
Communication

In the College of Professional Studies and Fine Arts

COMM

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Faculty

Emeritus: Andersen, J., Hellweg, Lustig, Samovar, Sanders
Director: Snavely

Professors: Andersen, P., Beach, Dionisopoulos,
Geist-Martin, Snavely, Spitzberg

Associate Professor: Renegar

Assistant Professors: Lee, Lindemann

Lecturers: Fallon, Jarboe, NiCastro, Rapp, Robertson, Taylor

Offered by the School

Master of Arts degree in communication with a specialization in:
communication studies.

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

Minor in communication.

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 School of Communication is committed to quality undergraduate and graduate education in the field of communication. We prepare students for civic life, professional careers, and further graduate study. We are committed to cutting edge research and instructional innovation which advances understandings of culture, health, institutions, interaction, politics, relationships, and rhetoric in everyday life. We are dedicated to serving San Diego State University, the College of Professional Studies and Fine Arts, and the diverse communities in the urban region in which we live and work.

Students majoring in 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

The communication major is an impacted program. To be admitted to the communication major, 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, 201, 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);
- Complete a minimum of 45 baccalaureate level 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.

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).

Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs Web site was created to help students navigate the course requirements for their majors and to identify which General Education course will also fulfill a major preparation course requirement.

Communication Major

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

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." No more than 48 units in communication courses can apply to the B.A. degree in Liberal Arts and Sciences.

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.

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.

A minor is required with this major.

Preparation for the Major. General Education oral communication requirement and six units selected from Communication 160, 201, 204. These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 2.75 and a grade of C or higher in each course. 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 Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

Major. A minimum of 36 upper division units to include Communication 300 and 350; six units selected from Communication 371, 406, 415, 450, 470, 491, 492; three units selected from Communication 420, 441, 462, 465; 18 units selected from Communication 301, 307, 309, 407, 445, 446, 452, 471, 482, 485, 490, 496, 499, 508, 555, 583, or any three upper division units in communication; and Communication 495 in the last semester.

Communication Minor

(Minor Code: 06011)

The minor in communication consists of a minimum of 21 units to include six units selected from Communication 160, 201, 204; Communication 300; six upper division units selected from Communication 371, 406, 415, 450, 470, 491, 492; and six additional upper division units in communication. Admission to the communication 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 higher; and six units selected from Communication 160, 201, 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.

Courses (COMM)

Refer to Curricula and Courses 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

COMM 90. Improving Speaking Confidence (1) Cr/NC

Two hours of activity.

Prerequisite: Credit or concurrent registration in 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) [GE]

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)

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 201. Communication and Community (3)

Prerequisite: Communication 103.

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 305.)

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.

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 (Intended for Undergraduates)

COMM 300. Conceptualizing Communication (3)

Prerequisite: Admission to a major or minor in the School of Communication.

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. Intercollegiate Speech and Debate Competition (1-2) Cr/NC

Two hours of activity.

Prerequisite: Communication 103.

Competitive intercollegiate debate and/or individual speaking events. Use of specific argumentation models to comprehensively analyze relevant political and social issues. Group and oral performance stressed. Two weekends of travel to competitive tournaments required. Maximum credit three units toward major; six units toward graduation.

COMM 307. Communication in Professional Settings (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor in the School of Communication.

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

COMM 309. Oral Communication Tutoring Laboratory (1-3) Cr/NC

Prerequisites: Communication 103 with a grade of B or higher and overall grade point average of 2.75 or higher.

Supervised tutoring assistance for oral communication students in speech outline preparation and speech delivery for Communication 103. Maximum credit three units.

COMM 350. Investigating Communication (3)

Prerequisite: Admission to a major or minor in the School of Communication.

Study of human communication, from methodological and epistemological perspectives.

COMM 371. Intercultural Communication (3) [GE]

Prerequisites: Communication 103; and completion of the General Education requirement in Foundations of Learning 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 406. Organizational Communication (3)

Prerequisites: Communication 300 and 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. Admission to a major or minor 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 415. Nonverbal Communication (3)

Prerequisites: Communication 300 and 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. Quantitative Methods in Communication (3)

Prerequisites: Communication 300 and 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. Admission to a major or minor 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 441. Foundations of Critical and Cultural Study (3)

Prerequisites: Communication 300 and 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. (Formerly numbered Communication 355.)

COMM 445. Relational Communication (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor 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 446. Communication and Rhetorical Movements (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor in the School of Communication.

Historical perspectives of role of communication in social change in rhetorical movements and social change. (Formerly numbered Communication 545.)

COMM 450. Rhetorical Theory (3)

Prerequisites: Communication 300 and 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. Admission to a major or minor 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 462. Ethnography and Communication (3)

Prerequisites: Communication 300 and 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. (Formerly numbered Communication 493.)

COMM 465. Conversational Interaction (3)

Prerequisites: Communication 300 and 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. (Formerly numbered Communication 530.)

COMM 470. Argumentation Theory (3)

Prerequisites: Communication 160, 300, 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. (Formerly numbered Communication 360.)

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

Prerequisites: Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor 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 482. Communication and Politics (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor in the School of Communication.

Contemporary political communication events and processes, with a focus on speeches, debates, and campaigns. (Formerly numbered Communication 580.)

COMM 485. Communicating Leadership (3)

Prerequisites: Communication 300 and 350.

Current theory and research in leadership and communication. Understanding yourself, role of leadership, and selection of appropriate communication strategies for leadership.

COMM 490. Internship (1-3)

Prerequisites: Communication 201, 300, 350; senior standing and 18 units in the major.

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

COMM 491. Group Interaction (3)

Prerequisites: Communication 300 and 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 492. Persuasion (3)

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Key variables and theories in the persuasion process; persuasive sources, messages, receiver variables, propaganda, brainwashing, cognitive, behavioral, and social theories of persuasion. (Formerly numbered Communication 592.)

COMM 495. Communications Capstone: Conceptualizing and Investigating Communication (3)

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Capstone survey, analysis, and comparison of theories, methods, and discipline of communication. (Formerly numbered Communication 410.)

COMM 496. Experimental Topics (1-4)

Experimental 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.

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
(Also Acceptable for Advanced Degrees)

COMM 508. Media Literacy (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor 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.

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COMM 555. Conflict Management Communication (3)

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

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

COMM 583. Medical Interaction (3)

Prerequisites: Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor 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 596. Selected Topics (1-4)

Prerequisite: Senior standing or above.

Specialized study in 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. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

GRADUATE COURSES
Refer to the *Graduate Bulletin*.

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

Community Health Education – Refer to “Public Health” in this section of the catalog.

