)
Study of the problems and techniques of journalism, including audiences and resources. Overview of history and development of print media. Examination of news sources, interviewing, reporting, writing, and ethics. Frequent exercises in news gathering and writing and preparing copy for publication.

COMM 214 Newspaper Production (2)
Production of a weekly digital and online laboratory newspaper, The Runner, to provide practical experience in news writing and editing, proofreading, photography, advertising, layout, paste-up, circulation. Minimum of six class hours per week. May be repeated three times for credit.

COMM 218 Copy Editing (1)
Essentials of newspaper copy editing, including newswriting, proofreading, and headline writing. Includes work on material submitted for publication in the weekly laboratory paper, The Runner. Two activity hours per week. May be repeated three times for credit.

COMM 220 Page Layout (1)
Focus on the principles of effective page composition, using desktop publishing software, to determine those patterns most effective for the readers, writers, and advertisers of newspapers. Two activity hours per week. May be repeated three times for credit.

COMM 222 Small Newspaper Management (1)
Fundamentals of newspaper management, including circulation, advertising, distribution, production supervision, and finances. Two activity hours per week. May be repeated three times for credit.

COMM 240 Media Arts (5)
An examination of the major elements of film, video, and digital media, and the fundamentals of how these forms are used to communicate messages. Time is shared between lecture/lab.

COMM 274 Introduction to Communication Studies (5)
Survey of the role of communication in daily life; concepts and contexts therein. Emphasis on the acquisition of media literacy skills and critique, as may be applicable, for upper division work in the discipline. Prerequisite: COMM 108.

COMM 286 Computer Imaging (5)
An overview of computer hardware and software systems as they apply to developing a computer-based presentation. Integration of the various computer based presentations will be presented. The computer’s function as an intermediate format will be explored. Students will develop a comprehensive overview of software and hardware systems currently used in the communications and educational industry.

COMM 295 American Sign Language II (6)
A continuation of American Sign Language I. Concentrates on communication strategies using vocabulary, grammatical structure, and conceptually accurate use of the language. Further examines use of sign placement, fingerspelling, and facial expression to increase conversational fluency. Introduces conceptual forms of communication and issues utilizing idiomatic expressions, the sign language continuum, and cultural awareness. Outside class activities required. Prerequisite: COMM 195.

Upper Division

COMM 303 Rhetorical Theory and Criticism (5)
Introduction to methods employed in the description, interpretation and evaluation of discursive and non-discursive rhetorical artifacts. Survey of a range of rhetorical perspectives: traditional, experiential, dramaturgical, sociological, and postmodern. Students will engage in seminar discussion and complete
written rhetorical analyses. Emphasis will be placed on the comprehensive and application of rhetorical perspectives/tools in written criticism. Prerequisite: COMM 108 or its equivalent or permission of instructor.

COMM 304 Technical and Report Writing (5)
Extensive practice in writing clearly and persuasively in technical and specialized forms such as reports of experiments, abstracts, business reports and proposals, letters, memoranda. Prerequisite: ENGL 110 or the equivalent with a grade of "C-" or better, and upper division standing. Fulfills the GWAR.

COMM 305 Public Relations (5)
A study of the theory and practice of public relations with an emphasis on two-way communication, the four-step process of public relations, publics in public relations, and settings for public relations including business, education, labor, government, and other organizations. Explores the roles of public relations professionals in their organizations and the importance of public relations in contemporary organizations. Introduction to the basic tools of the public relations professional including the news release and other forms of public relations communications. Prerequisite: COMM 206 for majors.

COMM 306 News Writing and Reporting (5)
Study of contemporary journalism techniques and their influence on the audience they serve. Exercises in news gathering, newspaper writing and interviewing. Prerequisite: ENGL 110 or the equivalent with a grade of "C-" or better and upper-division standing. Fulfills the GWAR.

COMM 307 Digital Video Production I (5)
Introduces the fundamental technical abilities and conceptual approaches to communication via moving images and sound. Emphasis on cinematic language and basic interpersonal skills of production. Lecture/lab. Prerequisite: COMM 240 or permission of instructor.

