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# Communication

In the College of Professional Studies and Fine Arts

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## Faculty

Emeritus: Adams, Brown, Buckalew, Hartung, Odendahl, Samovar, Sanders, Sorensen

Director: Eadie

The Lionel Van Deerlin Professor of Communication and Public Policy: Eger

Professors: Andersen, J., Andersen, P., Beach, Borden, Broom, Dionisopoulos, Dozier, Eadie, Geist-Martin, Hellweg, Lauzen, Lustig, Mueller, Spitzberg, Wulfemeyer

Associate Professors: Davis, Martin

Assistant Professors: Renegar, Spevak, Zhong

Lecturers: Co, Lockwood, McDaniel, Mounaimne, Ulrich

## Offered by the School

Master of Arts degree in communication with specializations in:  
Communication studies.

Mass communication and media studies.

Major in communication with the B.A. degree in liberal arts and sciences **OR** applied arts and sciences

General communication studies.

Emphasis in advertising.

Emphasis in public relations.

Emphasis in telecommunications and film. **See** Theatre, Television, and Film.

Major in journalism with the B.A. degree in liberal arts and sciences.

Teaching major in communication for the single subject teaching credential in English/speech with the B.A. degree in applied arts and sciences.

Teaching major in journalism for the single subject teaching credential in English/journalism with the B.A. degree in liberal arts and sciences.

Minor in advertising.

Minor in communication.

Minor in journalism.

Minor in media management.

Minor in public relations.

## The Lionel Van Deerlin Professor of Communication and Public Policy

More than 40 major communications companies contributed to establish The Lionel Van Deerlin Professor of Communication and Public Policy. The professorship serves as the center for the study of public policy and issues affecting the communications/information field, the area in which Lionel Van Deerlin was vitally concerned during his 18 years in Congress. The current holder of the professorship is John M. Eger.

## General Information

The School of Communication, an academic unit within the College of Professional Studies and Fine Arts, emphasizes scholarly, creative, and professional aspects of communication studies. The school engages in teaching, research, and development of integrated, interactive, international, and intercultural communication for the twenty-first century. The mission of the School of Communication is to be a leader in advancing the theory and understanding of human communication and improving the practice of human communication; to study and teach the art, science, and practice of communication; and to provide

an educational environment encouraging excellence, leadership, and creativity in communication scholarship and professional excellence.

## Impacted Programs

Programs in the School of Communication are impacted. Students must enter the University under the designated premajor or major code for selected program. To be admitted to the selected program, refer to the program description for specific impacted criteria.

## Communication Major

**B.A. Degree in Liberal Arts and Sciences OR Applied Arts and Sciences (Major Code: 06011)**

All candidates for a degree in liberal arts and sciences or a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements." Selecting the B.A. degree in liberal arts and sciences requires meeting the foreign language requirement. Selecting the B.A. degree in applied arts and sciences requires the mathematics competency requirement. To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the major at SDSU (assuming continuous enrollment).

Lower division preparation for the major courses may be satisfied by comparable courses in community colleges or other institutions with which the university has articulation agreements.

**NOTE: No more than 48 units in School of Communication courses can apply to the B.A. degree in Liberal Arts and Sciences.**

### OPTION 1:

#### General Communication Studies Program

**With the B.A. Degree in Liberal Arts and Sciences OR**

**Applied Arts and Sciences**

**(Premajor Code: 15060) (Major Code: 15061)**

Students in general communication studies explore communication across diverse activities, relationships, organizations, media, and cultures. Courses introduce theory and methods for understanding communication phenomena in critical-cultural, interaction, intercultural, and international contexts. Courses focus on organizing principles and patterns of social life through observation, analysis, and criticism of human interactions, communication behavior, mediated systems, and technological innovations. Recognizing the increasingly important need for strong oral and written communication skills, this major is well suited for students planning careers such as sales, training, human resources, media and culture criticism, communication education, international relations, as well as various careers in medical and legal settings. The communication studies major helps prepare students for careers by developing theory and skills for understanding and affecting human communication and culture, ranging from interpersonal to mediated interactions.

**Impacted Program.** General communication studies is an impacted program and specific criteria are used to admit to the upper division major. Students enter the University under the premajor code (15060). To be admitted to the upper division communication major code (15061), students must meet the following criteria:

- Complete with a minimum grade point average of 2.75 and a grade of C or higher: six units selected from Communication 160, 200, 204. These courses cannot be taken for credit/no credit (Cr/NC);

- b. Complete the general education oral communication requirement with a grade of C or higher;
- c. Complete a minimum of 45 transferable semester units and a maximum of 90 semester units;
- d. Have a cumulative grade point average of 2.75 or higher;
- e. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

**Preparation for the major.** General Education oral communication requirement, and six units selected from Communication 160, 200, 204. (6 units)

**Foreign Language Requirement (Liberal Arts and Sciences).** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

**Mathematics Competency Requirement (Applied Arts and Sciences).** Competency in mathematics (equivalent to what is normally attained through three consecutive courses of university study), must be satisfied by three semesters of college mathematics or a statistical sequence such as Statistics 250, 350A, 350B (highly recommended); or Political Science 201\*, 515, 516; or Sociology 201\*, 406\*, 407\*.

