COMUNICATION STUDIES

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Department Chair: Grace Yeh

Academic Programs

Program name | Program type
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Communication Studies | BA, Minor

Understanding the process of communication is no less important in today’s Information Age than it was during the Golden Age of Athens, when skill in oral communication determined one’s success in life. The study of the human capacity for speech as a means of influence, entertainment, and information was at the foundation of Western Civilization. A course of study in communication, always one that required knowledge of many cognate fields such as psychology and logic, remains interdisciplinary in nature. Faculty in Communication Studies teach aesthetic, historical, critical, and empirical methods for understanding communication.

The aims of the discipline are both conceptual and practical. In broad terms, students who enroll in a liberal arts curriculum do so to develop the ability to analyze and reason critically, write and speak effectively, and appreciate the influences of culture upon their lives. The first goal of the department is to advance these objectives.

Courses in the modern discipline of Communication Studies focus on the history, theory and practice of human communication. The field embraces communication in all contexts: political, organizational, debate, small group, intercultural, instructional, mass media, and performance of literature. The emphasis on developing theoretical insights unites these various fields.

The department offers fully articulated major and minor programs. Through the use of approved electives, the major can be shaped to assist students in preparing for their educational and career objectives. Students use a Communication Studies Major to prepare for careers in business, advertising and public relations, theatre, law, education, the mass media, and the clergy. In addition to providing students with an option to select from a broad range of internships and the opportunity to participate in the Teaching Credential Program, the department houses an extensive program in competitive debate. It also offers individual and sequenced courses to develop practical skills in oral composition, critical thinking, and effective human communication.

Mission Statement

The general mission of the Communication Studies program is to facilitate students in developing their ability to reason critically, to speak and write effectively, and to understand and appreciate the influences of culture upon their lives. The discipline specific mission of the Communication Studies curriculum is to enhance understanding of the nature, processes and effects of human communication. Multi-dimensional in its approach, the discipline uses the rich resources of both the humanities and the social sciences in exploring the human capacity for speech – when, where, why, how, and with what effect people interact through language and extra-linguistic symbols – and focuses on the theory and practice of human communication in a variety of contexts.

Undergraduate Programs

BA Communication Studies

The Bachelor of Arts in Communication Studies degree prepares students for careers in the various communication professions, as well as a wide variety of occupations that place a premium on excellent communication skills. In addition, many Communication Studies graduates go on to earn advanced degrees in disciplines such as communication, psychology, sociology, and law. The Communication Studies curriculum draws from the traditions of both the humanities and the social sciences, and includes a wide array of courses investigating the nature, processes and effects of human communication.

Communication Studies Minor

A 28-unit minor is available for students who desire documented competency in Communication Studies. Further information and application forms are available in the Communication Studies Department office.

COMS Courses

COMS 101. Public Speaking. 4 units
2020-21 or later catalog: GE Area A1
2019-20 or earlier catalog: GE Area A2
Introduction to the principles of public speaking. Practical experience in the development, presentation, and critical analysis of speeches to inform, to persuade, and to actuate. Not open to students with credit in COMS 102. 4 lectures. Crosslisted as COMS/HNRS 101. Fulfills GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs).

COMS 102. Principles of Oral Communication. 4 units
2020-21 or later catalog: GE Area A1
2019-20 or earlier catalog: GE Area A2
Introduction to the fundamentals and principles which underlie effective oral communication. Practical experience in various types of speaking situations: informative speaking, persuasive speaking, and panel discussion. Not open to students with credit in COMS 101. 4 lectures. Crosslisted as COMS/HNRS 102. Fulfills GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs).

COMS 126. Argument and Advocacy. 4 units
2020-21 or later catalog: GE Area A3
2019-20 or earlier catalog: GE Area A3
Prerequisite: Completion of GE Area A2 with a grade of C- or better (GE Area A1 for students on the 2019-20 or earlier catalogs).

The nature of critical thinking as applied in written and oral argument. Analysis of inductive and deductive reasoning. Analysis of reasoning, argument, forms of support and fallacies of argument and language. Instruction in and practical experience in writing sound persuasive arguments and engaging in oral argumentation assignments. 4 lectures. Fulfills GE Area A3 with a grade of C- or better.
COMS 145. Reasoning, Argumentation, and Writing. 4 units
2020-21 or later catalog: GE Area A3
2019-20 or earlier catalog: GE Area A3
Prerequisite: Completion of GE Area A2 with a grade of C- or better (GE Area A1 for students on the 2019-20 or earlier catalogs).

The principles of reasoning in argumentation. Examination of rhetorical principles and responsible rhetorical behavior. Application of these principles to written and oral communications. Effective use of research methods and sources. 4 lectures. Crosslisted as COMS/ENGL/HNRS 145. Fulfills GE Area A3 with a grade of C- or better.