COMM 308 Persuasive Campaigns and Social Movements (5)
Critical analysis of the role of persuasion in contemporary discourse, with specific attention on issues involving political campaigns, social movements, advertising and consumerism. Consideration of the symbiotic relationship between society and the function and sustenance of these persuasive discourses. Course will employ a variety of analytic perspectives. Prerequisite: COMM 108 or instructor permission.

COMM 309 Theories of Communication (5)
How theories are constructed. Survey of theoretical approaches to communication drawing on the social sciences and humanities. Prerequisite: COMM 274 or the equivalent for majors.

COMM 311 Feature Writing (5)
Study of newspaper feature stories-their resources, their methods, and their appeal. Frequent exercises in the art of writing feature stories, with concentration on the human interest feature. Prerequisite: ENGL 110 or the equivalent with a grade of "C-" or better, and upper division standing. Fulfills the GWAR.

COMM 312 Graphic Communication for Print Media (5)
Analysis of the ways in which typography, color, paper, ink, and illustration work together to enhance effective print communication. Comparative discussion of design elements of magazines, newsletters, newspapers, and brochures. Frequent exercises in design layout and preparing camera-ready copy using desktop publishing software.

COMM 314 Photojournalism (5)
Examination of major theories and techniques of photojournalism combined with practice in their application. Uses digital and film equipment to create and process photographic images for various genres. Course includes lecture, discussion, and activities that enhance students' perspectives of photographic images.

COMM 315 Mass Media Law (5)
Designed to broaden the student's understanding of laws which pertain to the mass media. Philosophical appreciation of the legal framework within which the mass media operates and pragmatic familiarity with the legal problems most often encountered by journalists and related professionals is anticipated. The course will examine the development of the law regarding the First Amendment to the U.S. Constitution and such related legal areas as libel, obscenity, censorship, privacy, free press and fair trial, journalist's privilege, the right of access to government information, access to the press, the doctrine of commercial speech (advertising), and copyright.

COMM/PHIL 317 Ethical Issues in the Media (5)
This course provides an analysis of ethical issues in the news media, with emphasis on news-gathering and reporting and the impact of the internet, advertising, and entertainment. Topics covered include an evaluation of the ethical culture of newsrooms, codes of ethics, objectivity, privacy, fairness, honesty, and the public's right to know. Case studies will be examined, as well as other means by which students will learn how to recognize and resolve ethical conflicts. This course carries credit in either Communications or Philosophy.

COMM 330 Speech Communication Skills for Management (5)
Speaking skills necessary for effective management. Includes training in presenting oral reports, using visual aids, interviewing strategies, conducting business conferences, interoffice and interpersonal communications, representing the company in the community, effective listening, and conflict/grievance resolution.

COMM 335 Negotiation (5)
Theoretical understanding of the communications concepts of bargaining and negotiation in diverse contexts-business, politics, industry, and labor. Practical skills in communication techniques commensurate with successful negotiating, e.g., role playing, problems solving, interpersonal communication, argumentation, arbitration, and principled negotiation. Emphasis on verbal messages, authority, suggestion, deadlines, timing.

COMM 345 Deaf History (5)
The course explores historical contexts in American Deaf culture. Topics include the evolution of communication with regards to the Deaf community, famous deaf individuals, education, politics, language revolutions, and technological advances. Emphasis is placed on the link between ASL, history, and the Deaf community. Outside class activities required.

COMM 350 Public Relations Strategies and Tactics (5)
Study and application of strategies and tactics used in the public relations profession with an emphasis on written communication through news releases, brochures, newsletters, annual reports, magazines, media kits, and other public relations communication tools. Discussion of media relations and placement. Emphasis on the planning and execution of public relations communication. Discussion and application of communication theories that inform public relations writing and communication.