\* Additional prerequisites required.

**Upper Division Writing Requirement.** Passing the University Writing Examination, or Communication 310W, or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better.

**Major.** A minimum of 30 upper division units to include Communication 300, 350; nine units selected from Communication 360, 371, 406, 415, 445, 530, 592; 12 units selected from Communication 301, 302, 305, 307, 309A, 309B, 355, 360, 361, 371, 391, 406, 407, 415, 445, 450, 452, 455, 471, 479, 483, 490B, 491, 493, 496, 499, 503, 530, 545, 571, 580, 583, 584, 589, 592, 596; and three upper division units from Communication or Journalism. **A minor is required with this major.**

## OPTION 2:

### Professional Communication Emphases

The professional communication emphases provide in-depth study of mediated and non-mediated human communication in professional contexts. To accommodate a broad range of student interests and professional aspirations, the major includes two emphases that are impacted programs. The professional communication major B.A. degree in liberal arts and sciences requires the foreign language competency requirement. A minor or concentration of upper division courses in an approved department outside of the School of Communication is required in this major.

Students in the professional communication emphases study theory, principles, skills, and experience needed to work in advertising, public relations, media management, and telecommunication and film. Advertising graduates are employed in advertising agencies and marketing departments; as media advertising sales representatives; and in sales, sales promotion, and sales management positions. Public relations graduates work as media relations specialists and strategic planners in public relations departments and firms, as internal and external communication specialists in corporations, as public information specialists in government agencies and the military, and in fundraising and membership development for not-for-profit organizations.

#### Emphasis in Advertising

##### With the B.A. Degree in Liberal Arts and Sciences (Premajor Code: 06040) (Major Code: 06041)

To complete the advertising emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

**Impacted Program.** The advertising emphasis is designated as an impacted program and specific criteria are used to admit to the

upper division major. Students enter the University under the premajor code (06040). To be admitted to the upper division advertising major code (06041), students must meet the following criteria:

- a. Complete with a minimum grade point average of 2.85 and a grade of C or higher: Communication 200, Economics 101, Journalism 220, and Political Science 101, 102. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Pass the Grammar, Spelling, and Punctuation (GSP) test;
- c. Complete a minimum of 45 transferable semester units and a maximum of 90 semester units;
- d. Have a cumulative grade point average of 2.75 or higher;
- e. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

**Preparation for the Major.** Communication 200; Journalism 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

**Foreign Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

**Upper Division Writing Requirement.** Communication 310W with a grade of C (2.0) or better.

**Major.** A minimum of 30 upper division units to include Communication 300, 310W, 460, 461, 560, 565; three units from Journalism 300, Communication 440, 480; and nine units of upper division coursework in Communication or Journalism.

**Allied Discipline.** Students selecting the advertising emphasis are required to complete a minor in one of the following departments or nine units of upper division courses in one of the following allied disciplines: economics, management (see the program coordinator for the approved list of courses), marketing (see the program coordinator for the approved list of courses), political science, psychology, sociology, or other area approved by program coordinator.

#### Emphasis in Public Relations

##### With the B.A. Degree in Liberal Arts and Sciences (Premajor Code: 05990) (Major Code: 05992)

To complete the public relations emphasis, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

**Impacted Program.** The public relations emphasis is designated as an impacted program and specific criteria are used to admit to the upper division major. Students enter the University under the premajor code (05990). To be admitted to the upper division public relations major code (05992), students must meet the following criteria:

- a. Complete with a minimum grade point average of 2.85 and a grade of C or higher: Communication 200, Economics 101, Journalism 220, and Political Science 101, 102. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Pass the Grammar, Spelling, and Punctuation (GSP) test;
- c. Complete a minimum of 45 transferable semester units and a maximum of 90 semester units;
- d. Have a cumulative grade point average of 2.75 or higher;
- e. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

**Preparation for the Major.** Communication 200; Journalism 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

**Foreign Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

**Upper Division Writing Requirement.** Communication 310W with a grade of C (2.0) or better.

**Major.** A minimum of 30 upper division units to include Communication 300, 310W, 480, 481, 489, 581, 585; three units from Journalism 300, Communication 440, 460; and six units of upper division coursework in Communication or Journalism.

**Allied Discipline.** Students selecting the public relations emphasis are required to complete a minor in one of the following departments or nine units of upper division courses in one of the following allied disciplines: economics, management (see the program coordinator for the approved list of courses), marketing (see the program coordinator for the approved list of courses), political science, psychology, sociology, or other area approved by program coordinator.

