The Department of Communication Studies offers undergraduate programs leading to Bachelor of Arts degrees in TV, Film and Media Studies or Communication. The graduate programs leading to a Master of Arts degree in either field are described in separate Graduate Bulletins.

The Communication Faculty

Emeriti: W. Keith Henning, Michael P. Kelley.
Professors: Bryant Alexander, Mohammad Auwal, Kevin Baaske, Chunsheng Bai, Beryl Bellman, Lena Chao, David Olsen
Associate Professors: D. Robert DeChaine
Assistant Professor: Melissa Broeckelman-Post

Bachelor of Arts Degree in Communication

The Communication major is available in four OPTIONS:
- Communication for Social Change and Rhetoric
- Performance Studies
- Organizational Communication and Public Relations
- Interpersonal/Language and Social Interaction

All OPTIONS provide an understanding of the nature and functions of human symbolic communication. The scope of the program includes historical, philosophical, critical, cultural, and scientific approaches and methods, and applies these to public discourse; interpersonal, small group and intercultural interactions; technologically mediated communication; aesthetic dimensions of speech and performance; and instructional development.

The Bachelor’s Degree adds to the student’s critical, methodological and presentational skills in dealing with a broad spectrum of communication contexts. It provides a foundation for careers in business, law, government service, health, the ministry, teaching, public relations, media communication, and other professions in which an understanding of and facility with the process of communication are essential.

REQUIREMENTS for the Major (76 units)

The COMMUNICATION major requires a common core of 52 units: 8 lower division and 36 upper division units, plus 8 units of lower division electives. In addition, each OPTION requires 24 units: 12 units of an upper division OPTION core and 12 of upper division OPTION electives to complete the degree.

Core Requirements for the COMMUNICATION MAJOR (52 units)
(Appplies to all four options)

Lower Division Required Courses (8 units)
COMM 130 Intro to Human Communication (4)
COMM 176 Argumentation (4)

Electives (8 units)
Select at least two of the following:
COMM 267 Intro to Oral Interpretation (4)
COMM 268 Group Performance Practicum (2,2)
COMM 275 Interpersonal Communication (4)
COMM 276 Argumentation & Reasoned Advocacy (4)
COMM 277 Forensics (2,2)
COMM 278 Problem Solving Through Group Discussion (4)
COMM 290 Mediated Communication (4)

Upper Division Required Courses (32 units)
COMM 300 Applied Writing in Speech Communication (4)
COMM 330 Organizational Studies (4)
COMM 367 Performance Studies (4)
COMM 380 Intro to Rhetorical Studies (4)
COMM 450 Communication Theory (4)
COMM 477 Qualitative Methods in Communication (4)
COMM 487 Quantitative Methods in Communication (4)
COMM 489 Intercultural Communication (4)

+ Capstone Experience (4 units)
COMM 498 Research Project in Communication (4)

OPTIONS (24 units)

Select one of the following four OPTIONS. Each requires 3 core and 3 elective courses. UP TO 8 units from outside the department may be used to substitute for UPPER DIVISION OPTION ELECTIVE courses with adviser’s approval.

A. Option in Communication for Social Change and Rhetoric

Required Core (12 units)
COMM 470 Theories of Rhetoric: Survey & Analysis (4)
COMM 485 Rhetorical Criticism (4)
And ONE of the following courses:
COMM 474 Public Discourse: Internatl & Natl Perspectives (4)
COMM 482 Rhetorical Theory: Contemporary Developments (4)

Electives (12 units)
Select ANY three UPPER DIVISION COMM courses.
B. Option in Performance Studies

Required Core (12 units)
COMM/TA 467 Theories & Methods in Performance Studies (4)
COMM/TA 468 Performance and Social Change (4)
And ONE of the following courses:
COMM 486 Communication & Cultural Studies (4)
COMM 490 Children’s Speech Arts (4)

Electives (12 units)
Select ANY three UPPER DIVISION COMM courses.

C. Option in Organizational Communication and Public Relations

Required Core (12 units)
COMM 430 Dynamics of Organizational Comm (4)
COMM 495 Principles and Practices of PR (4)
And ONE of the following courses:
COMM 435 Communication and Leadership (4)
COMM 497 Managing Problems in Public Relations (4)

Electives (12 units)
Select ANY three UPPER DIVISION COMM courses.