COMM 360 Gender and Communication (5)
This course introduces students to differences in gender communication; analyzes how institutional, personal, and group factors affect the messages we produce and the meanings we assign to messages. It also assesses the extent to which gender can both enrich and complicate human communication, particularly in personal and professional environments. Particular attention paid to how the mass media depicts gender. The course subscribes to an interdisciplinary approach that relies heavily on literature both inside and outside the field of communication. Fulfills GRE requirements.

COMM 370 Intercultural Communication (5)
This course is designed to enhance the student's understanding of the importance of culture in human interaction and the linkages between communication and culture. Interdisciplinary approaches examine the influence different cultural backgrounds have on communication in everyday life, social service encounters, business, and international services. Fulfills GRE Requirement.
COMM 374 3D Modeling (5)
Introduction to the basic techniques of 3d modeling and animation. Survey of the role of 3d in production environments such as interactive media, virtual reality, the world wide web and cinematic special effects. Lecture/lab. Prerequisite: COMM 240 or permission of instructor.

COMM 375 Design Marketing Strategies (5)
The student will gain an understanding of basic principals in marketing advertising design and communication strategy. Topics include: print media mix; corporate/commercial/institutional target market; areas of endeavor; research and development; proposal presentation; pricing and client interaction. Portfolio and communication strategies will be evaluated with emphasis on effective advertising design and client communication.

COMM 376 Interpersonal Communication (5)
Analysis of the process of communication as it occurs between individuals and in small groups in everyday life. Attention is given to communication interactions within the family, in social situations, in organizations, and institutions. Both verbal and nonverbal codes considered.

COMM 377 Special Topics (1-5)
Analysis of the public communicator in action and the laws, strategies, and situations that influence the process of public persuasion. Specific topic determined by instructor. May be repeated for different course content.

COMM 378 Film Aesthetics and Criticism (5)
Study of the principles by which film and video texts create meaning through screenings, lectures, and readings, with emphasis on major film theories and examination of narrative and documentary forms. Fulfills General Education Theme 2 Requirement.

COMM 386 Vector Graphics (5)
Investigation of the relationship between verbal and visual communication, and the complementary partnership between graphic design and illustration. Covers production and analysis, for print and online implementation. Lecture/lab.

COMM 387 Interactive Media I (5)
Fundamentals of interactive production, with an emphasis on the expressive power of online animations and the aesthetics of human-computer interaction. Lecture/lab.

COMM 388 Interactive Narrative Design (5)
Study and implementation of systems that will create dynamic narratives with which the user can interact, including the use of digital graphics, audio, video and text. Lecture/lab.

COMM 390 Publishing on the World Wide Web (5)
This course guides students through the history and current use of the Internet, especially the World Wide Web. Students will learn to set up and maintain Web pages. Emphasis is on the types of information found on the Web, how they are organized, how search engines operate, and how communicators use the Web to disseminate and investigate information. Students build their own Web pages with links to relevant sections of existing Web sites. Lecture/lab.

COMM 391 Digital Imaging (5)
Aesthetic and technical fundamentals of digital imaging. Covers production and critical analysis, from image acquisition to print or screen implementation. Lecture/lab.

COMM 402 Public Relations Management (5)
Analysis and application of public relations management strategies. Focus on the four-step process of public relations and current management practices in the profession including the use of organizational goals and objectives in public relations planning and research. Emphasizes crisis communications and
issues management. Also addresses other important management elements of the profession and the advisor/counselor role of the public relations professional.

**COMM 404 Public Affairs Reporting (5)**
Detailed investigation of covering public affairs, including reporting on public and government agencies, researching public records, and writing clear articles. Students will be trained in Computer Assisted Reporting. Study of structure and function of state and local government, state open meeting and public records laws, structure of judicial and criminal justice systems. Students will adopt a local government agency, attend meetings, establish news sources within the agency, and write articles about agency meetings and issues. Prerequisite: COMM 206 or permission of instructor.

