

*Lower Division***COMM 1008 Strategies of Public Communication (3)**

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 1008 (or its articulated speech course) is required for all Communications majors. A passing grade of "C" or higher required to earn course credit. Satisfies general education requirement A1.

COMM 2020 Introduction to Communication Studies (3)

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 1008.

COMM 2110 Issues and Practices in Journalism (3)

Study of the problems and techniques of journalism, including audiences and resources. Overview of history and development of print and digital news media. Examination of news sources, interviewing, reporting, writing, and ethics. Frequent exercises in news gathering and writing and preparing copy for publication.

COMM 2160 Newspaper Production (3)

Production of a weekly digital and online laboratory newspaper, *The Runner*, to provide practical experience in news writing and editing, proofreading, photography, multimedia reporting, page design, web publishing, advertising, marketing, and distribution. May be repeated twice for credit.

COMM 2310 Media Arts (3)

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. Prerequisite for COMM 3330 and 3380.

COMM 2518 Introduction to Film Studies (3)

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. Prerequisite: ENGL 1109 or its equivalent. Satisfies general education requirement Area C2. This course carries credit in either Communications or English.

COMM 2600 Small Group Communication (3)

This course focuses on the principles and methods of communication in a small group setting. Group interactions such as problem solving, leadership, and decision-making will be analyzed. Students will develop individual and group communication skills to prepare for the workplace and other group communication situations. Ultimately, students will learn group communication competence. Field trips may be required.

*Upper Division***COMM 3000 Theories of Communication (3)**

How theories are constructed. Survey of theoretical approaches to communication drawing on the social sciences and humanities. Prerequisite: COMM 2020 or the equivalent for majors.

COMM 3008 Technical and Report Writing (3)

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 1109 or the equivalent with a grade of "C-" or better and upper division standing. Satisfies general education requirement GWAR.

COMM 3010 Mass Media Law (3)

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 3020 Ethical Issues in the Media (3) (cross listed with Philosophy as PHIL 3320)

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 cultures 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. Prerequisite: Completion of GE A2 and A3 or equivalent. This course carries credit in either Philosophy or Communications.

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COMM 3048 Art of Film (3)

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. Satisfies general education Revolutionary Ideas and Innovations upper division Area C.

COMM 3050 Interpersonal Communication (3)

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 3058 Intercultural Communication (3)

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. Satisfies general education Sustainability and Justice upper division Area C.

COMM 3060 Communication in the Organization (3)

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 3068 Film and Society (3)

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. Satisfies general education Quality of Life and upper division Area C.

COMM 3070 Health Communication (3)

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 3077 Special Topics (1-3)

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 3078 Mass Media and Society (3)

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. Satisfies general education Revolutionary Ideas and Innovations upper division Area C.

COMM 3080 Communication and the Environment (3)

Designed to enable students to examine, analyze and contribute to environmental discourse at the local, national and global level. Students will explore topics, such as the influence of human communication on perceptions about the environment, contexts that influence interpretation of environmental discourse, grassroots environmental advocacy and social justice, as well as how environmental issues are framed or constructed in the media.

COMM 3088 Gender and Communication (3)

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 communications. Satisfies general education requirement JYDR.

COMM 3090 Strategic Social Media (3)

This course will introduce students to the analysis of effective social media. It will help students stay abreast of current and future developments in social media design and use. The course will enable students to assess comprehensive and effective social media campaigns for corporations, government agencies, and non-profit organizations. Through a combination of case study analysis, lecture, project work, and simulations, students will develop expertise in social media planning, campaign management, production, and analysis to craft an authentic and effective voice for their organizations and communities on current and developing social media platforms. The design part of the course will allow students to build social media content, using professional-level software.

COMM 3098 Innovations in Film (3)

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. Satisfies general education Revolutionary Ideas and Innovations upper division Area C.

COMM 3120 Digital Journalism (3)

Study of contemporary journalism techniques and their influence on the audiences they serve. Exercises in news gathering, multimedia reporting, writing for the web, audio and video production, digital photography, and web publishing.

