



NOTE:

This document is specific to the  
2002-2004 printed catalog.



# communication studies

BACHELOR OF ARTS  
MINOR  
MASTER OF ARTS

## PROGRAM DESCRIPTION

Communication Studies is a broad-based discipline concerned with the exchange of messages in interpersonal and mediated situations and with the impact of such exchanges on society. Courses focus on understanding the communication process and developing skills to communicate effectively. Few university programs provide the diversity of offerings available at CSUS. The department offers a wide range of courses in interpersonal, group and organizational communication, rhetorical theory and criticism, public relations, research methodologies, and digital media (video or multimedia). Majors choose specialization in one of the following concentrations:

- 1. General Communication** for students wanting to focus on criticism and public communication; interpersonal and small group communication; intercultural and international communication; public relations; or a self-designed major;
- 2. Organizational Communication** for students who specialize in communication in an organizational setting, including understanding how to observe, analyze, and propose changes in communication practices;
- 3. Media Communication** for students wanting knowledge of mass communications or of telecommunications and new media;
- 4. Digital Media** for students wanting skills in digital video or multimedia.

## FACULTY

Val Smith, *Department Chair*

Kimo Ah Yun, Diego Bonilla, Nicholas Burnett, Steve Buss, Paul Cahill, Lawrence Chase, John Hwang, Steve Jenkins, Virginia Kidd, Tom Knutson, Raymond Koegel, Edith LeFebvre, David Martin, Christine Miller, Chevelle Newsome, Peter Nwosu, Barbara O'Connor, Bill Owen, Sally Perkins, Gerri Smith, Val Smith, Mark Stoner, Donald Taylor, Nick Trujillo, Leah Vande Berg, Marlene von Friederichs-Fitzwater, David Wagner, John Williams

**Note:** See Journalism program description for a list of Journalism faculty.

Maggie Fuchs, *Administrative Support Coordinator*, e-mail [fuchsm@csus.edu](mailto:fuchsm@csus.edu)

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## FEATURES

Communication Studies faculty offer a unique combination of professional expertise and academic excellence. Faculty maintain a high level of scholarly publication, creative activity, consulting and outstanding teaching.

The CSUS Debate Program is highly ranked nationwide with opportunities for both experienced and beginning debaters.

The Department's Internship Program serves over 100 students each semester with internships in government agencies, private industry, radio and TV stations and public service organizations.

The Department sponsors Epsilon Phi, a chapter of the national communication studies honors society Lambda Pi Eta. Students eligible for membership participate in a variety of activities including an honors seminar, a student mentoring program, and the editing and production of an annual honors publication.

## CAREER POSSIBILITIES

Community College Teacher • Lobbyist • Speech Writer • Minister • Lawyer • Politician • Consumer Market Researcher • Staff Analyst • Focus Group Leader • Political Campaign Staff • Public Affairs Director • Community Relations Director • Marketing Field Director • Organizational Newsletter Editor • Public Information Specialist • Press Secretary • Media Technician • Organizational Consultant • Organizational Trainer and Developer • Personnel Staff • Public Service Agency Staff • Corporate Media Director • Communication Consultant • Public Relations • Webmaster • Video and Multimedia Producers and Directors • Health Educators • Fund Raisers • Media Sales and Promotion Staff • Multimedia Project Managers

## DEGREE REQUIREMENTS • BA

Units required for Major: 39-48

Minimum total units required for the BA: 120

Courses in parentheses are prerequisites.

### Concentration Requirements (39-48 units)

Select one of the four following concentrations:

- I. General Communication
- II. Organizational Communication
- III. Media Communication
- IV. Digital Media

### Special Program Requirements

- All Communication Studies majors except those in Media Communication and Digital Media are required to complete at least one three-unit public speaking course such as COMS 004, COMS 104, or transfer equivalent. Public speaking courses taken to fulfill the GE oral communication requirement also fulfill this department requirement.
- Majors must complete each core course and each option core course with a grade "C-" or better.
- Not more than 6 units of internship and/or individual study (COMS 110, COMS 111, COMS 195, COMS 199) can be applied to the major requirements.
- Majors are required to compile and maintain an assessment portfolio, which must be submitted to the Department Office prior to graduation. Specific portfolio requirements vary by concentration or concentration option and are available in the Department Office.

### Pre-Major

Prior to acceptance as a Communication Studies major, students must first complete a pre-major consisting of all required lower-division courses plus the upper-division survey course (COMS 100A). Students must successfully complete each pre-major course with a grade of "C-" or better. Students with a CSUS grade point average of 2.3 or better may request early admission to the major.

### General Communication Concentration (39 units)

This concentration is designed to:

- Improve student awareness, understanding and practice of communication in professional and social interactions,
- Enhance the traditional citizenship role in the democratic process,
- Train students in communication skills in preparation for professions such as law, ministry, public service, public relations, teaching and government service.