### Journalism Major

**B.A. Degree in Liberal Arts and Sciences**

**(Premajor Code: 06020) (Major Code: 06021)**

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

Journalism education emphasizes the training of writers, reporters, and editors for the mass media. It also seeks to prepare and guide students interested in pursuing careers in a wide range of informational and interpretive multi-media environments. The courses offered in the journalism major are designed to give students a working knowledge of the skills, concepts, values, and ethics needed to succeed as competent professional communicators. They focus on the basic elements of factual and analytical writing, editing, communication law and theory, history, and responsibility in the mass media.

Career opportunities for journalism graduates are diverse, including book editing and publishing, freelance writing, industrial journalism, magazines, communication research, news agencies, newspapers, radio, television, teaching, and on-line electronic publishing.

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment). Lower division activity/production courses in newspaper, magazine, yearbook, or broadcasting may not be applied toward the B.A. in journalism.

**Impacted Program.** The journalism major is designated as an impacted program and specific criteria are used to admit to the upper division major. Students enter the University under the premajor code (06020). To be admitted to the upper division journalism premajor code (06021), students must meet the following criteria:

- Complete with a minimum grade point average of 2.85 and a grade of C or higher: Communication 200, Economics 101, Journalism 220, Political Science 101, 102. These courses cannot be taken for credit/no credit (Cr/NC);
- Complete a personal statement to be evaluated by the faculty;
- Submit two letters of recommendation to be evaluated by the faculty;
- Pass the Grammar, Spelling, and Punctuation (GSP) test;
- Complete a minimum of 45 transferable semester units and a maximum of 90 semester units;
- Have a cumulative grade point average of 2.75 or higher;
- To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

**Preparation for the Major.** Communication 200; Journalism 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

**Foreign Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of this catalog on "Graduation Requirements."

**Upper Division Writing Requirement.** Communication 310W with a grade of C (2.0) or better.

**Major.** A minimum of 30 upper division units to include Communication 300, 310W, 502; Journalism 300, 315, 420, 470; plus six units of upper division Journalism electives and three units from 300-, 400-, 500-level Communication courses. **A minor is required with this major.**

### Communication Major

**In preparation for the Single Subject Teaching Credential in English/Speech**

**With the B.A. Degree in Applied Arts and Sciences**

**(Premajor Code: 15070) (Major Code: 15061)**

All candidates for a teaching credential must complete all requirements as outlined in the section of this catalog on Policy Studies or Teacher Education. To complete the single subject teaching credential in English/speech, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

This major may be used by the students in policy studies or teacher education as an undergraduate major for the B.A. degree in applied arts and sciences.

**Impacted Program.** The communication major in preparation for the single subject teaching credential in English/speech is designated as an impacted program and specific criteria are used to admit to the upper division major. Students enter the University under the premajor code (15070). To be admitted to the upper division communication major code (15061), students must meet the following criteria:

- Complete with a minimum grade point average of 2.75 and a grade of C or higher: preparation for the major courses listed in the next section. These courses cannot be taken for credit/no credit (Cr/NC);
- Complete a minimum of 45 transferable semester units and a maximum of 90 semester units;
- Have a cumulative grade point average of 2.75 or higher; and
- To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

**Preparation for the Major.** Communication 103, 160; Linguistics 101; Rhetoric and Writing Studies 100, 200; three units selected from Comparative Literature 270A, 270B, or English 220; three units selected from either Humanities 140 or Theatre 120; three units selected from Communication 200, English 280, 281, Journalism 220, Theatre 115; and six units selected from the following pairs of courses: English 250A and 250B, or English 260A and 260B. (30 units)

**Upper Division Writing Requirement.** Passing the University Writing Examination, or English 508W, or Rhetoric and Writing Studies 500W with a grade of C (2.0) or better.

**Major.** A minimum of 45 upper division units to include Communication 300, 302 (2 units), 305, 309A (3 units), 361 (1 unit), 371, 503, English 533, Rhetoric and Writing Studies 509; three units selected from Communication 360, 445, 450, 530, 589, or 592; three units selected from Comparative Literature 562, Theatre 310, or Theatre 580; three units selected from either Linguistics 420 or 530; three units selected from Africana Studies 460, 461, 462, 463, 464, American Indian Studies 430, Chicana and Chicano Studies 335, 464, English 519, 520; three units selected from English 522, 523, 524, 525 (for students who have completed English 260A or 260B), 560A, 560B (for students who have completed English 250A or 250B); six units selected from any two of the following groupings (select one three unit course from two separate groups): Communication 360, 391, 407, 491; or English 541A, 541B, Theatre 460B; or Communication 408 or one upper division linguistics course. A minor is not required with this major.