COMS 201. Advanced Public Speaking. 4 units
Prerequisite: Completion of GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs).

Further consideration of the principles of public address. Advanced practice in manuscript, extemporaneous, and impromptu speaking. 4 lectures.

COMS 208. Performance of Literature. 4 units
2020-21 or later catalog: GE Area C1
2019-20 or earlier catalog: GE Area C3
Prerequisite: Completion of GE Area A with grades of C- or better; and completion of GE Area C2 (GE Area C1 for students on the 2019-20 or earlier catalogs).

Poetry, prose, nonfiction and dramatic literature performed to communicate the levels of meaning within each work to the audience. 4 lectures. Fulfills GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

COMS 212. Interpersonal Communication. 4 units
Prerequisite: Completion of GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs).

Introduction to the interaction process in two-person (dyadic) communication settings. Emphasis on the functions of varying messages in the initiation, development, maintenance and termination of personal and professional relationships. 4 lectures. Crosslisted as COMS/PSY 212.

COMS 213. Organizational Communication. 4 units
Prerequisite: Completion of GE Area A2 with a grade of C- or better.

Introduction to communication within the organization and between the organization and its environment. Effects of networks, superior/subordinate message patterns, team building, climate, message flow patterns and distortion on organizational effectiveness. 4 lectures.

COMS 217. Small Group Communication. 4 units
Prerequisite: Completion of GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs).

Theories, principles and skills for small group communication and teamwork. Topics include creativity, failure, problem-solving, (dis)functional decision-making, group development, leadership, power, norms, conflict management, and group presentation. 4 lectures.

COMS 218. Media, Self and Society. 4 units
2019-20 or later catalog: GE Area E
2017-19 or earlier catalog: GE Area D4
Overview of the interaction between mass media and individuals in American society. Drawing on theoretical perspectives from mass communication and psychology to explore how individuals develop a coherent understanding of self within a highly mediated world. The power and influence of media messages and practices. Individual responsibility in an information society. 4 lectures. Crosslisted as COMS/JOUR 218. Fulfills GE Area E (GE Area D4 for students on the 2017-19 or earlier catalogs).

COMS 226. Applied Argumentation. 4 units
Prerequisite: Completion of GE Area A with grades of C- or better.

Intermediate level course in the theory and practice of everyday argument. Select theories of argumentation, and practical experience arguing in a wide variety of contexts. 4 lectures.

COMS 250. Forensic Activity. 2 units
Prerequisite: Completion of GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs).

Introduction to competitive debate activities. Research, analysis, and debating about contemporary issues. Any student who wishes to receive academic credit for participation in such activities during the quarter should enroll. Total credit limited to 6 units. 2 laboratories.

COMS 270. Selected Topics. 1-4 units
Prerequisite: Consent of instructor.

Directed group study of selected topics. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

COMS 301. Business and Professional Communication. 4 units
Prerequisite: Completion of GE Area A1 with a grade of C- or better (GE Area A2 for students on the 2019-20 or earlier catalogs).

Communication skills and functions for all levels of organizational employees. Interviewing, oral briefings, motivational and conference speaking. 4 lectures.

COMS 308. Group Performance of Literature. 4 units
2020-21 or later: Upper-Div GE Area C
2019-20 or earlier catalog: GE Area C4
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); and completion of GE Area C1 (GE Area C3 for students on the 2019-20 or earlier catalogs).

Examination and experience in the various modes of group performance of literature: Readers Theatre, Chamber Theatre, Story Theatre. Scripting; directing; performing and critiquing of group performance of literature. 4 lectures. Fulfills GE Upper-Division C (GE Area C4 for students on the 2019-20 or earlier catalogs).

COMS 311. Communication Theory. 4 units
Prerequisite: Completion of GE Area A with grades of C- or better.

Survey of human communication theories including interpersonal, small group, organizational, persuasion, nonverbal, intercultural, and media. Philosophical foundations for understanding communication from a social science perspective. 4 lectures.
COMS 312. Communication Research Methods. 4 units  
Prerequisite: COMS 311 and STAT 217, junior standing; for COMS majors only.  
Exploration of communication research strategies and methodologies. Basic methods of designing research in empirical communication studies. 4 lectures.

COMS 315. Intergroup Communication. 4 units  
Prerequisite: Completion of GE Area A with grades of C- or better.  
Survey of theory and research concerning language and communication between various social groups (e.g., age, sex, race, sexual orientation), with an emphasis on understanding the role verbal, nonverbal, and mass communication plays in identity formation and differentiating group members. 4 lectures.