#### A. Required Lower Division Core Courses (9 units)

- (3) COMS 002 Argumentation
- (3) COMS 008 Interpersonal Communication Skills
- (3) COMS 055 Media Communication and Society

#### B. Required Upper Division Core Courses (9 units)

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Critical Analysis of Messages (COMS 002, COMS 004, ENGL 001A, or ENGL 002, ENGL 020 and COMS 100A or transfer equivalents; COMS 100A may be taken concurrently)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

#### C. Option Requirements

Five approved options currently comprise the General Communication Concentration: Criticism and Public Communication, Interpersonal and Small Group Communication, Intercultural and International Communication, Public Relations, and Self-Designed Study Option. Students choosing this concentration must either complete the requirements as listed below or work with a faculty advisor to create a Self-Designed Study Option as described in Item (e) below. Select one of the following:

##### a. Interpersonal and Small Group (21 units)

###### 1. Option Core Requirements (6 units)

- (3) COMS 105 Communication in Small Groups
- (3) COMS 143 Theories of Interpersonal Communication (COMS 008 or equivalent) **OR**  
COMS 163 Communication, Self and Society (COMS 008) **OR**  
COMS 182 Senior Seminar in Interpersonal Communication (COMS 008, completion of 12 units of upper division COMS courses)

###### 2. Research Methods (3 units)

- (3) Select one of the following:  
COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)  
COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)  
COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)  
COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

###### 3. Electives (12 units)

- (12) Upper division Communication Studies courses to be selected in consultation with your major advisor.

##### b. Intercultural and International Communication (21 units)

###### 1. Option Core Requirements (6 units)

- (3) COMS 116 Intercultural Communication
- (3) COMS 174 International Communication

###### 2. Research Methods (3 units)

- (3) Select one of the following:  
COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)  
COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)  
COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

**3. Electives (12 units)**

(12) Upper division Communication Studies courses to be selected in consultation with your major advisor.

**c. Criticism and Public Communication (21 units)**

**1. Option Core Requirements and Research Methods (9 units)**

- (9) Select three courses from the following:
  - COMS 166 Theories of Persuasion and Attitude Change
  - COMS 167 Systems and Theories of Rhetoric (COMS 100B or equivalent with a grade of "C-" or better)
  - COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)
  - COMS 169 Television Criticism

**2. Electives (12 units)**

(12) Upper division Communication Studies courses to be selected in consultation with your major advisor.

**d. Public Relations (21 units)**

**Note:** JOUR 030 is a prerequisite for COMS 123 and should be taken before beginning this sequence.

**1. Option Core Requirements (12 units)**

- (3) COMS 118 Public Relations as Communication Management (At least one college writing course in ENGL or JOUR with a grade of "C-" or better)
- (3) COMS 123/JOUR 123 Writing for Public Information (JOUR 030 with a grade of "C-" or better, passing score on the WPE)
- (3) COMS158/JOUR 158 Advanced Public Relations (JOUR 030 and COMS 123 or JOUR 123)
- (3) COMS 159 Issue Management as Communication **OR** COMS 187 Senior Seminar in Public Relations (COMS 158 or JOUR 158; completion of 12 units of upper division COMS courses)

**2. Research Methods (3 units)**

- (3) Select one of the following:
  - COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)
  - COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
  - COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
  - COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)

**3. Electives (6 units)**

(6) Upper division Communication Studies courses to be selected in consultation with your major advisor.

**c. Self-Designed Study Option**

This advising sequence is intended to provide a broad background in Communication Studies and the opportunity to select electives that meet individual needs and interests. The Self-Designed Study Option may not be selected until satisfactory completion of COMS 100A, and must represent a pattern of courses substantially different from established department advising sequences and concentrations. This sequence requires the completion of all General Communication core courses, plus 21 upper division units in Communication Studies. You may select the Self-Designed Study Option following completion of COMS 100A, even if you have already commenced a different department advising sequence or concentration. As many as 9 units of upper division department electives completed before selecting the Self-Designed Option may be used towards completion of the sequence, *but you must commence at least 12 units of the courses to be used for completion of this option following adoption of an approved plan.*

The Self-Designed Option requires that a plan for the major be filed with the department office. The plan must be developed in consultation with your advisor, and must be signed by your advisor, you, and the department chairperson or designee. The plan lists all courses to be taken beyond the department core, and 3-9 units of alternative choices. As many as 6 units of the plan may be designated as "general elective"--courses to be chosen spontaneously as you see fit. The plan also includes a 100-200 word rationale stating tentative objectives and indicating the overall logic of the course pattern selected. Any subsequent alteration of the major plan must be approved by your advisor and the department chair or designee.

**Organizational Communication Concentration (39 units)**

This concentration is designed to:

- Prepare students to observe, analyze, and participate in the communication practices of organizations.
- Train students in universally applicable communication skills for current and future careers in business, government, and public service,
- Prepare students to identify, modify, and evaluate changes in the communication practices of organizations,
- Prepare students to improve the awareness, understanding, and practice of communication both within organizations and between organizations and their publics, and prepare students to compose, develop, and analyze messages.

**A. Required Lower Division Core Courses (9 units)**

- (3) COMS 002 Argumentation
- (3) COMS 008 Interpersonal Communication Skills
- (3) COMS 055 Media Communication and Society

**B. Required Upper Division Core Courses (9 units)**

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Critical Analysis of Messages (COMS 002, COMS 004, ENGL 001A, or ENGL 002, ENGL 020 and COMS 100A or transfer equivalents; COMS 100A may be taken concurrently)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

- C. Concentration Requirements: (21 units)**
- 1. Option Core Requirements (6 units)**
    - (3) COMS 145 Organizational Communication
    - (3) Select one of the following:
      - COMS 180 Senior Seminar in Organizational Communication (COMS 145; completion of 12 units of upper division COMS courses)
      - COMS 181 Senior Seminar in Small Group Communication (COMS 105; completion of 12 units upper division COMS courses)
      - COMS 189 Practicum in Communication Training (COMS 145, COMS 154, or instructor permission)
  - 2. Research Methods (3 units)**
    - (3) Select one of the following:
      - COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)
      - COMS 169 Television Criticism
      - COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
      - COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
      - COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
- D. Electives (12 units)**
- (12) Upper division Communications Studies courses to be selected in consultation with your major advisor.