## Journalism Major

**In preparation for the Single Subject Teaching Credential in English/Journalism**

**With the B.A. Degree in Liberal Arts and Sciences**

**(Premajor Code: 06020) (Major Code: 06021)**

All candidates for a teaching credential must complete all requirements as outlined in the section of this catalog on Policy Studies or Teacher Education. To complete the single subject teaching credential in English/journalism, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

**Impacted Program.** The journalism major in preparation for the single subject teaching credential in English/journalism is designated as an impacted program. Students enter the University under the premajor code (06020). To be admitted to the upper division journalism major in preparation for the single subject teaching credential in English/journalism major code (06021), students must meet the following criteria:

- Complete with a minimum grade point average of 2.85 and a grade of C or higher: preparation for the major courses listed in the next section. These courses cannot be taken for credit/no credit (Cr/NC);
- Complete a personal statement to be evaluated by the faculty;
- Submit two letters of recommendation to be evaluated by the faculty;
- Pass the Grammar, Spelling, and Punctuation (GSP) test;
- Complete a minimum of 45 transferable semester units and a maximum of 90 semester units;
- Have a cumulative grade point average of 2.75 or higher; and
- To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

**Preparation for the Major.** Communication 200; Journalism 220; Linguistics 101; Rhetoric and Writing Studies 100, 200; three units selected from Comparative Literature 270A, 270B, or English 220; three units selected from Humanities 140 or Theatre 120; and six units selected from the following pairs of courses: English 250A and 250B, or 260A and 260B. (27 units)

**Foreign Language Requirement.** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of this catalog on "Graduation Requirements."

**Upper Division Writing Requirement.** Communication 310W with a grade of C (2.0) or better.

**Major.** A minimum of 57 upper division units to include Communication 300, 310W, 371, 460, 502, English 533, Journalism 300, 315, Rhetoric and Writing Studies 509; 12 units selected from Communication 408, 500, Journalism 420, 425, 441, 470, 490, 530, 550; three units selected from Comparative Literature 562, Theatre 310, 580; six units selected from Communication 360, 391, 407, 491, English 541A, 541B, Theatre 460B, or one upper division linguistics course; three units selected from Linguistics 420 or 530; three units selected from Africana Studies 460, 461, 462, 463, 464, American Indian Studies 430, Chicana and Chicano Studies 335, 464, English 519, 520; three units selected from the following: English 522, 523, 524, 525 (for students who took English 260A or 260B), 560A, 560B (for students who took English 250A or 250B).

## Advertising Minor

**(Minor Code: 06041)**

The minor in advertising consists of 21 units to include Communication 200, 310W, 460, 461, 560, 565 and Journalism 220. Admission to the advertising minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Communication 200 and Journalism 220 with grades of C (2.0) or better and a grade point average of 2.75 in these two courses; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

## Communication Minor

**(Minor Code: 06011)**

The minor in general communication studies consists of a minimum of 21 units to include six units selected from Communication 160, 200, 204; Communication 300; and 12 upper division units selected from Communication 305, 355, 360, 371, 406, 407, 415, 445, 450, 452, 455, 471, 479, 483, 491, 503, 530, 545, 571, 580, 583, 584, 589, 592. Admission to the communication studies minor requires completion of at least 45 units with a minimum grade point average of 2.75 overall; completion of the General Education Oral Communication requirement with a grade of C (2.0) or better; and six units selected from Communication 160, 200, 204 with grades of C (2.0) or better and a grade point average of 2.75 in these courses.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

## Journalism Minor

**(Minor Code: 06021)**

The minor in journalism consists of 21 units to include Communication 200, 310W, 502; Journalism 220, 300, 315, 420. Admission to the journalism minor requires completion of at least 45 units with a minimum grade point average of 2.75 overall; completion of Communication 200 and Journalism 220 with grades of C (2.0) or better and a grade point average of 2.75 in these two courses; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

## Media Management Minor

**(Minor Code: 06032)**

No new students will be admitted to this minor.

The minor in media management consists of 21 units to include Communication 200, 310W, 375, 440, 501, 540; and Television, Film and New Media 110 or Journalism 220. Admission to the media management minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Communication 200 and Journalism 220 or Television, Film New Media 110 with grades of C (2.0) or better and a grade point average of 2.75 in these courses; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

## Public Relations Minor

**(Minor Code: 05992)**

The minor in public relations consists of 21 units to include Communication 200, 310W, 480, 481, 489, 585\* and Journalism 220. Admission to the public relations minor requires completion of at least 45 units with a minimum grade point average of 3.0 overall; completion of Communication 200 and Journalism 220 with grades of C (2.0) or better and a grade point average of 2.75 in these courses; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

\* Communication 581 prerequisite waived.

## Courses

### LOWER DIVISION COURSES IN COMMUNICATION (COMM)

#### 90. Improving Speaking Confidence (1) Cr/NC I, II

Two hours of activity.

Prerequisite: Must be taken prior to or concurrent with Communication 103.

Anxiety reduction and skill enhancement for students experiencing anxiety in oral communication situations. Not applicable to a bachelor's degree or general education.

#### 103. Oral Communication (3) I, II (CAN SPCH 4)

Training in fundamental processes of oral expression; method of obtaining and organizing material; outlining; principles of attention and delivery; practice in construction and delivery of various forms of speeches. Not open to students with credit in Africana Studies 140 or Chicana and Chicano Studies 111A.