**COMM 405 Communication in the Organization (5)**
The nature and flow of communication in organizations and institutions. Theory and techniques of solving communication problems in organizations; practical experience in writing and speaking. Among topics discussed are the organization as a communication system, theory of organization, analytical techniques for evaluating the quality of organizational communication, the use of communication skills to facilitate organizational change.

**COMM 407 Mass Media and Society (5)**
Analysis of the development and impact of media technology as it transforms the ways in which we generate, transmit, assess, and understand mediated messages in contemporary American society. Evaluation of the impact of media technology on the role of communication in information processing, values acquisition and personal behavior, social construction of reality, group dynamics, and social interaction. Emphasis on mass communication. Fulfills General Education Theme 2 Requirement.

**COMM 414 Newspaper Production (2)**
Production of a weekly digital and online laboratory newspaper, *The Runner*, to provide practical experience in news writing and editing, proofreading, photography, advertising, layout, paste-up, circulation. Minimum of six class hours per week. May be repeated three times for credit.

**COMM 418 Copy Editing (1)**
Essentials of newspaper copy editing, including news writing, proofreading, and headline writing. Includes work on material submitted for publication in the weekly laboratory paper, *The Runner*. Two activity hours per week. May be repeated three times for credit.

**COMM 420 Page Layout (1)**
Focus on the principles of effective page composition, using desktop publishing software, to determine those patterns most effective for the readers, writers, and advertisers of newspapers. Two activity hours per week. May be repeated three times for credit.

**COMM 422 Small Newspaper Management (1)**
Fundamentals of newspaper management, including circulation, advertising, distribution, production supervision, and finances. Two activity hours per week. May be repeated three times for credit.

**COMM 432 Case Studies in Public Relations (5)**
Detailed investigation of the theory and practice of public relations through study of major public relations cases and the development of a public relations campaign proposal for a client. Examination of opportunities and constraints involved in research, setting objectives, designing and executing programs, and evaluating results. Analysis of cases as models for effective relations with media, internal audiences, community members, government agencies, investors, consumers, and special interest groups. Prerequisite: COMM 305 for permission of instructor.

**COMM 434 Communication for Business and Government (5)**
Study of and application of the communication processes and practices in business, government, and other professional settings including organizational roles, climate, and culture; listening and feedback; interviewing; resume and cover letter writing; development of formal presentations used within
organizational settings; importance of groups and teams in contemporary organizations, and power and politics in the organization.

COMM 435 Health Communication (5)
The role of communication in disease prevention and control. Offers guidance for planning, implementing, and assessing the effectiveness of communication programs for public health and how existing health knowledge can be effectively communicated to inform, influence, and motivate institutional or public audiences.

COMM 440 Digital Video Production II (5)
Advanced video production with emphasis on developing skills in image design, sound/image relationships and storytelling. Lecture/lab. Prerequisite: COMM 307 or permission of instructor.

COMM 450 Documentary Production (5)
Exploration of the various functions of documentaries in society, from propaganda to art. Emphasis on student projects, and the styles and strategies that are available to the documentary form. Lecture/lab. Prerequisite: COMM 307 or permission of instructor.

COMM 460 History of Film (5)
History of film from the Edison Kinetoscope through Citizen Kane. Industrial, social, stylistic, and theoretical aspects in a variety of national and cultural contexts. Emphasis on commercial and avant-garde forms and their connection to twentieth-century aesthetic, economic, and political currents. Fulfills General Education Theme 2 Requirement.

COMM 465 Advanced Communication of American Sign Language (6)
An intense examination of conversational skills in ASL with practicum application. Stresses advanced communication skills in vocabulary while developing a linguistic perspective and the understanding of grammatical syntax. Receptive and comprehension skills will be developed and utilized within the Deaf community. Pertinent issues of American Sign Language and American Deaf culture are discussed. Prerequisite: COMM 295.

COMM 477 Special Topics in Communication (1-5)
Study, analysis, and/or production in various media or in speech communication. Specific course content to be determined by instructor. May include directed field study in technical communication. Prerequisite for topics in technical communication: COMM 304.