### **Media Communication Concentration (39 units)**

This concentration is designed to:

- Prepare students for media communication leadership roles with knowledge of the major theories and systems of media communication,
- Help students develop an awareness of the social responsibilities of the media,
- Provide an understanding of the legal and regulatory environment of media communication industries,
- Help students develop competence in media communication research, and
- Provide a framework for critical analysis of media systems and media content.

- A. Required Lower Division Core Courses (9 units)**
- (3) COMS 002 Argumentation
  - (3) COMS 005 Communication Experience
  - (3) COMS 055 Media Communication and Society
- B. Required Upper Division Core Courses (6 units)**
- (3) COMS 100A Survey of Communication Studies
  - (3) COMS 100B Critical Analysis of Messages (COMS 002, COMS 004, ENGL 001A, or ENGL 002, ENGL 020 and COMS 100A or transfer equivalents; COMS 100A may be taken concurrently)

- C. Option Requirements**
- Two approved options comprise the Media Communication Concentration. Students choosing this concentration must complete the requirements for Mass Communication or Telecommunications and New Media.

- a. Mass Communication (24 units)**
- 1. Option Core Requirements (9 units)**
    - (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)
    - (3) COMS 120 History of the Media (COMS 055 or JOUR 055 or equivalent; COMS 055, JOUR 055 may be taken concurrently)
    - (3) COMS 150 Mass Communication Theories and Effects (COMS 055 or JOUR 055 or equivalent)
  - 2. Research Methods (3 units)**
    - (3) Select one of the following:
      - COMS 168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of "C-" or better)
      - COMS 169 Television Criticism
      - COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
      - COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
      - COMS 172 Content Analysis (COMS 100C or equivalent with a grade of "C-" or better; or instructor permission)
  - 3. Electives (12 units)**
    - (12) Upper division Communication Studies courses to be selected in consultation with your major advisor.
- b. Telecommunications and New Media Option (24 units)**
- 1. Option Core Requirements (15 units)**
    - (3) COMS 106 Introduction to Digital Media
    - (3) COMS 190 Innovation in Telecommunication: Technologies and Issues
    - (3) COMS 191 Senior Seminar in Telecommunications and Multimedia (Completion of 12 units of upper division COMS courses)
    - (6) Select two courses from the following:
      - COMS 117 Multimedia Communication
      - COMS 150 Mass Communication Theories and Effects (COMS 055 or JOUR 055 or equivalent)
      - COMS 153 Mass Media Law and Regulation
      - COMS 178 Telecommunications Management
  - 2. Area Electives (9 units)**
    - (9) Upper division Communication Studies courses to be selected in consultation with your major advisor.
- Note:** No more than 3 units of COMS 195 may be used to fulfill the requirements of this option.

## Digital Media Concentration (48 units)

This concentration is designed to:

- Assist students in acquiring digital media technical skills,
- Assist students in improving aesthetic talents,
- Provide an understanding of communication processes, such that technical skills and aesthetic talents can be harnessed to achieve communication objectives in creation of digital media content, and
- Prepare students for managerial and leadership roles within the digital media industry.

### A. Required Lower Division Core Courses (6 units)

- (2) COMS 020A Audio Production (Corequisite: COMS 020B)
- (1) COMS 020B Audio Production Lab (Corequisite: COMS 020A)
- (2) COMS 027A Television Production (Corequisite: COMS 027B)
- (1) COMS 027B Television Production Lab (Corequisite: COMS 027A)

### B. Required Upper Division Core Courses (42 units)

Recommended semester course sequence:

#### 1. First Semester (12 units)

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 106 Introduction to Digital Media
- (3) GPHD 101 Visual Principles I (GHPD 010. Corequisite: GPHD 102 OR GPHD 103A, but not both) **OR**
- COMS 121 Media Aesthetics
- (3) COMS 122 Writing for Interactive Media (ENGL 001A and ENGL 020 or passing score on the WPE)

**Note:** Digital Media majors must complete COMS 020A / COMS 020B and COMS 027A / COMS 027B with a grade of "B-" or better and all other core courses and option core courses with a grade of "C-" or better.

### Option Requirements

Two approved options currently comprise the Digital Media Concentration. Students choosing this concentration must complete the requirements for Digital Video or Multimedia.