#### 160. Argumentation (3) I, II (CAN SPCH 6)

Argument as a form of discourse; organizing, supporting, presenting and refuting arguments in a variety of formats; evaluating argument, including common fallacies in reasoning.

#### 200. Introduction to Mass Communication (3) (CAN JOUR 4)

Mass media and their interrelationships. Media and the consumer. Value and function of mass media in contemporary society. Problems and responsibilities.

#### 204. Advanced Public Speaking (3)

Prerequisite: Communication 103.

Practice in extemporaneous speaking on subjects of current interest, both national and local, with stress on organization and delivery. Not open to students with credit in Chicana and Chicano Studies 111A.

#### 296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

### UPPER DIVISION COURSES IN COMMUNICATION (Intended for Undergraduates)

#### 300. Integrating Communication: Theories and Principles (3)

Prerequisite: Upper division standing.

Communication theory, concepts, principles, and practices. Communication as art and process on micro and macro levels, integrates understanding of sources, messages, transmission, and feedback in creating meaning and culture.

#### 301. Management of School of Communication Activities (1) Cr/NC I, II

Two hours of activity.

Prerequisite: Communication 103.

Planning, preparation, and supervision of speech tournaments and other interscholastic activities. Maximum credit two units.

#### 302. Contemporary Forensics Problems (2) Cr/NC I, II

Prerequisites: Communication 103 and 160.

Identification of significant arguments in political, economic, and social problems confronting twentieth century United States. Use of case studies to emphasize research tools leading to comprehensive analysis. Oral performance stressed. See Class Schedule for specific content. Maximum credit eight units.

#### 305. Discipline of Communication (3)

Communication as an academic and professional discipline, its associations and journals, history and traditions, relationships to other disciplines, research methodologies, and careers for graduates. (Formerly numbered Communication 105.)

#### 307. Communication in Professional Settings (3)

Prerequisites: Communication 103 and 160 or 204 or 305.

Communication principles in professional contexts including interviewing and technical and nontechnical oral presentations. Skill in meeting management.

#### 309A-309B. Workshop (1-3, 1-3) (309A = Cr/NC; 309B = letter grade)

Prerequisites: Communication 103, 204, and 305 or 307 or 361; and consent of instructor.

Practical experience in an area of study within the School of Communication. Maximum credit six units in any combination of Communication 309A and 309B.

#### 310W. Gathering and Reporting Information (3)

Two lectures and two hours of activity.

Prerequisites: Journalism 220 or Television, Film and New Media 110 with grade of C (2.0) or better, and a passing score on the Grammar, Spelling, and Punctuation (GSP) test. Satisfies University Upper Division Writing requirement for students who have completed 60 units, fulfilled the Writing Competency requirement, and completed the General Education requirement in Communication and Critical Thinking. **Proof of completion of prerequisites required:** Test scores or verification of exemption; copy of transcript. Limited to majors and minors in Advertising, Journalism, Media Management, and Public Relations, Major Codes: 06041, 06021, 06032, and 05992.

Information gathering and writing for mass communication in information age. Accessing on-line databases, records, and archives; observation; interviewing; and conducting literature reviews, writing presentations designed to inform, persuade, and instruct.

#### 350. Communication Methodologies (3)

Prerequisite: Upper division standing.

Study of human communication, from methodological and epistemological perspectives.

#### 355. Foundations of Critical and Cultural Study (3)

Prerequisite: Credit or concurrent registration in Communication 300 and 350.

Central concepts, examples, theories, and experiences of critical studies of communication in culture through cultural, rhetorical, and media literature and cases.

#### 360. Argumentation Theory (3)

Prerequisites: Communication 103 and 160.

Approaches to argument and the patterns and problems in argument. Consideration of implications for society. Written and oral reports.

#### 361. Intercollegiate Forensics (1) Cr/NC I, II

Two field trips required.

Prerequisite: Communication 103.

Three hours of activity and two coaching hours to be assigned. Credit for participation in intercollegiate program. Maximum credit four units.

#### 371. Intercultural Communication (3) I, II

Prerequisites: Communication 103; and completion of the General Education requirement in Foundations II.B., Social and Behavioral Sciences required for nonmajors. Open to majors and nonmajors.

Study of communication with emphasis on influence of cultural background, perception, social organization, language and nonverbal messages in the intercultural communication experience.

#### 375. Infrastructure of the Information Age (3) I

Prerequisites: Communication 200 and Television, Film and New Media 365; basic computer literacy.

Technologies and institutions critical to those responsible for communication and information in an information society. Practical experience with on-line computer activities.

#### 391. Parliamentary Procedure (3)

Prerequisite: Communication 103.

Techniques and procedures for formal meeting management, with emphasis on leadership, rules, communication skills and strategies.

#### 406. Organizational Communication (3)

Prerequisite: Completion of preparation for the general communication studies program.

The organization as a communication system; role of the organization in persuasive campaigns; communication strategies and problems within the organizational structure.

