Communication

In the College of Professional Studies and Fine Arts

OFFICE: Communication 237
TELEPHONE: 619-594-8512 / FAX: 619-594-0704
E-MAIL: sdsucommunicationadvising@gmail.com
http://communication.sdsu.edu

Faculty
Emeritus: Andersen, J., Andersen, P., Hellweg, Lustig,
Samovar, Sanders
Director: Snively
Professors: Beach, Dionisopoulos, Geist-Martin, Renegar,
Snively, Spitzberg
Associate Professor: Lindemann
Assistant Professors: Lee, Moran, Pauley
Lecturers: Goehring, Jarboe, Rapp, 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.
Major in health communication with the B.S. degree in 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 communi-
cation. We prepare students for civic life, professional careers, and
further graduate study. We are committed to cutting edge research and
instructed 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 that com-
munication has been conceptualized and investigated, as well as ways
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. Communication
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.

Students majoring in health communication learn how people indi-
vidually and collectively understand and accommodate to health and
illness and the role of communication in shaping professional health
care messages and public acceptance of these messages. Courses
include instruction in the development and analysis of health-related
messages and media; the goals and strategies of health care
promotion; relationships, roles, situations, and social structures in the
context of health maintenance and promotion; and applications to
disease prevention, health advocacy, and communication concerning
treatments. Health communication graduates find positions in both
profit and non-profit organizations such as public health agencies,
hospitals, educational institutions, health insurance companies, and
other corporations.

Both majors are firmly grounded in the liberal arts and sciences and
are intended to prepare students to be effective members of society, as
well as valued employees in whatever careers they may choose to
pursue.

Impacted Program
The communication and health communication majors are
impacted programs. To be admitted to the communication or health
communication major, students must meet the following criteria:
a. 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, 245. These courses cannot be taken for credit/:
no credit (Cr/NC);
b. Complete the general education oral communication require-
ment with a grade of C or higher. This course cannot be taken
for credit/no credit (Cr/NC);
c. 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);
d. Have a cumulative grade point average of 2.75 or higher.

To complete the communication or health communication 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
With the B.A. Degree in Liberal Arts and Sciences OR
Applied Arts and Sciences
(Major Code: 15061) (SIMS Code: Liberal 668132; Applied 668131)
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 not required with this major but is strongly recom-
manded.

Preparation for the Major,
General Education oral communica-
tion requirement and six units selected from Communication 160, 201,
204, 245. (9 units) These prerequisite courses may not be taken Cr/N;
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 Placement Assessment with a score of 10 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, 321, 407, 421, 445, 446, 452, 471, 482, 485, 490, 496, 499, 508, 555, or any three upper division units in communication; and Communication 495 in the last semester.

Health Communication Major
With the B.S. Degree in Applied Arts and Sciences
(Major Code: 06013) (SIMS Code: 661140)

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

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 not required with this major but is strongly recommended.

Preparation for the Major. General Education oral communication requirement and six units selected from Communication 160, 201, 204, 245, (9 units) 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.

Graduation Writing Assessment Requirement. Passing the Writing Placement Assessment with a score of 10 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, 321, 350, 495; six units selected from Communication 420, 441, 462, 465; 18 units selected from Communication 421, 422, 423, 424, 425, 426, 427, 428; (three units may be selected from Communication 415, 445, 491, 492, 499, 555; and three units may be selected from Gerontology 360, 370, Nursing 302, 350, Public Health 301, 305, 331, 353, 362, 402, Social Work 400, 410, 420, 430, or Speech Language, and Hearing Sciences 580).

Communication Minor
(Minor Code: 06011) (SIMS Code: 66119)

The minor in communication consists of a minimum of 21 units to include six units selected from Communication 160, 201, 204, 245; 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 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

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.

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 245, Interpersonal Communication (3) [GE]
Theory and practice of interpersonal communication focuses on the role of communication in initiating, developing, and transitioning through everyday relationships. Emphasis on verbal and nonverbal messages, contexts, and challenges of managing interpersonal communication.

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 (3) [Cr/NC]
Six 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 six units.
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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>COMM 307</td>
<td>Communication in Professional Settings (3)</td>
<td>Eighteen units of upper division coursework in the School of Communication. Admission to a major or minor in the School of Communication.</td>
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<td>Communication principles in contexts including interviewing and technical and nontechnical oral presentations. Skill in meeting management.</td>
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<td>COMM 321</td>
<td>Introduction to Health Communication (3)</td>
<td>Communication 103 and completion of at least 45 units of coursework. Health communication topics to include patient-provider communication, health communication campaigns, supportive relationships, and public policy. Research methodologies, theories, and best practices in health communication. Required of all health communication majors prior to 400-level coursework.</td>
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<tr>
<td>COMM 350</td>
<td>Investigating Communication (3)</td>
<td>Admission to a major or minor in the School of Communication. Study of human communication, from methodological and epistemological perspectives.</td>
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<tr>
<td>COMM 371</td>
<td>Intercultural Communication (3) [GE]</td>
<td>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.</td>
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<tr>
<td>COMM 406</td>
<td>Organizational Communication (3)</td>
<td>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.</td>
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<td>COMM 407</td>
<td>Communicative Perspectives on Interviewing (3)</td>
<td>Communication 300 and 350. 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.</td>
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<tr>
<td>COMM 415</td>
<td>Nonverbal Communication (3)</td>
<td>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.</td>
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<tr>
<td>COMM 420</td>
<td>Quantitative Methods in Communication (3)</td>
<td>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.</td>
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<tr>
<td>COMM 421</td>
<td>Health Communication and Community Based Service Learning (3)</td>
<td>Communication 321. Admission to a major or minor in the School of Communication. How people understand, share ideas about, and adjust to health and illness. Personal, interactional, cultural, and political complexities of health beliefs, practices, and policies in the context of community-based service learning project.</td>
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<tr>
<td>COMM 422</td>
<td>Politics of Health Communication (3)</td>
<td>Communication 321. How communicating about health is culturally and politically charged. Contemporary concerns in health communication to include how ethnicity, gender, disability, social class, and sexual orientation inform our understandings of health, fitness, and illness.</td>
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COMM 452. Interaction and Gender (3)
Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.
Contemporary research and theory on communication and gender. Examination of gender as ongoing interactive 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.

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.

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.

COMM 471. Communication Among U.S. Cultures (3)
Prerequisites: Communication 300 and 350. 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: Communication 300 and 350. 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. Admission to a major or minor in the School of Communication.
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. Admission to a major or minor in the School of Communication.
Students work at approved agencies off-campus under the combined supervision of agency personnel and instructors. Maximum credit three units.

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.

COMM 495. Communication 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.

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)
Prerequisite: Approved 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)
NOTE: Communication courses numbered 500 to 599 are not acceptable for the Master of Arts degree in Communication.

COMM 508. Media Literacy (3)
Prerequisites: Communication 300 and 350. 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.

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 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.