#### Digital Video (30 units)

#### 2. Second Semester (12 units)

- (3) COMS 117 Multimedia Communication
- (3) COMS 124 Advanced Writing for Video (ENGL 001A or equivalent)
- (3) COMS 127 Producing and Directing for Television (COMS 020A, COMS 020B, COMS 027A and COMS 027B each with a grade of "B-" or better)
- (3) COMS 142A Film as Communication: Third World Emphasis **OR**
- COMS 142B Film as Communication: Europe and USA Emphasis

#### 3. Third Semester (12 units)

- (3) COMS 105 Communication in Small Groups
- (3) COMS 128 Non-Studio Television Production (COMS 020A, COMS 020B, COMS 027A and COMS 027B each with a grade of "B-" or better)
- (3) COMS 130 Staging and Lighting Digital Video (COMS 027A, COMS 027B)

- (3) COMS 185A\* Practicum in Video Production (COMS 020A, COMS 020B, COMS 027A, COMS 027B with a grade "B-" or better; and instructor permission)

#### 4. Fourth Semester (6 units)

- (3) COMS 185B\* Practicum in Video Production (COMS 124 or COMS 185A, with a grade of "B-" or better and instructor permission) **OR**
- COMS 195 Internship in Communication Studies (COMS 100A)
- (3) Select one of the following:
- COMS 126 Capturing and Editing Digital Media (COMS 020A, COMS 020B, COMS 027A, COMS 027B each with a grade "B-" or better; and instructor permission)
- COMS 129 Video Production Management (COMS 027A, COMS 027B and COMS 124)
- COMS 136 Introduction to Electronic Publishing (GPHD 101 and GPHD 103A; or COMS 121 with instructor permission)
- COMS 183 Senior Seminar in Media Issues and Ethics (COMS 055 or JOUR 055 or equivalent; completion of 12 units of upper division COMS courses)
- COMS 191 Senior Seminar in Telecommunications and Multimedia (Completion of 12 units of upper division COMS courses)

\* COMS 184A and COMS 184B are "senior projects" and may be taken by students from Digital Video in place of COMS 185A and COMS 185B.

#### Multimedia (30 units)

#### 2. Second Semester (12 units)

- (3) COMS 126 Capturing and Editing Digital Media (COMS 020A, COMS 020B and COMS 027A, COMS 027B each with a grade of B- or better; instructor permission)
- (3) COMS 136 Introduction to Electronic Publishing (GPHD 101 or COMS 121 with instructor permission) **OR**
- CSC 080 Information Exchange on the Web (CSC 008)
- (3) COMS 149A Multimedia Authoring (COMS 106, COMS 126)
- (3) COMS 151 Visual Communication

#### 3. Third Semester (12 units)

- (3) COMS 105 Communication in Small Groups
- (3) COMS 149B Advanced Multimedia Authoring (COMS 149A and instructor permission)
- (3) COMS 154 Instructional Design and Training
- (3) COMS 184A Multimedia Project Planning and Management (COMS 117 or COMS 149A; and instructor permission)

#### 4. Fourth Semester (6 units)

- (3) COMS 184B Multimedia Project Completion (COMS 184A; instructor permission) **OR**
- COMS 195 Internship in Communication Studies (COMS 100A)

- (3) Select one of the following:
- COMS 144 Multimedia Design for the World Wide Web (COMS 136 or CSC 080; and COMS 117 or instructor permission)
  - COMS 183 Senior Seminar in Media Issues and Ethics (COMS 055 or JOUR 055 or equivalent; completion of 12 units of upper division COMS courses)
  - COMS 191 Senior Seminar in Telecommunications and Multimedia (Completion of 12 units of upper division COMS courses)
  - JOUR 197A / JOUR 197B Journalism Laboratory (JOUR 030 and instructor permission)
  - GPHD 102 Visual Principles II - Color and Symbol (GPHD 101. Corequisite: GPHD 101 or GPHD 103A but not both)

## MINOR REQUIREMENTS

Total units required for Minor: 18 units, 12 of which must be upper division Communication Studies courses. Minor programs must be approved by a department advisor. A specific course requirement is:

- (3) COMS 100A Survey of Communication Studies with a grade of "C-" or better.

**Notes:**

- No more than a total of 3 units of COMS 110, COMS 111, COMS 195, or COMS 199 can be applied to the Minor.

### Film Studies Minor

Students interested in obtaining a Film Studies minor consisting of film courses offered by the Communication Studies Department and Departments of Art, English, Foreign Languages, Humanities and Religious Studies, and Theatre and Dance should consult the catalog under Film Studies Minor.

## GRADUATE PROGRAM

A graduate degree can lead to doctoral or other professional education, or to positions in business, industry or government. The graduate program in Communication Studies is guided by two interrelated goals. First, that each student has the opportunity to study and conduct original communication research consistent with individual interests and abilities. Second, that the department expects students to develop and follow a coherent, rigorous Plan of Study within the field of communication. Accordingly, a structured advising procedure has been established in the department to help accomplish these two goals (see "The Graduate Document" available from the department for details). As an integral part of a plan of study, each student will major in one of the following five primary areas of study:

- Mediated Communication
- Organizational and Instructional Communication
- Public and Political Communication
- Human Communication

Each student will have at least one additional Area of Study chosen from the areas above or from a related field(s) within or outside the department. Specific unit requirements depend on the Culminating Requirement selected (thesis, project, comprehensive examination).

As mentioned above, this program, culminating in the Master of Arts in Communication Studies, is designed for the student who subsequently will pursue a doctoral degree or a professional career. The program is NOT designed for students who wish to train in production or performance skills, which are taught at the undergraduate level in the CSUS Communication Studies Department.