COMS 316. Intercultural Communication. 4 units  
2020-21 or later: Upper-Div GE Area D  
2019-20 or earlier catalog: GE Area D5  
USCP  
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); and one lower-division course in GE Area D.  
Cultural aspects of communication within and among diverse groups. Particular focus on U.S. culture and history and the diversity of ethnic, subcultural, and co-cultural groups. Development of nuanced understanding of the role of culture and communication in human thought, behavior, and interaction. Not open to students with credit in COMS 416. Course may be offered in classroom-based or online format. 4 lectures. Fulfills GE Upper-Division D (GE Area D5 for students on the 2019-20 or earlier catalogs); and USCP.

COMS 317. Technology and Human Communication. 4 units  
Prerequisite: Completion of GE Area A with grades of C- or better.  
Impact of technological change upon human communication. Past, present, and future technological developments that have affected how humans communicate. Emphasis on new communication technologies. 4 lectures.

COMS 319. Critical Cultural Studies and Communication. 4 units  
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.  
Analysis and integration of theories and methods of Cultural Studies as an interdisciplinary mode of critical qualitative inquiry. Emphasis on the role of communication in differential power relations, particularly on issues of identity, struggle, and representation in a diverse culture. 4 lectures.

COMS 322. Persuasion. 4 units  
Prerequisite: Completion of GE Area A with grades of C- or better.  
Theory of persuasion with particular emphasis upon social psychological principles of influence. Analysis of various forms of persuasion, social influence and propaganda. 4 lectures.

COMS 330. Classical Rhetorical Theory. 4 units  
Prerequisite: Completion of GE Area A with grades of a C- or better.  
Early development of rhetorical theory in Greco-Roman civilization. Analysis of the canons of rhetoric. Rhetorical thought of Sophists, Isocrates, Plato, Aristotle, Cicero and Quintilian. 4 lectures.

COMS 331. Contemporary Rhetorical Theory. 4 units  
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.  
Rhetoric’s role in contemporary culture. Issues: political advocacy; science, technology and mass persuasion; ethics and rhetoric. Representative theorists: Burke, Weaver, Richards, Toulmin and McLuhan. 4 lectures.

COMS 332. Rhetorical Criticism. 4 units  
Prerequisite: Junior standing, COMS 330.  
Theory and method used in the analysis and evaluation of rhetorical discourse. Study of critical essays. Practice in interpreting and evaluating persuasive discourse. 4 lectures.

COMS 333. Media Criticism. 4 units  
Prerequisite: Junior standing, COMS 330.  
Theory and method used in analyzing media from critical, rhetorical, and cultural perspectives. Practice in interpreting and evaluating mass-mediated texts, with special attention to relationships among media, identity, and political action. 4 lectures.

COMS 334. Media Effects. 4 units  
Prerequisite: Junior standing, COMS 330.  
Effects of media on individuals and society. Influence of mass media message producers and content on perceptions of social norms, violence, sexuality, gender, race, and ethnicity. Empirical approaches in media studies and literacy development. 4 lectures. Fulfills GE Upper-Division D (GE Area D5 for students on the 2019-20 or earlier catalogs). Formerly COMS 419.

COMS 350. Advanced Forensic Activity. 2 units  
Prerequisite: COMS 250.  
Advanced participation in intercollegiate speech activities. Intercollegiate tournament competition, judging speech competition and other communication-related public service on campus and in the community. Total credit limited to 6 units. 2 laboratories.

COMS 384. Media Effects. 4 units  
2020-21 or later: Upper-Div GE Area D  
2019-20 or earlier catalog: GE Area D5  
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); and one lower-division course in GE Area D. Recommended: COMS 218 or JOUR 218.  
Effects of media on individuals and society. Influence of mass media message producers and content on perceptions of social norms, violence, sexuality, gender, race, and ethnicity. Empirical approaches in media studies and literacy development. 4 lectures. Fulfills GE Upper-Division D (GE Area D5 for students on the 2019-20 or earlier catalogs). Formerly COMS 419.
**COMS 386. Communication, Media, and Politics. 4 units**
2020-21 or later: Upper-Div GE Area D
2019-20 or earlier catalog: GE Area D5
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; one course in GE Area B4 with a grade of C- or better (GE Area B1 for students on the 2019-20 or earlier catalogs); and one lower-division course in GE Area D. Recommended: COMS 218 or POLS 112.

Political communication and the U.S. mass media system, including role of the media in democratic society; news norms, government regulation of media, and media ownership; the changing media landscape and implications for news construction, polarization, and selective exposure; and incivility and bias. Course may be offered in classroom-based or online format. 4 lectures. Fulfills GE Upper-Division D (GE Area D5 for students on the 2019-20 or earlier catalogs).

**COMS 390. Environmental Communication. 4 units**
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better. Recommended: Completion of GE Area B1 (GE Area B3 for students on the 2019-20 or earlier catalogs) or GE Area B2.

Recent developments in the field of environmental communication, including how and with what effect environmental messages are transmitted among scientists, policymakers, and the public. Critical/rhetorical and mediated perspectives that inform contemporary understandings of the human-nature relationship are addressed. 4 lectures.