COMM 3130 Feature Writing (3)

Study of newspaper, magazine and online 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 1109 or the equivalent with a grade of "C" or better and upper division standing.

COMM 3140 (Presently COMM 4140) Public Affairs Reporting (3)

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 Data Literacy. 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.

COMM 3150 Photojournalism (3)

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

COMM 3160 Broadcast Writing, Reporting and Production (3)

Beginning broadcast news writing, reporting and production for radio, television and the Web. Emphasis on developing news judgment, field reporting, script writing, vocal skills, video and audio editing, and producing broadcast news pieces.

COMM 3170 Design for Print and Online Media (3)

Analysis of the ways in which typography, color, illustration, photography, and other graphic elements work together to enhance effective communication in print and on the Web. Comparative discussion of design elements of magazines,

newspapers, newsletters, websites, blogs and social media pages. Frequent exercises in design layout using publishing software and open source Web platforms.

COMM 3210 Public Relations (3)

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.

COMM 3220 Public Relations Strategies and Tactics (3)

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 3230 Case Studies in Public Relations (3)

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 that requires research and planning of a public relations campaign. 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.

COMM 3240 Persuasive Campaigns and Social Movements (3)

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.

COMM 3250 Communication for Business and Government (3)

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

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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 3260 Public Relations Management (3)

Analysis and application of public relations management strategies, with an emphasis on public relations research. Focus on the four-step process of public relations and current management practices in the profession including the use of research to identify 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 3270 Public Relations Practicum (3)

This course is designed to provide Public Relations Major students with the opportunity to integrate their public relations education through supervised application of these skills in a public relations setting. It covers three general areas: PR practice skill learning, Experience, and Evaluation. Students will apply all their skills developed from other required PR courses (COMM 3210: Public Relations, COMM 3220: PR Strategies and Tactics, COMM 3230: PR Cases, and COMM 3260: PR Management) into this course learning. Prerequisites: COMM 3210.

COMM 3320 Digital Video Production (3)

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 for COMM 3360.

COMM 3330 Interactive Design (3)

This course is an introduction to the theory and practice of interaction design. Stresses the conceptual, aesthetic, and technical concerns of interactivity and the user experience. Elements of the course include, responsive web design and development, graphics and imaging, interface design, user experience, and project management. The course is designed to develop a combination of critical, technical, and design skills. No previous experience or expertise is required for this course. Prerequisite for COMM 2310.

COMM 3360 Documentary Production (3)

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. Prerequisite for COMM 3320.

COMM 3370 Media Writing (3)

Introduction to writing for various forms of visual media, including ads and PSAs, nonfiction and fiction films, interaction and mobile media. Critical analysis of these forms. Development of projects from concept to completed works.

COMM 3380 Visual Communication Design (3)

Analysis and implementation of the ways in which visual communication design elements work together to enhance effective communication in print and on the Web. Instruction in photo and illustration editing, magazine design and basic Web design using a content management system. Prerequisite for COMM 2310.

COMM 3460 Communication in the Organization (3)

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 3610 Rhetorical Theory and Criticism (3)

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.

COMM 4077 Special Topics in Communication (1-3)

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.

COMM 4140 (Formerly COMM 3140) Public Affairs Reporting (3)

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 Data Literacy. 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.

COMM 4160 Newspaper Production (3)

Production of a weekly digital and online laboratory newspaper, *The Runner*, to provide practical experience in news writing and editing, proofreading, photography, advertising, multimedia reporting, page design, web publishing, advertising, marketing, and distribution. May be repeated twice for credit.

COMM 4600 Negotiation (3)

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 4850 Individual Study (3)

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.

COMM 4860 Internship in Applied and Professional Communication (1-3)

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 semester 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 4870 Cooperative Education (3)

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 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 semesters. 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 4890 Experiential Prior Learning (1-3)

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 4908 Senior Seminar (3)

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 3000. Satisfies general education requirement Capstone.