### Admission Requirements

Admission as a Classified Graduate Student in Communication Studies is based on the assessment of individual credentials by the Graduate Committee, but requires:

- a 3.0 overall GPA or 3.25 GPA in the last 60 undergraduate units, and
- a grade "B-" or better in COMS 167, COMS 168 or COMS 169; and COMS 170, COMS 171, or COMS 172 (or equivalent courses), and
- a clearly written statement of purpose for pursuing this particular MA degree. This statement is part of the application to the graduate program and should explain career and academic goals, specifying how the program will accomplish those goals, and the applicant's motivation for pursuing those goals, and
- three letters of recommendation indicating the applicant's abilities and potential for completing graduate work successfully. These letters should assess at least the student's abilities to perform well in academic courses; to conduct research independently; to express ideas well in writing and orally; and to think critically, analytically and creatively, and
- Graduate Record Exam (GRE) verbal, quantitative and analytical scores, and
- an earned baccalaureate degree, and
- one or two examples of writing that indicate research, analytical and/or creative abilities.

### Admission Procedures

Each student is responsible for meeting all deadlines for submitting materials so that a timely admission evaluation is made. Applicants are strongly encouraged to apply several months prior to the semester first enrollment is sought. All application materials must be received before any evaluation begins. The department's admission deadlines are April 1 for Fall semesters, November 1 for Spring semesters. All prospective graduate students, including CSUS graduates, must file the following with the Graduate Center:

- an application for admission and a supplemental application for graduate admission (forms A and B in the CSU application booklet), **and**
- two sets of official transcripts from all colleges and universities attended *other than CSUS*, **and**
- Graduate Record Exam verbal, quantitative, and analytical scores.

Approximately four weeks after receipt of all items listed above, a decision regarding admission will be mailed to the applicant.

## Advancement to Candidacy

Near the completion of coursework each student must submit an Advancement to Candidacy form, with their major advisor and graduate coordinator's approval, to the Graduate Center. This procedure may begin upon satisfactory completion of the following:

- all deficiencies in admission requirements removed, **and**
- all undergraduate course deficiencies, as noted as conditions on application response, **and**
- COMS 200, COMS 201 and COMS 202 with a grade "B-" or better as required by the department, **and**
- at least 50 percent of coursework toward the degree.

## Degree Requirements

The Master of Arts in Communication Studies requires completion of 30 units of coursework with a grade "B-" or better in each course, and an overall minimum GPA of 3.0. At least 18 units must be 200-level courses and no more than 6 units of courses numbered 150-199 may count toward the minimum 30-unit requirement. By University policy, courses completed to satisfy deficiencies or admission requirements are not counted toward the MA degree. An outline of degree requirements follows.

### A. Required Courses (9 units)

- (3) COMS 200 Introduction to Graduate Study (COMS 167, COMS 168 or COMS 169; COMS 170, COMS 171, or COMS 172; either may be taken concurrently)
- (3) COMS 201 Communication Theory (COMS 167, COMS 168 or COMS 169; COMS 170, COMS 171, or COMS 172)
- (3) COMS 202 Research Methods in Communication Studies (COMS 167, COMS 168 or COMS 169; COMS 170, COMS 171, or COMS 172; either may be taken concurrently)

### B. Primary Area Requirements (9 units)

- (9) Select from one of the following Primary Areas of Study and choose 9 units of graduate level Communication Studies courses, with Advisory Committee and Graduate Committee approval, from the selected Area of Study:

#### 1. Mediated Communication

- COMS 205 Seminar in Telecommunication Innovation
- COMS 208 Communication and National Development
- COMS 210 Seminar in Mass Communication
- COMS 211 Electronic Media and American Culture

#### 2. Organizational and Instructional Communication

- COMS 206 Organizational Communication
- COMS 217 Assessment of Communication Behavior in Organizations
- COMS 221 Instructional Communication Theory
- COMS 222 Instructional Communication Practicum

#### 3. Public and Political Communication

- COMS 209 Communication and Social Change
- COMS 213 Seminar in Criticism
- COMS 215 Communication and Public Opinion
- COMS 228 Corporate Advocacy and Public Policy

#### 4. Human Communication

- COMS 207 Dyadic Communication
- COMS 212 Seminar in Small Group Communication

COMS 216 Seminar on Contemporary Issues in Intercultural Communication

COMS 219 Conflict Resolution

**Note:** Courses in the COMS 150-199 series may apply. No more than 6 units of COMS 150-199 may be applied to the MA degree.

### C. Secondary Area Requirements (6 units)

- (6) With Advisory Committee and Graduate Committee approval, select 6 units of courses from a secondary area of study from one of the other three areas of study not selected as primary in Section B above, from a related area within Communication Studies, or from another department.

**Note:** Courses numbered COMS 150-199 from Communication Studies or other departments may apply. No more than 6 units of COMS 150-199 may be applied to the MA degree.

### D. Electives (0-6 units)

- (0-6) Depending on the Culminating Requirement chosen (Plan A, B, or C) and the number of units taken for Plan A or B (3-6 units) or Plan C (1-3), additional units must be taken from the Primary and/or Secondary areas of study to total 30 units. Consult an advisor before selecting electives.

### E. Culminating Requirement (1-6 units)

- (1-6) Select one of the following:

(3-6) COMS 500 Culminating Experience  
Thesis (Plan A)  
Project (Plan B)

(1-3) COMS 297 Directed Study and Comprehensive Examination (Must be advanced to candidacy)  
Exam (Plan C)

**Note:** For students completing Plan A or B, no more than a total of 3 units of COMS 195, COMS 199, COMS 295, or COMS 299 may be applied to the 30-unit MA requirement. For students completing Plan C, this limit is increased to 6 units. Graduate Committee approval is required in the semester prior to enrollment in these units.

