
Communication

In the College of Professional Studies and Fine Arts

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Faculty

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Director: Eadie

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

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

Associate Professor: Davis

Assistant Professors: Renegar, Sha, Spevak, Ward, Zhong

Lecturer: Lockwood

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.

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.

Minor in advertising.

Minor in communication.

Minor in journalism.

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 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

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 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 premajor 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 Program

With the B.A. Degree in Liberal Arts and Sciences **OR** Applied Arts and Sciences (Major Code: 15061)

Students majoring in general communication learn different ways in which communication has been conceptualized and investigated, as well as ways in which members of the communication discipline have used their knowledge and scholarship to engage a variety of social problems. Students will be given opportunities to study how effective communication enhances well-being, and relationships; promotes civic engagement; and allows for effective participation in a global community. 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. This major is firmly grounded in the liberal arts and sciences and is intended to prepare students to be effective members of society, as well as valued employees in whatever careers that they may choose to pursue. Graduates have often found positions in occupations such as sales, human resources, training, education, and consulting, or have pursued advanced academic or professional degrees in fields such as law, management, and marketing.

Impacted Program. General communication is an impacted program. To be admitted to the general communication program, 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);*
- Complete the general education oral communication requirement with a grade of C or higher. This course cannot be taken for credit/no credit (Cr/NC);

- c. Complete a minimum of 45 transferable semester units and a maximum of 90 semester units. (A minimum of 60 units are required for all transfer applicants.);
- d. Have a cumulative grade point average of 2.75 or higher.

Preparation for the major. General Education oral communication requirement, and six units selected from Communication 160, 200, 204. (9 units) These courses must be completed with a grade of C or higher and cannot be taken for credit/no credit (Cr/NC). The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

Language Requirement (Liberal Arts and Sciences). Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to section of catalog on "Graduation Requirements."

Mathematics Competency Requirement (Applied Arts and Sciences). Competency in mathematics 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.

Graduation Writing Assessment Requirement. Passing the Writing Proficiency Assessment with a score of 10 or above or Communication 310W or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See page 73 in "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 36 upper division units to include six units from the following Communication Essentials courses: Communication 300, 305, or 350; 12 units from the following Conceptualizing Communication courses: Communication 360, 371, 406, 415, 450, 491, 555, 589, 592; six units from the following Investigating Communication courses: Communication 355, 410, 420, 493, 530; and 12 units selected from two of the following areas of Engaged Communication: Communicating to Enhance Well-Being and Relationships (Communication 421, 445, 452, 503, 583); Communicating to Promote Civic Engagement (Communication 408, 471, 508, 545, 580, 584); Communicating in a Global Community (Communication 307, 407, 409, 479, 483, 571). **Students selecting the general communication program are required to complete a minor.**

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 (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. To be admitted to the advertising emphasis, 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 by third attempt;
- c. Complete a minimum of 45 transferable semester units and a maximum of 90 semester units. (A minimum of 60 units are required for all transfer applicants.);
- d. Have a cumulative grade point average of 2.75 or higher.

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)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 2.85 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to section of catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Communication 310W with a grade of C (2.0) or better. See page 73 in "Graduation Requirements" section for a complete listing of requirements.

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 approved upper division courses in one of the following allied disciplines: economics, management, marketing, political science, psychology, sociology, or other area approved by program coordinator. See department for list of approved courses.

Emphasis in Public Relations

With the B.A. Degree in Liberal Arts and Sciences (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. To be admitted to the public relations emphasis, 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 by third attempt;
- c. Complete a minimum of 45 transferable semester units and a maximum of 90 semester units. (A minimum of 60 units are required for all transfer applicants.);
- d. Have a cumulative grade point average of 2.75 or higher.

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)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 2.85 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to section of catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Communication 310W with a grade of C (2.0) or better. See page 73 in "Graduation Requirements" section for a complete listing of requirements.

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 approved upper division courses in one of the following allied disciplines: economics, management, marketing, political science, psychology, sociology, or other area approved by program coordinator. See department for list of approved courses.

Journalism Major

B.A. Degree in Liberal Arts and Sciences

(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. To be admitted to the journalism major, 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);*
- Pass the Grammar, Spelling, and Punctuation (GSP) test by third attempt;
- Complete a minimum of 45 transferable semester units and a maximum of 90 semester units. (A minimum of 60 units are required for all transfer applicants.);
- Have a cumulative grade point average of 2.75 or higher.

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)

These prerequisite courses may not be taken Cr/NC and must be completed with a minimum GPA of 2.85 and a grade of C or higher in each class.

Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to section of this catalog on "Graduation Requirements."

Graduation Writing Assessment Requirement. Communication 310W with a grade of C (2.0) or better. See page 73 in "Graduation Requirements" section for a complete listing of requirements.