D. Option in Interpersonal Communication/Language and Social Interaction

Required Core (12 units)
COMM 440 Relational Communication (4)
COMM 463 Language and Communication Behavior (4)
And ONE of the following courses:
COMM 462 Nonverbal Communication (4)
COMM 479 Sex Roles in Communication (4)

Electives (12 units)
Select ANY three UPPER DIVISION COMM courses.

Communication Courses (COMM)
(Courses are 4 units unless otherwise noted.)

Lower Division Courses

130 Intro to Human Communication
Overview of human communication across contexts. Introduction to Speech Communication as a discipline; survey of areas and methods comprising the field.

150 Oral Communication
Introduction to effective oral communication through study and experience in analysis, synthesis, and presentation of informative and persuasive discourse in a public speaking forum.

176 Argumentation
Principles of argumentation: reasoned discourse, methods of logical analysis and reflective thinking, practical application through adaptation of materials to audience situations, argumentative speech, kinds and forms of debate about current issues.

230 Comm Strategies in Conflict Management
This course examines the communication theories and strategies underlying the nature of conflict in contemporary society. Provides students with the necessary skills to effectively manage conflict.

267 Intro to Oral Interpretation
Study of communicative dimensions of literature through analysis and performance.

268 Group Performance Practicum (2)
Lecture-workshop in ensemble performance of literature. Techniques of chamber theatre, reader’s theatre, story theatre production and script adaptation. May be repeated to a maximum of 8 units.

275 Interpersonal Communication
Introductory study of interpersonal communication; verbal and nonverbal communication in face-to-face interaction; how individuals assume roles as message senders, receivers; interpersonal perception and adaptation; barriers to interpersonal communication.

276 Argumentation and Reasoned Advocacy
Prereq: COMM 150 and 176. Principles of reasoned advocacy: practical application of argumentation through creation and adaptation of reasoned appeals to audience situations.

277 Forensics (2)
Introductory workshop in intercollegiate forensic activities. May be repeated to a maximum of 12 units.

278 Problem Solving Through Group Discussion
Principles of decision-making and interaction in group communication situations, development of discussion, participation, and leadership skills for business, school, and community.

290 Mediated Communication
Prereq: COMM 130 or consent of instructor. Introduction to mediated communication technologies, including internet, databases, and emerging technologies. Emphasis on critical, analytical assessment of technologies effects on intercultural, public and interpersonal communication.

300 Applied Writing in Communication Studies
Prereq: Successful completion of WPE. Upper division standing. Writing practicum in historical, critical, and empirical approaches to speech communication and media studies; emphasizing language usage in description, exposition, narration, and persuasion; techniques include observation, editing, and criticism.

330 Organizational Studies
Paradigms of organizational communication; classical
and contemporary theories, practices, and processes in organizational communication. Major communication themes, metaphors, and issues of the contemporary workplace.

340 Interviewing
Dyadic communication in formal and informal settings. Understanding of informative, persuasive, medical, journalistic, legal, and employment interviews.

342 Rights and Justice in Comm and Politics
Prereq: Completion of Basic Subjects (Block A) and one course from Block D. Freedom of communication, political rights, diversity, and justice. The evolution of these rights in the United States; analysis of contemporary problems, global implications, and potential solutions in our multicultural world.

367 Performance Studies
Prereq: COMM 267 or 277 or 377 or permission of instructor. Performance as a paradigm for understanding text and behavior. Analysis and performance of literature, cultural performance, and performance art included with emphasis on in-class performance and fieldwork.

370 Business and Professional Communications
Study and application of theories of communication in business contexts and situations. Topics include: dyadic, group, organizational, public, and mediated communication interactions, interviews, and presentations.

371 Persuasive Communication
Study and application of rhetorical and social-psychological principles of persuasion. Consideration of attitude change models and behavioral studies of variables affecting persuasion. Opportunity for preparation and criticism of persuasive discourse.

372 Media, Communication and the Environment
Prereq: Completion of the Basic Subjects (Block A) and one course from Block D. The global environment as represented in mass media and communication; the interaction of the individual and the popular press, public communication, and film; effectiveness of public environmental communication campaign.

377 Forensics (2)
Faculty supervised workshop preparing for University-sponsored speech activities, including forensics tournament events and/or performance for community groups. May be repeated to maximum of 6 units.

380 Introduction to Rhetorical Studies
Introduction to the study of rhetoric and rhetorical theory. Study of the nature, function and scope of rhetoric emphasized.