## LOWER DIVISION COURSES

**COMS 002. Argumentation.** Practice in argumentation, critical evaluation, evidence, and reasoning. Basic principles are applied in a variety of formal and informal advocacy situations. Concepts of argument structure and context are discussed and applied. **Note:** Majors must complete with a grade of "C-" or better. 3 units. (CAN SPCH 006)

**COMS 004. Introduction to Public Speaking.** Theory and technique of public speaking. Emphasis on organizing, supporting, and clearly stating ideas. Practice in informative and persuasive speaking. 3 units. (CAN SPCH 004)

**COMS 005. The Communication Experience.** Basic skills and introductory concepts necessary for effective communication in a variety of settings. Special emphasis on practical experiences within groups, facilitation of interpersonal relationships, and methods of conflict resolution. **Note:** Not recommended for COMS majors in General or Organizational concentrations. 3 units.

**COMS 008. Interpersonal Communication Skills.** Basic skills and introductory concepts for examining and altering interpersonal communication. In addition to lectures and discussions, students engage in structured interpersonal exercises and simulations to practice interpersonal communication skills such as listening, paraphrasing, describing feelings and intentions, and giving and receiving criticism. **Note:** Majors must complete with a grade "C-" or better. 3 units.



**COMS 010. Debate Workshop.** Participation in intercollegiate debate competition. Graded Credit/No Credit. 1 unit.

**COMS 020A. Audio Production.** Introduction to the theory and practice of audio production in radio, television, film and recording applications. **Corequisite:** COMS 020B. 2 units.

**COMS 020B. Audio Production Laboratory.** Experience in audio console operation, microphone selection and use, and audio recording in radio, television, film and recording applications. **Corequisite:** COMS 020A. 1 unit.

**COMS 021. Freshman Seminar: Becoming an Educated Person.** Introduction to the nature and possible meanings of higher education, and the functions and resources of the University. Helps students to develop and exercise fundamental academic success strategies and to improve their basic learning skills. Students interact with fellow students and the seminar leader to build a community of academic and personal support. 3 units.

**COMS 027A. Television Production.** Introduction to television production theory and practice and to television aesthetics. **Corequisite:** COMS 027B. 2 units.

**COMS 027B. Television Production Laboratory.** Experience in studio television production. **Corequisite:** COMS 027A. 1 unit.

**COMS 055. Media Communication and Society.** Introduction to the basic concepts of mass communication, including the effects, uses, and functions associated with the goods and services of mass media. Examination of the ways mass media combine with other institutions to affect the organization, design, and comprehension of messages, as well as political thought, cultural beliefs, and economic behavior. **Note:** Majors must complete with a grade of "C-" or better. Cross-listed as JOUR 055; only one may be counted for credit. 3 units.

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## UPPER DIVISION COURSES

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**COMS 100A. Survey of Communication Studies.** Survey of various theories of communication. Attention given to such topics as verbal and nonverbal coding, information processing, interpersonal and small group communication, organizational communication, the structure and effects of mediated communication, rhetorical criticism, and research in communication. **Note:** Majors and minors must complete with a grade of "C-" or better. 3 units.

**COMS 100B. Critical Analysis of Messages.** Classical and contemporary models for analyzing messages. Discussion of techniques applicable to a variety of basic message types. Practice in written analysis. **Note:** Majors must complete with a grade of "C-" or better. **Prerequisite:** COMS 002, COMS 004, ENGL 001A, or ENGL 002, ENGL 020 and COMS 100A or transfer equivalents; COMS 100A may be taken concurrently. 3 units.

**COMS 100C. Introduction to Scientific Methods in Communication Research.** Analysis of the empirical methods commonly applied during communication research. An introduction to the concepts fundamental to the scientific study of communication, including conceptual and operational definitions, sampling, measurement, experimental design, independent and dependent variables, and quantitative data analysis. **Note:** Majors must complete with a grade of "C-" or better. **Prerequisite:** COMS 100A; may be taken concurrently. 3 units.

**COMS 103. Presentational Speaking in the Organization.** Contemporary communication techniques for use in business and industry. Principles and practice of oral reporting, persuasive speaking, conference participation, and interpersonal interaction. **Note:** COMS majors are urged to take COMS 104 instead of COMS 103. **Prerequisite:** A general education oral communication course. 3 units.

**COMS 104. Persuasive Public Speaking.** Advanced public speaking focusing upon persuasive strategies, principles and techniques. **Prerequisite:** COMS 002, COMS 004, or instructor permission. 3 units.

**COMS 105. Communication in Small Groups.** Theory and practice in small group communication. Topics include leadership, meeting management, evolution of group norms, phases of group development, communication networks, good communication techniques, conflict management, and problem solving in a variety of contexts. 3 units.

**COMS 106. Introduction to Digital Media.** Artistic and instructional possibilities of multimedia. Introduction to the forms and aesthetics of media (text, graphic, audio and video), delivery systems (internet, CD-ROM, kiosks, DVD, LAN, etc.), production processes, and roles (content, writing, graphics, authoring, and project management). Specialized topics include operating systems, file formats, sampling, compression, and authoring software. 3 units.