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.**

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 by third attempt.

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, 471, 479, 483, 491, 503, 530, 545, 555, 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. The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

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 by third attempt.

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 by third attempt.

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

Refer to *Courses and Curricula* and *University Policies* sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

LOWER DIVISION COURSES IN COMMUNICATION (COMM)

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.

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

One lecture and two hours of recitation.

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.

COMM 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.

COMM 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.

COMM 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.

COMM 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)

COMM 300. Conceptualizing Communication (3)

Prerequisite: Completion of 45 semester units.

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.

COMM 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.

COMM 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.

COMM 305. Communication and Engagement (3)

Prerequisite: Completion of 45 semester units.

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

COMM 307. Communication in Professional Settings (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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

COMM 309A-309B. Workshop (1-3, 1-3) Cr/NC

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.

COMM 310W. Gathering and Reporting Information (3)

Two lectures and two hours of activity.

Prerequisite: Journalism 220 with grade of C (2.0) or better and a passing score on the Grammar, Spelling, and Punctuation (GSP) test. Satisfies Graduation Writing Assessment Requirements for students who have completed 60 units; completed Writing Proficiency Assessment or Transfer Writing Assessment (taken after June 2002) with a score of 8 or higher (or earned a C or higher in RWS 95, RWS 96, RWS 280, RWS 281, or LING 281 if score on WPA or TWA was 7 or lower); and completed General Education requirements in Composition 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.

COMM 350. Investigating Communication (3)

Prerequisite: Completion of 45 semester units.

Study of human communication, from methodological and epistemological perspectives.

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

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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

COMM 360. Argumentation Theory (3)

Prerequisites: Communication 160; six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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

COMM 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.

COMM 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.

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

Prerequisite: Communication 200.

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

COMM 406. Organizational Communication (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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

COMM 407. Communicative Perspectives on Interviewing (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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.

COMM 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.

COMM 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.

COMM 410. Theorizing and Modeling Communication (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

Survey, analysis, comparison, and development of models and theories of communication.

COMM 415. Nonverbal Communication (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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

COMM 420. Survey and Experimental Methods in Communication (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

Quantitative research in communication. Construction and analysis of surveys and experiments.

COMM 421. Health Communication (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

Analysis of how people understand, share ideas about, and adjust to health and illness. Personal, interactional, cultural, and political complexities of health beliefs, practices, policies.

COMM 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.

COMM 445. Relational Communication (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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.

COMM 450. Rhetorical Theory (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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

COMM 452. Interaction and Gender (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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.

COMM 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.

COMM 461. Advertising Creative Development (3) I

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.

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

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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

COMM 479. Organizational Communication Across Cultures (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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

COMM 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.

COMM 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.

COMM 483. Communication in Virtual Reality (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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

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

Prerequisite: Credit or concurrent registration in Communication 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.

**COMM 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.

COMM 491. Group Interaction (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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

COMM 493. Ethnography and Communication (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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.

COMM 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.

COMM 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)

COMM 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.

COMM 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.

COMM 503. Instructional Communication (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. **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.

COMM 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.

COMM 506. Advertising and Society (3)

Prerequisites: Six upper division units in School of Communication courses.

Theoretical and philosophical analysis of advertising in modern society.

COMM 508. Media Literacy (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

Role played by video texts in shaping culture including information distribution, entertainment, and socio-cultural influence exercised by television. Emphasis on audience/medium relationship and to developing critical skills.

COMM 530. Conversational Interaction (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

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.

COMM 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.

COMM 545. Communication and Rhetorical Movements (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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

COMM 555. Conflict Management Communication (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

Approaches to conflict communication in international, societal, group, institutional, and interpersonal contexts. (Formerly numbered Communication 455.)

COMM 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.

COMM 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.

COMM 571. Intercultural Communication Theory (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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

COMM 574. International Advertising (3)

Prerequisites: 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.

COMM 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.

COMM 580. Communication and Politics (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. **Proof of completion of prerequisites required:** Copy of transcript.

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

COMM 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.

COMM 583. Medical Interaction (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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

COMM 584. Legal Interaction (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication.

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.

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

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

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.

COMM 589. Ethical Issues in Communication (3)

Prerequisites: Six units selected from Communication 300, 305, or 350; admission to a major or minor in the School of Communication.

Proof of completion of prerequisites required: Copy of transcript.

Classical and modern ethical concepts and issues in communication.

COMM 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.

COMM 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.

COMM 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)

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.

JOUR 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.

JOUR 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.

JOUR 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.

JOUR 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.

JOUR 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.

JOUR 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; 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.

JOUR 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.

JOUR 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.

JOUR 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)

JOUR 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.

JOUR 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.

JOUR 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.