385 Sex and Gender in Language and Literature
(also listed as ENGL 385)
Prereq: Completion of Basic Subjects (Block A) and one course from Block C. Analysis of concepts of sex, gender as experienced in language and literature. Comparative language behavior of women and men as revealed in research on communication and in representative literary works, both classical and modern.

389 Intercultural Communication in the Urban Environment
Prereq: Completion of Basic Subjects (Block A) and one course from Block C. Processes, problem of intercultural communication in multi-cultural, multietnic urban environments. Focus on comparative cultural analyses, impact of social, gender, political, economic, interpersonal forces on intercultural interaction in urban life.

390 Technology and Human Interaction
Prereq: COMM 290 or TVF 220 or permission of instructor. Comparison of new communication technologies with other forms of interaction. Attention given to interactive roles and effects of technologies on interpersonal, public, and intercultural communication.

396 Publicity and Promotions
Prereq: COMM 300 or equivalent. Methods, planning and tools used in developing company, community and institutional public relations programs. Focuses on publicity and promotional techniques, media relations, copy preparation, news releases, and publications.

430 Dynamics of Organizational Communication
Prereq: COMM 330. How global competition, social phenomenon, new philosophies, new technologies, and metaphors for looking at organizations shape the dynamic landscape of organizations and affect the way people communicate and conduct business.

431 Internship in Organizational Communication
Prereq: COMM 430. Opportunity to study and participate in communication processes of selected local organizations under academic supervision; emphasis on student intern’s ability to diagnose and solve organizational communication problems. May be repeated once for credit.

435 Communication and Leadership
Prereq: COMM 330 or permission of instructor. Review theories of communication leadership. Emphasis on the study of communication skills central to performing successfully as a leader in a variety of organizational contexts.

436 Communication and the Diffusion of Innovation
Prereq: COMM 330 or permission of instructor. Study of the relationship between communication and the process through which innovations (new ideas, technologies, ideologies, products or services) spread through society and affect people over time.

440 Relational Communication
Prereq: COMM 275. Analysis of current theory and research on communication in intimate and personal relationships; how individuals develop and maintain relationships; how gender, culture and social context affect communication in interpersonal interactions.

450 Communication Theory
Survey and analysis of behaviorally oriented theories and their variables in the communication process.
452 Theory Construction
Prereq: COMM 450, 477, 478, or senior standing. Senior capstone experience. Examination of the theoretical concepts and perspectives relevant to studying and conducting research in rhetoric and communication theory. Social scientific and humanities perspectives emphasized.

454 Selected Studies in Speech Communication
Prereq: Varies with topic; see Schedule of Classes for specific prerequisites. Intensive study of selected topics in speech communication. May be repeated to a maximum of 12 units for credit as subject matter changes.

459 Intercultural Business Communication
(also listed as MKT 459)
Prereq: MGMT 301 or COMM 300. Analytical approach to understanding cultures in order to do business effectively. Steps in achieving intercultural communication competence, framework for understanding cultures, nonverbal communication, document organization from cultural priorities, and negotiation.

462 Nonverbal Communication
Body motion, eye and facial behavior, paralanguage, touch, proxemics, physical characteristics, artifacts and environmental factors as they affect communicative exchanges.

463 Language and Communication Behavior
Nature, origin, and use of speech and language in social, cultural, symbolic, and functional contexts; investigation and analysis of discourse and behavioral effects; significance of communication competence.

467 Theory and Method in Performance Studies
(also listed as TAD 467)
Prereq: upper division course in COMM, TA or DANC. Introduction to major theoretical perspectives in performance studies and to key methodologies for investigating performance in/as culture. Central concepts include social drama and performance ethnography.

467 Performance and Social Change
(also listed as TAD 468)
Prereq: COMM 367 or 467 or upper division theory course in TA, DANC or rhetoric. Aesthetic, pedagogical underpinnings of performance and social change. Relationships between performance and liberation in avant garde works and across cultures. Theoretical and pragmatic concerns as these emerge in production.

470 Theories of Rhetoric: Survey and Analysis
Prereq: Upper division standing. Principal theories of rhetoric from classical Greece to the modern period; historical perspectives on communication and social influence; impact of changing political, psychological, sociological, and technological contexts.

471 Rhetoric and Religion
Prereq: COMM 380 or permission of instructor. Relationship between rhetoric and religion in traditional and contemporary rhetorical theory. Course evaluates rhetorical and public discourse dealing with religion, and religious discourse dealing with rhetoric.