COMM 480 Advanced Technical Communication (5)
Principles and practices of writing material particular to science and technology. Includes expanded definitions, technical descriptions, process explanations, instruction pamphlets, manuals, laboratory reports, proposals, and presentations. Prerequisite: COMM 304. Cross-listed as ENGL 480.

COMM 481 Advanced Business Communication (5)
Principles and practices of writing material particular to business administration, management, and marketing. Includes special purpose letters (request, inquiry, claim, adjustment, accommodation, sales, refusal, credit, collection, good will), promotional literature, news releases, policy statements, informal reports to stockholders, adaptation of the language of contracts, guarantees, and warranties for customers with no legal background. Prerequisite: COMM 304. Cross-listed as ENGL 481.

COMM 484 Digital Video Post Production (5)
Advanced digital video production with an emphasis on the techniques, theories and technical systems involved in digital video editing. Lecture/lab. Prerequisite: COMM 307 or permission of instructor.

COMM 486 Interactive Media II (5)
This course builds on the skills developed in Interactive Media I. Students work with concepts and tools for advanced integration of vector animation and internet authoring. Lecture/lab.
COMM 488 Sound Design for Visual Media (5)
Theory and practice of sound/image relationships in film, video and interactive media. Emphasis on the
development of conceptual and design tools as well as technical ability. Lecture/lab.

COMM 489 Experiential Prior Learning (variable units)
Evaluation and assessment of learning which has occurred as a result of prior off-campus experience
relevant to the curriculum of the department. Requires complementary academic study and/or
documentation. Available by petition to the department only on a credit, no-credit basis. Not open to
post-graduate students. Interested students should contact the department office.

COMM 490 Senior Seminar (5)
An advanced course in analysis and application of communication research methods. Specific topics will
vary. Individual student research projects and reports. When possible, students contribute to ongoing
faculty research. Students will submit a portfolio demonstrating skills and knowledge gained in the
Communications major. Prerequisite: COMM 309.

COMM 491 Graphic Web Design (5)
Examination and implementation of the principles and techniques of web design. Emphasis on the
relationship of design aesthetics to online audiences and design as a cultural practice. Lecture/lab.
Prerequisite: COMM 240 or permission of instructor.

COMM 495 Applied Communication Education (3)
This course is designed to develop effective classroom communication skills for prospective teachers.
The course combines theories and models from communication education, multicultural education, and
critical pedagogy to assist in personal, professional, and societal transformation for future teachers.
Students will be assigned to a K-8 classroom for practical experience. This course is only open to Liberal
Studies majors with a concentration in Communications. Prerequisite: COMM 108 or its equivalent.

COMM 496 Internship in Applied and Professional Communication (1-5)
Designed to permit the student to gain practical experience in the field of professional communication,
primarily at an off-campus site. Students are assigned to various business firms or agencies and work
under joint supervision of supervisors and the course instructor-internship coordinator. Requires
participation in staff and internship conferences, assigned readings/projects where appropriate. Offered
only on a credit, no-credit basis. (Arrangements should be made with the internship coordinator well in
advance of the quarter in which the internship is to be taken, as the number of available internships is
limited.) Students must have a minimum of 3.0 GPA and have completed 15 or more units in residence.
No retroactive credit will be allowed.

COMM 497 Cooperative Education (5)
The Cooperative Education program offers a sponsored learning experience in a work setting, integrated
with a field analysis seminar. The field experience is contracted by the Cooperative Education office on
an individual basis, subject to the approval by the department. The field experience, including the
seminar and reading assignments, is supervised by the cooperative education coordinator and the faculty
liaison (or course instructor), working with the field supervisor. Students are expected to enroll in the
course for at least two quarters. The determination of course credits, evaluation, and grading are the
responsibility of the departmental faculty. Offered on a credit, no-credit basis only; no retroactive credit
will be allowed.

COMM 499 Individual Study (5)
Special projects developed by the individual student in consultation with the designated instructor.
Admission with consent of department chair. No retroactive credit will be allowed.