**407. Communicative Perspectives on Interviewing (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Application of communicative theory to interviewing situations. Emphasis on perception, source, message, and receiver variables, defensive communication, feedback. Phrasing of questions, ways to enhance respondent participation, and formulation of behavioral objectives. Classroom simulation, supplemented by out-of-class interviews.

**408. Mass Communication and Society (3)**

Prerequisites: Upper division standing, and completion of the General Education requirement in Foundations II.B., Social and Behavioral Sciences.

Social factors underlying nature, functions of mass media. Theories, models, research in media as culture carriers, opinion shapers, other societal interrelationships.

**409. Women in Mass Communication (3)**

Prerequisite: Upper division standing.

Role of women in mass communication including messages about women and employment status of women.

**415. Nonverbal Communication (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Theory and research on nonverbal aspects of communication, with emphasis on codes and functions.

**440. Principles of Media Management (3)**

Prerequisite: Upper division standing.

Revenue generation, marketing, production programming, social responsibilities, and current developments in mass media. Planning, organizing, actuating, and controlling in electronic media organizations.

**445. Relational Communication (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Theory and application of effective relational communication principles in both intimate and nonintimate contexts. Theoretical and empirical evidence on communication strategies and behaviors in relationship initiation, development, and termination. Relationship of communication behaviors to relational goals.

**450. Rhetorical Theory (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Development of rhetorical theory as a mechanism for generating and understanding public discourse. Theories from ancient Greece to the present.

**452. Interaction and Gender (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Contemporary research and theory on communication and gender. Examination of gender as ongoing interactional achievement. Gender displays and myths across diverse relationships, institutions, media, and society.

**455. Conflict Management Communication (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Approaches to conflict communication in international, societal, group, institutional, and interpersonal contexts.

**460. Principles of Advertising (3) I, II**

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, management, and regulation of advertising. Survey of advertising practices, including planning, consumer and market research, creative, and media.

**461. Advertising Creative Development (3) I, II**

One lecture and four hours of activity.

Prerequisites: Communication 310W and 460 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to Advertising majors and minors, Major Code: 06041.

Advertising creative philosophy, strategy, and tactics; art, copy, and creation of advertisements for broadcast, print, and interactive electronic media. Application of computers to creative development.

**471. Communication Among U.S. Cultures (3)**

Prerequisite: Completion of preparation for the general communication studies program and Communication 371.

Effects of code systems, sociocultural forces, geographic influences, cultural patterns, ethnolinguistic identities, and acculturation experiences on interethnic and interracial relationships in the United States.

**479. Organizational Communication Across Cultures (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Cultural and ethnic differences in management styles, communication patterns, intercultural negotiations, leadership techniques, conflict management, and work-related values in organizations.

**480. Principles of Public Relations (3) I, II**

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, and management of public relations. Survey of problems and practices in corporations, government agencies, associations, and not-for-profit organizations.

**481. Public Relations Media and Methods (3) I, II**

One lecture and four hours of activity.

Prerequisites: Communication 310W and 480 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to Public Relations majors and minors, Major Code: 05992.

Practical applications of public relations techniques with emphasis on writing and media usage. News releases and media relations, print and electronic communications production, multi-media techniques, speeches, other audio-visual presentations, and special events. Field and laboratory practice.

**483. Communication in Virtual Reality (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Interpersonal, romantic, commercial, organizational, and entertainment implications of virtual environments.

**489. Research Methods in Mass Communication (3) II**

Prerequisites: Credit or concurrent registration in Communication 440, 460, or 480.

Research methods for decision making in professional mass communication practices. Research settings, methods of observation, measurement, data analysis, interpretation, research reports, and application of research findings.

**490A-490B. Internship (1-3, 1-3)(490A =Cr/NC; 490B = letter grade)**

Prerequisites: See Class Schedule for prerequisites specific to your area of study. Internship contract must be completed prior to registration.

Students work at approved agencies off-campus under the combined supervision of agency personnel and instructors. Maximum credit three units for Communication 490A-490B.

**491. Group Interaction (3)**

Prerequisites: Communication 300 and 350.

Research, theory, observation of group emergence, development, relationships, interaction, and decision making across diverse settings.

**493. Ethnography and Communication (3)**

Prerequisite: Completion of preparation for the general communication studies program.

Naturally occurring interactions drawn from a variety of communication settings. Primary methods of gathering data include: participant observation, interviewing, document and artifact analysis, and other forms of communication.

**496. Experimental Topics (1-4)**

Experimental topics. See Class Schedule for specific content. May be repeated with new content. Limit of nine units of any combination of 296,496, 596 courses applicable to a bachelor's degree.

### 499. Special Study (1-3)

Prerequisites: See Class Schedule footnotes for prerequisites specific to your area of study. Special study contract required prior to enrollment.

Approved individual study, project or research under supervision of faculty member. Maximum credit three units.

### UPPER DIVISION COURSES IN COMMUNICATION

(Also Acceptable for Advanced Degrees)

### 500. Current Problems in Mass Communication (3)

Prerequisites: Communication 440, 460, or 480 or Journalism 300; and at least 12 units of upper division coursework in communication.