**COMS 395. Science Communication. 4 units**
Prerequisite: Completion of GE Area A with grades of C- or better and completion of one GE Area B course.

Examination of science communication in a variety of contexts. Issues covered may include: scientific journal articles, boundary-work, information deficit models, public understanding/awareness of science, accommodated science, mediated science, popular science. 4 lectures.

**COMS 400. Special Problems for Advanced Undergraduates. 1-2 units**
Prerequisite: Consent of instructor and junior standing.

Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units.

**COMS 404. Video Games & Society. 4 units**
Prerequisites: Junior standing and completion of GE Area A with grades of C- or better.

Influence of video games on individuals and society. Emphasis on why people play video games, how games influence players, and broader cultural impacts of gaming. Examines franchises, characters, gamers, avatars, gamification, and digital interactions. 4 lectures.

**COMS 413. Advanced Organizational Communication. 4 units**
Prerequisite: Junior standing. Recommended: COMS 213 or COMS 301.

Describing and measuring the organization's human message system. Planning and implementing communication training and development for the organization. New functions, careers and opportunities for the communication professional. 4 lectures.

**COMS 418. Health Communication. 4 units**
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.

Communication in health contexts. Topics include interpersonal communication (e.g., health professional/patient), group and organizational communication (e.g., health-related groups), and mass communication (e.g., persuasive health campaigns). Open to all majors and valuable to laypersons who are consumers of health care, and pre-health professionals. 4 lectures.

**COMS 420. Nonverbal Communication. 4 units**
Prerequisite: Completion of GE Area A with grades of C- or better.

Influence of kinesic, proxemic, artifactual, olfactory, paralinguistic and environmental factors in human communication. Theory, research and practice in nonverbal communication. 4 lectures.

**COMS 421. Gender and Communication. 4 units**
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.

Explores the theory and practice of how gender is created, maintained, and transformed through communication; examines how gender roles are enacted and interpreted in various public and private contexts. 4 lectures.

**COMS 422. Rhetorics of Science, Technology, and Medicine. 4 units**
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.

Examination of rhetorical strategies and persuasive techniques used within scientific, technical, and medical discourses. Topics include genre features of scientific articles, rhetorical topoi in scientific discourse, pop-culture depictions of science, the scientific ethos, and risk communication. 4 lectures.

**COMS 428. Family Communication. 4 units**
Prerequisite: Completion of GE Area A with grades of C- or better; and COMS/PSY 212.

Communication theory and practice within family structures. Examination of relationship communication in marital/partnership, parent/child, intergenerational, and sibling relationships. Topics include family communication regarding identity, attachment, conflict, relational dialectics, storytelling/narratives, family transitions, cultural influences, and family support. 4 lectures.

**COMS 435. American Political Rhetoric. 4 units**
Prerequisite: Junior standing.

Role of oratory in American political and social history since Lincoln. Historical and rhetorical analyses of important political speeches delivered by presidents, activists, demagogues, and leaders of social movements. 4 lectures.

**COMS 450. Internship: Communication Studies. 2-4 units**
CR/NC
Prerequisite: Junior standing, 2.5 GPA, and consent of instructor.

Supervised practicum and application of principles and theories of communication in organizational settings. Total credit limited to 8 units. Credit/No Credit grading only.
COMS 458. Solving Big World Challenges. 4 units  
Prerequisite: Completion of GE Area A with grades of C- or better.

Apply human-centered design practices to address a social or an environmental challenge, specific to a local community. Achieve revenue-generating social impact through innovative business models. Practice team competencies including problem-solving, interviewing, brainstorming, prototyping, and written, visual, and oral communication. 4 lectures. Crosslisted as BUS/COMS 458.

COMS 460. Undergraduate Seminar. 1 unit  
CR/NC  
Prerequisite: Communication Studies major; COMS 312; COMS 332; and junior standing.

Discussion and design of individual projects, oral reports on material in current professional writings. Credit/No Credit grading only. 1 seminar.

COMS 461. Senior Project. 3 units  
Prerequisite: COMS 460; for COMS majors only.

Completion of approved project under faculty supervision. Project results are presented in a formal written report. Minimum 90 hours total time.

COMS 470. Selected Advanced Topics. 1-4 units  
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.

Directed group study of selected topics for advanced students. Open to undergraduate and graduate students. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

COMS 485. Cooperative Education Experience. 6 units  
CR/NC  
Prerequisite: 2.5 GPA and consent of instructor.

Part-time work experience in business, industry, government, and other areas of student career interest. Positions are paid and usually require relocation and registration in course for two consecutive quarters. Formal report and evaluation by work supervisor required. Major credit limited to 4 units; total credit limited to 12 units. Credit/No Credit grading only.