

COMMUNICATIONS

Department of Communications

School of Arts and Humanities

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Program Description

The Department of Communications offers the Bachelor of Arts in Communications. The program presents a combination of theoretical knowledge with practice and analytical skills, all 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 has been learned in related activity, production courses, and internships. Study will concentrate in one of three areas (Journalism, Public Relations, and Digital Media). The general emphasis of this program is upon breadth and flexibility in preparation for diverse career opportunities.

The department offers a minor in Communications. For other information about the Department of Communications, please visit www.csub.edu/comm.

Goals and Objectives

The goals of the Department of Communications are to prepare our students to acquire practical and analytical tools of communication, and to position them to be engaged citizens and equal participants in the application of their knowledge in the use of communication in various contexts and their chosen careers. To serve these goals, our curriculum stresses student-based knowledge of communications processes, innovative and practical approaches that adapt to multidisciplinary contexts, critical thinking, and sensitivity to public communication, and the importance of communication and social responsibility.

Requirements for the Bachelor of Arts Degree in Communications

Total Units Required to Graduate	120 units
Major Requirements	42 units
Lower Division	3
Upper Division	12
General Education Requirements	41-56 units
First-Year Seminar	2
LD Area A Foundational Skills	12*
LD Area B Natural Sciences	6
LD Area C Arts and Humanities	6
LD Area D Social and Behavioral Sciences	6

American Institutions	6
SELF	3
Junior Year Diversity Requirement	0-3*
UD Thematic Areas B and D	0-6*
Capstone	0-3*
GWAR (Exam) or Class	0-3**

Additional Units **22-37 units**

*COMM 1008 satisfies the A1 requirement and is required for majors. JYDR and UD Thematic Areas may be satisfied in major, minor or other university requirement. Capstone may be satisfied within the senior seminar. **COMM 3008 satisfies this requirement with a grade of "C-" or better, and is required for majors.

Requirements for the Major in Communications

- General Core Requirements** (18 units)
 - Lower Division Required Course (3 units)
COMM 1008, 2020
 - Upper Division Required Courses (9 units)
COMM 3000, 3010, 4908
 - Upper Division Required Writing Course (3 units)
COMM 3008
- Concentrations** (15 units)
Choose one of the following:
 - Journalism** (15 units)
Designed for students interested in careers in newspapers, TV, radio, magazines, book publishing, technical writing, writing for social media, and web publishing. Required Courses: COMM 2110, 3120, 3130, 3140, 4160
 - Public Relations** (15 units)
Designed for students interested in careers in public relations, organizational/corporate/intercultural communication and the related field of marketing. Required Courses: COMM 2110, 3210, 3220, 3230, 3260
 - Digital Media** (15 units)
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 2310, 3320, 3330, 3360, 3370 **OR** 3380
- Communications Studies Courses** (6 units)
Select two upper division courses: COMM 3240, 3020, 3088, 3058, 3050, 3077, 3048, 3060, 3078, 3070, 3068 **OR** 3098, 4077 (when relevant).
- Electives Courses** (6 units)
Two additional upper division Communications courses selected in consultation with a faculty advisor.
- Portfolio Requirement** (3 units)
As part of COMM 4908 (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 from the students' courses that

addresses each of the goals that the program faculty expects students to achieve. 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.

6. Completion of a Minor, Special Minor, or Augmented Major

Up to three units of internship courses (COMM 4860) may be counted toward the minor.

Requirements for the Minor in Communications

The minimum requirements for a minor in Communications are four courses totaling 12 units, at the 200-level or above (at least three courses must be upper division).

Teaching Credential - Liberal Studies

Communications is a concentration option for Liberal Studies majors.

Student Societies for Communications Majors

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

The 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- relations.