Problems and topics in mass communication. Ethics, social responsibility, professionalism, multi-cultural issues, international media systems and audiences, global markets, and technology.

### 501. Management of Telecommunications Systems (3) II

Prerequisite: Communication 375 or 440 or admission to the graduate program. **Proof of completion of prerequisite required:** Copy of transcript.

Organization and administration of telecommunications systems, with emphasis on structure, policy environment, and principal institutions affecting telecommunications industries.

### 502. Law of Mass Communication (3)

Prerequisites: Communication 200 or Political Science 102, and upper division standing.

Libel, invasion of privacy, censorship, contempt of court, pornography. Constitutional guarantees affecting print and broadcast media. Government restrictions.

### 503. Instructional Communication (3)

Prerequisites: Communication 160 and 305. **Proof of completion of prerequisites required:** Copy of transcript.

Communication messages and strategies as they apply to instructional contexts. Communication within traditional instructional contexts and focus on training programs, adult workshops, and other less traditional information dissemination situations.

### 505. Government and Telecommunications (3) II

Prerequisite: Twelve upper division units in communication.

Responsibilities of telecommunication organizations as prescribed by law, government policies and regulations, and significant court decisions.

### 506. Advertising and Society (3)

Prerequisites: Communication 300 and 350.

Theoretical and philosophical analysis of advertising in modern society.

### 530. Conversational Interaction (3)

Prerequisite: Completion of preparation for the general communication studies program or admission to the graduate program.

Sequential organization of naturally occurring conversational practices. Reliance on recordings and transcriptions for detailed examinations of interactants' methods for achieving social actions and organizing interactional occasions.

### 540. Media Management Research (3)

Two lectures and two hours of activity.

Prerequisites: Communication 310W and 440 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to Media Management majors and minors, Major Code: 06032.

Applying research in cable, film, radio, television and telecommunications management. Designs, methodologies, analyses, applications of audience, programming, and advertising research.

### 545. Communication and Rhetorical Movements (3)

Prerequisite: Completion of preparation for the general communication studies program or admission to the graduate program.

Historical perspective of role of communication in social change in rhetorical movements and social change.

### 560. Advertising Research (3) I

Prerequisites: Communication 310W and 460 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to advertising majors and minors, Major Code: 06041.

Systematic application of quantitative and qualitative research to planning, design, and management of advertising campaigns. Cases, practices, and problems in application of research to consumer, market analysis, positioning, creative selection, media planning, and campaign evaluation.

### 565. Advertising Campaigns (3) II

Prerequisites: Communication 461 and 560.

Planning and creation of advertising campaigns including situation analysis and strategy, advertising and marketing objectives, consumer analysis and target audience selection, creative development, media strategy and tactics, sales promotion, and campaign evaluation.

### 571. Intercultural Communication Theory (3)

Prerequisite: Completion of preparation for the general communication studies program and Communication 371, or admission to the graduate program.

Theories of cross-cultural and intercultural communication, including ethnic identity, communication competence, and cultural values.

### 574. International Advertising (3)

Prerequisites: Communication 300, 350, and six upper division units in School of Communication courses.

Comparative cultural, economic, legal, political, and social conditions relevant to international advertising. Not open to students with credit in Communication 474.

### 575. Technological Trends in Telecommunication (3)

Prerequisite: Limited to Major Codes: 06011, 06021, 06031, 06032, 06041, 05992, 06033, or admission to graduate program.

Developments and trends in telecommunication and related technology, with implications for the future. Practical experience with on-line computer activities.

### 580. Communication and Politics (3)

Prerequisites: Communication 160 and 305. **Proof of completion of prerequisites required:** Copy of transcript.

Contemporary political communication events and processes, with a focus on speeches, debates, and campaigns.

### 581. Public Relations Research (3)

Two lectures and two hours of activity.

Prerequisites: Communication 310W and 480 with grades of C (2.0) or better and 489. **Proof of completion of prerequisites required:** Copy of transcript. Limited to public relations majors and minors, Major Code: 05992.

Qualitative and quantitative methods used in evaluation research to plan, track, and evaluate public relations programs. Computerized statistical analysis.

### 583. Medical Interaction (3)

Prerequisites: Communication 300 and 350.

Theoretical and applied approaches to health communication including interactional patterns among doctors, nurses, patients, family members, therapists, counselors, and clients.

### 584. Legal Interaction (3)

Prerequisites: Communication 300 and 350.

Interactional patterns among judges, lawyers, witnesses, juries, and related legal personnel. Implications for understanding constraints on exchange within institutional interaction and social justice as a practical accomplishment.

### 585. Professional Practices in Public Relations (3) II

Prerequisites: Communication 581 and credit or concurrent registration in Communication 481.

Advanced cases in public relations management. Theory and practice of issues management, integration of the public relations function in strategic management in a variety of corporate, governmental, nonprofit, social, and cultural organizations.

