**Lower Division**

**COMM 108 Strategies of Public Communication (5)**
An introduction to public speaking and communication studies. Emphasis is placed on increasing the student understands 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. GE A1

**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/ENGL 203 Introduction to Film Studies (5)**
An introduction to the richness and diversity of cinema’s past and present through close viewing and active discussion of American and international films. Students learn about key critical approaches, cinematic innovation, and the foundations of cinematic language (including narrative, editing, sound, cinematography, and acting) in order to actively “read” movies within social, historical and aesthetic contexts.

**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 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. 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 Convergence Journalism (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.

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. 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 that 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 such 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 COMM or PHIL. Prerequisites: Completion of General Education Areas A2 and A3.

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, problem 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. Prerequisites: Completion of General Education Areas A, B4, and C and upper division status. GE T2

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. GRE

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. GRE

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. Prerequisites: Completion of General Education Areas A, B4, and C and upper division status. GE T2

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 is 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. Prerequisites: Completion of General Education Areas A, B4, and C and upper division status. GE T2

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 or 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.
COMMUNICATIONS

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.

COMM 460 History of Film (5)
An institutional, aesthetic, cultural and political history of motion pictures from the pre-history of the medium to the contemporary moment. Various national and cultural contexts are considered. Prerequisites: Completion of General Education Areas A, B4, and C and upper division status. GE T2

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 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.