472 Studies in Literature of International Public Discourse
Analysis and evaluation of international rhetoric and speech communication; some attention to great international speakers and speeches; emphasizes communication in contemporary social, political, and cultural movements and campaigns.

473 Rhetoric and Social Controversy
Prereq: COMM 380 or permission of instructor. Analysis of rhetorical problems associated with social controversies. The nature, forms, stages and roles of social controversies are examined through the study of rhetorical public discourse in the political process.

473A Studies in Literature of American Public Discourse to 1860
Analysis and evaluation of American rhetoric and speech communication; some attention to great speakers and speeches; emphasizes communication social, political, and cultural movements and campaigns, colonial times to 1860.

Analysis and evaluation of American rhetoric and speech communication; some attention to great speakers and speeches; emphasizes communication social, political, and cultural movements and campaigns, 1860 to the present.

474 Studies in National and International Public Discourse
Prereq: One COMM course. Analysis and evaluation of national and/or international discursive rhetoric; some focus on great speeches and speakers; emphasizes diversity of communicative expression in social, political, and cultural movements and campaigns.

475 Feminism and Communication
Prereq: COMM 330, 367 or permission of instructor. Survey of critical perspectives on gender in communication. Particular attention is paid to social construction of gender and sexuality.

477 Qualitative Methods in Communication
Prereq: COMM 380 or 330 or 367. Survey of qualitative communication research methods; critical analysis of representative studies; research proposal writing for qualitative projects.

478 Group Communication: Dynamics of Leadership and Participation
Prereq: a course in group discussion. Advanced study of communication processes in small groups and effects of leadership and participation; development of communication sensitivity.

479 Sex Roles in Communication
Sex as a variable influencing human communication in dyads, small groups, organizations, families; speaker-audience interaction; male-female differences in use of language, and nonverbal behavior.
482 Rhetorical Theory: Contemporary Developments
Prereq: COMM 470. Survey of contemporary theories of rhetoric and communication.

483 Campaign Communication
Prereq: SPCH 380 or permission of instructor. Variable content course focusing on contemporary campaigns. Strategies of communication in American political campaigns including public discourse and media coverage. May be repeated to 8 units as content changes.

484 Political Communication
Prereq: COMM 380 or permission of the instructor. Analysis and evaluation of political communication from the perspectives of contemporary rhetorical theory and cultural theory. Political communication theorized through the analysis of case studies.

485 Rhetorical Criticism
Nature and function of rhetorical criticism; survey of approaches, theories, and systems of rhetorical analysis from classical to contemporary. Practice in critical appraisal of various types of speech communication.

486 Communication and Cultural Studies
Prereq: Upper division course in Communication Studies. Survey of history, primary texts, and representative studies in cultural studies. Emphasis on cultural studies of media, technology, and communication.

487 Quantitative Methods in Communication
Prereq: Upper division standing. Introduction to methodology of experimental research and critical analysis of representative studies in speech.

489 Intercultural Communication
Description and analysis of cultural influences on human communication acts; codes and paralinguistic elements; focus on communication between cultures in an urban setting.

490 Studies in Children's Speech Arts
Theory and criticism of creative dramatics, choric interpretation and storytelling.

491 Instructional Theories in Communication
Prereq: Senior standing, 20 units of upper division COMM courses. Principles of communication in educational settings, literary study, survey, critical review, and application of contemporary theories and trends in instructional communication.

492 Communication Training in Organizations
Prereq: COMM 330 or permission of instructor. Study of communication training and development process. Application organizational communication theories through organizational assessment, creation of training objectives and evaluation of training programs.

494 Communication Behavior in Childhood
(also listed as CHDV 494)
Oral language and communicative behavior in children; studies in speech and language experiences basic to development of communication skills competence.

495 Principles and Practices of Public Relations
Prereq: COMM 300 or equivalent. Fundamentals of theory and application for the public relations profession, with emphasis on the dynamics of organizational communication as it pertains to community relations, the media, public opinion, and the political environment.

497 Managing Problems in Public Relations
Advanced study of public relations issues, with emphasis on contemporary problems faced by business organizations and other institutions. Analysis of case studies in public relation problems and crisis management.

498 Research Project in Communication
Prereq: Senior standing and consent of instructor. Independent research project designed and executed by student in consultation with faculty sponsor. Final report made available to Speech area faculty.

499 Undergraduate Directed Study
Prereq: Consent of an instructor to act as sponsor. Project selected in conference with sponsor before registration; progress meetings held regularly, and final report submitted. May be repeated to a maximum of 12 units.