**589. Ethical Issues in Communication (3)**

Prerequisites: Communication 160 and 305. **Proof of completion of prerequisites required:** Copy of transcript.

Classical and modern ethical concepts and issues in communication.

**591. International Telecommunications (3) I**

Prerequisite: Twelve upper division units in School of Communication or admission to the graduate program.

Comparative study of economic, social, political determinants of broadcasting, and telecommunication systems around the world.

**592. Persuasion (3)**

Prerequisite: Communication 103. Open to majors and nonmajors.

Key variables and theories in the persuasion process: persuasive sources, messages, receiver variables, propaganda, brainwashing, cognitive, behavioral, and social theories of persuasion. Not applicable to the M.A. degree in communication.

**596. Selected Topics (1-4)**

Prerequisite: Senior standing or above.

Specialized study in selected topics. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Maximum combined credit of six units of 596 and 696 applicable to a 30-unit master's degree.

**LOWER DIVISION COURSE IN JOURNALISM (JOUR)**

**220. Writing for the Mass Media (3) (CAN JOUR 2)**

One lecture and four hours of activity.

Prerequisites: Sophomore standing; ability to type; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test. **Proof of completion of prerequisites required:** GSP test score and proof of sophomore standing.

Introduction to writing techniques for mass media. Laboratory practice in informational and persuasive writing, evaluation, and judgment.

**UPPER DIVISION COURSES IN JOURNALISM (Intended for Undergraduates)**

**NOTE:** PROOF OF COMPLETION of prerequisites required for all upper division courses: GSP test score as applicable and copies of transcripts.

**300. Principles of Journalism (3)**

Prerequisite: Upper division standing.

Theory and practice of journalism, survey of history, ethics, law, international news systems, and social responsibility of the press. Operations of newspapers, news magazines, radio and television news departments, and other news agencies. Impact of new media and technology on journalism, economics, and management of news organizations.

**315. News Writing and Editing (3) I, II**

One lecture and four hours of activity.

Prerequisites: Communication 200 and Journalism 220 with minimum grades of C (2.0) in each course; upper division standing; ability to type; credit or concurrent registration in Journalism 300 and Communication 310W; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Specialized writing and editing techniques for news media. Field and laboratory practice.

**420. Public Affairs News Reporting (3) I**

One lecture and four hours of activity.

Prerequisites: Journalism 300, 315, and Communication 310W, with minimum grades of C (2.0) in each course; upper division standing; ability to type; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Field and laboratory practice in news gathering and writing, covering news beats including courts, local governments, and other news sources. Emphasis on accuracy, clarity, comprehensiveness and interpretation.

**425. Editorial and Critical Writing (3)**

Prerequisites: Journalism 420; upper division standing; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Principles and practices in editorial and critical writing. Editorials, columns and commentary. Analysis and interpretation.

**441. Magazine Article Writing (3) I, II**

Prerequisite: Communication 310W.

Planning, gathering material, writing and marketing articles for specialized and general publications. Production of expository articles and marketing of at least one.

**470. Radio-Television News Writing and Editing (3) I, II**

One lecture and four hours of activity.

Prerequisites: Journalism 300, 315, and Communication 310W, with minimum grades of C (2.0) in each course; or Television, Film and New Media 110; upper division standing; ability to type; a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Application of radio and television news writing principles and techniques. Emphasis in news script writing using audio and video.

**490. Internship in Journalism (1-3) Cr/NC**

Prerequisites: Upper division standing; consent of instructor; and Journalism 420.

Supervised work at news media organizations under the combined direction of practitioners and professors. Maximum credit three units.

**496. Experimental Topics (1-3)**

Prerequisites: Upper division standing and consent of instructor.

Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

**499. Special Study (1-3)**

Prerequisites: Upper division standing and consent of instructor.

Individual study or project, normally in a research area selected by the student. Maximum credit three units.

**UPPER DIVISION COURSES IN JOURNALISM (Also Acceptable for Advanced Degrees)**

**529. Investigative Reporting (3)**

One lecture and four hours of activity.

Prerequisites: Journalism 420 with minimum grade of C (2.0); upper division standing; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Development of articles of substance and depth in specialized areas. Research, analysis and interpretation of complex issues in the news. Special problems of the sustained, reportorial effort. Field and laboratory practice.

**530. Management of News Organizations (3)**

Prerequisites: Senior standing and twelve upper division units in journalism.

Role of manager in journalism and journalism-related organizations. Interaction of news, entertainment, advertising, circulation, production, and promotion functions as related to economic demands.

**550. News Production (3)**

One lecture and four hours of activity.

Prerequisites: Journalism 420 with minimum grade of C (2.0); and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

News production principles and techniques. Field and laboratory practice.

**GRADUATE COURSES**

Refer to Bulletin of the Graduate Division.

**Communicative Disorders** – Refer to “Speech, Language, and Hearing Sciences” in this section of the catalog.

**Television, Film and New Media Production** – Refer to “Theatre, Television, and Film” in this section of the catalog.