**COMS 107. Children and Television.** The cognitive, affective, and behavioral effects of television on children. Explores in detail issues such as televised violence, stereotyping, advertising and cognitive development. Discusses relationship between television and education. 3 units.

**COMS 108. Family Communication.** The family as a small group with emphasis on understanding and interpreting the dynamics of family communication and socio-psychological theories. **Prerequisite:** COMS 008 or FACS 050 or SOC 166, or instructor permission. Cross-listed as FACS 108; only one may be counted for credit. 3 units.

**COMS 110. Advanced Debate Workshop.** Participation in intercollegiate debate competition. Graded Credit/No Credit. 1 unit.

**COMS 111. Debate Research Practicum.** Directed research in the current intercollegiate debate topic; identification of issues, compilation of evidence, and case building. **Note:** May be taken four times for credit with instructor permission. 3 units.

**COMS 114. Communication and American Culture.** Critical analysis of the ways modern American media interact with the conduct of American life; emphasizes the role of commercialism and other aspects of contemporary American capitalism; examines the problem of personal development and relationships in the context of a commercially dominated media system. 3 units.

**COMS 115. Non-Verbal Communication.** Examination of physical appearance, clothing, artifacts, body movement, eye and facial behavior, space, vocal cues, and symbolic behavior in human interaction. Lecture, discussion, and non-verbal exercises. 3 units.

**COMS 116. Intercultural Communication.** Analysis with discussion and practical application of factors which influence communication between individuals of different cultures and cocultures. 3 units.

**COMS 117. Multimedia Communication.** The process of developing desktop informational presentations for use in organizations and public relations campaigns. Students work on computers using presentational graphics software to create both group presentations and interactive presentations. As resources allow, these presentations will incorporate 35 millimeter slides, photographs, audio, graphics and video. Functions as an introduction to the area of multimedia and provides opportunities to apply communication theories to the creation of desktop presentations. **Note:** May be taken for credit twice. 3 units.

**COMS 118. Public Relations as Communication Management.**

Introduces the student to publics, organization-environment relationships, structures, practices, and processes from a communication theory and research perspective. Specifically, the student is introduced to the multi-phased approach to public relations, an approach that highlights the PR sub-processes of task identification, task analysis, and task performance. **Prerequisite:** At least one college writing course in ENGL or JOUR with a grade of "C-" or better. 3 units.

**COMS 119. Conflict Resolution Through Communication.**

Ways to identify, clarify, and resolve conflicts in dyads, groups, and organizations. Conflict is contrasted with disagreement, aggression, incompatible values, etc. The costs and benefits of conflict are explored. 3 units.

**COMS 120. History of the Media.** An examination of development of major mass communication media in the United States and of how the economics, content, regulation and audience use of the media have been affected by the way the media have evolved. Current issues and trends are discussed, as well as possible future development. **Prerequisite:** COMS 055 or JOUR 055 or equivalent; COMS 055, JOUR 055 may be taken concurrently. Cross-listed as JOUR 120; only one may be counted for credit. 3 units.

**COMS 121. Media Aesthetics.** Overview and analysis of the primary aesthetic tools used to create messages in video and film. The basic properties of light, color, area, space, shape, sound, time and motion are defined and discussed as they relate to media production. Introduces students to the concepts and vocabulary necessary for effectively conceiving, producing or criticizing mediated messages. Designed primarily for students with interest in digital media. Provides a foundation for students working in media criticism. 3 units.

**COMS 122. Writing for Interactive Media.** Writing and editing for visual, audio, and interactive media. How to choose appropriate format and delivery mechanisms for news, web sites, kiosks, and CD/DVD. Topics include copyright law and information ethics. **Prerequisite:** ENGL 001A and ENGL 020 or passing score on the WPE. Cross-listed as JOUR 122; only one may be counted for credit. 3 units.

**COMS 123. Writing For Public Information.** Organization and operation of communication media; practice in publicity and public relations techniques. Emphasis on clear writing and correct public relations formats such as releases, PSAs, articles and speeches. **Prerequisite:** JOUR 030 with a grade of "C-" or better, passing score on the WPE. Cross-listed as JOUR 123; only one may be counted for credit. 3 units.

**COMS 124. Advanced Writing for Video.** Writing for film, television, cable and video production. Aural style and the requirements for writing scripts for various documentary and dramatic genres are emphasized. Topics include documentary preparation and dramatic scriptwriting. **Prerequisite:** ENGL 001A or equivalent. 3 units.

**COMS 126. Capturing and Editing Digital Media.** Artistic and technical skills employed when capturing and editing photographic, audio, and video data files. Data files are prepared for export into multimedia authoring applications. Basic mastery of appropriate hardware and software. **Prerequisite:** COMS 020A, COMS 020B and COMS 027A, COMS 027B each with a grade of B- or better; instructor permission. 3 units.

**COMS 127. Producing and Directing for Television.** Theory and practice of producing and directing television programs with emphasis on studio and control room techniques. **Prerequisite:** COMS 020A, COMS 020B, COMS 027A, COMS 027B, each with a grade of "B-" or better. 3 units.

**COMS 128. Non-Studio Television Production.** Production of video materials using portable cameras and recorders. Application of electronic field production and post-production techniques. **Prerequisite:** COMS 020A, COMS 020B, COMS 027A, COMS 027B, each with a grade of "B-" or better. 3 units.

**COMS 129. Video Production Management.** Management and administration of the production process. The functions, responsibilities and collaboration of the members of the production team with special attention devoted to the history, development and current practices of the assistant director, the production manager and the script supervisor. **Prerequisite:** COMS 027A, COMS 027B, and COMS 124. 3 units.

**COMS 130. Staging and Lighting Digital Video.** Introduction to the aesthetics, concepts and techniques used to control lighting in digital video productions. Aspects of staging, blocking and composition are discussed in the context of studio and location lighting. **Note:** Students enrolled will be required to work on productions outside of scheduled class time (1-3 hours/week). **Prerequisite:** COMS 027A, COMS 027B. 3 units.

**COMS 136. Introduction to Electronic Publishing.** Design and production of information sites for the World Wide Web. Concepts covered include market analysis, cognitive design, layout, navigation, interactive strategies, site management and multimedia components for electronic distribution systems. Introduction to object oriented programs and HTML text editors. **Prerequisite:** GPHD 101 and GPHD 103A; or COMS 121 with instructor permission. 3 units.

**COMS 142A. Film As Communication: Third World Emphasis.** The uses of film in communication, emphasizing film communication use in Third World countries (i.e., Latin America, Africa, Asia). 3 units.

**COMS 142B. Film As Communication: Europe and USA Emphasis.** The uses of film in communication, emphasizing film communication use in Europe and the USA. 3 units.

**COMS 143. Theories of Interpersonal Communication.** One-to-one communication between individuals in both social and task settings. Theories of communication during the growth and decay of relationships, as well as research on the forces behind relational dynamics. Topics include nonverbal communication, self concept, communication of self, theories of conflict resolution, communication competence and the rhetoric of disconfirmation. **Prerequisite:** COMS 008 or equivalent. 3 units.

**COMS 144. Multimedia Design for the World Wide Web.** Strategies for creating multimedia environments on the World Wide Web. Examines the Document Object Model (DOM) to create interactive environments, virtual reality, animation, audio and video environments. Communication principles and methods are used to create dynamic, message-based web pages for designated target audiences. **Prerequisite:** COMS 136 or CSC 080; and COMS 117 or instructor permission. 3 units.

**COMS 145. Organizational Communication.** Basic concepts of interpersonal and inter-group communication within formal and informal social organizations. Current techniques of auditing and evaluating organizational communication. 3 units.

**COMS 149A. Multimedia Authoring.** Basic multimedia authoring theory and skills. Text, graphics, audio, and video are synchronized into interactive media. Topics include 2D animation, interface design, and fundamentals of scripting language. **Prerequisite:** COMS 106, COMS 126. 3 units.

**COMS 149B. Advanced Multimedia Authoring.** Multimedia authoring, emphasizing on interactivity. Mastery of one or more programming language (e.g., Macromedia Lingo). Students complete a professional level multimedia project. **Prerequisite:** COMS 149A and instructor permission. 3 units.

**COMS 150. Mass Communication Theories and Effects.** Survey of the major theories dealing with the relationship between the mass media and human communication behavior. Examination of research into the social, political, economic and cultural effects of mass communication. **Prerequisite:** COMS 055 or JOUR 055 or equivalent. 3 units.

**COMS 151. Visual Communication.** Theoretical concepts and communication methodologies appropriate for analysis of contemporary visual communication. Addresses such topics as perception, aesthetics, persuasion, visual media, and visual language. Practice in writing analysis intended for students in Communication Studies as well as Graphic Design, Art, Photography, and other visual media. 3 units.

**COMS 152. Freedom of Speech.** Thorough introduction to issues related to freedom of speech and censorship, sections of the historical origins of free speech, seditious speech, libel and slander, pornography and obscenity, commercial speech and advertising, symbolic speech and hate speech. The class brings a communication focus to addressing issues related to the First Amendment. 3 units.

**COMS 153. Mass Media Law and Regulation.** Laws and regulations that govern print, broadcast, and the electronic mass media in the U.S. Discusses the process by which laws and regulations are enacted and interpreted as well as legal and regulatory issues concerned with the content, control, political role and responsibilities of media practitioners, regulators, Congress, and the public. Cross-listed as JOUR 153; only one may be counted for credit. 3 units.

**COMS 154. Instructional Design and Training.** Communication theory and practice in organizational training. Surveys instructional communication theory and the instructional design process. Focus on effective communication in training contexts. Topics include needs assessment, training design, training evaluation and training delivery via electronic media. 3 units.

**COMS 158. Advanced Public Relations.** Theoretical understanding of the nature of public informational and persuasive messages. Students develop skill in the creation of such messages for public relations, advertising, public information and related fields. **Prerequisite:** JOUR 030 and JOUR 123 or COMS 123. Cross-listed as JOUR 158; only one may be counted for credit. 3 units.

**COMS 159. Issue Management as Communication.** Management of issues in the public and private sectors including knowledge and skills in the communication activities and thinking processes that affect an issue's development. Communication assessment of issue development and management is one focus; practical use is the other focus. 3 units.

**COMS 160. Political Communication.** Analysis of the relationship between mass media and political decision-making, including a structural analysis of political and media institutions. Particular attention on the formation of public opinion through messages and strategies, and the impact of public opinion on public policy. 3 units.

**COMS 161. Health Communication.** Communication principles and techniques as they apply to the many facets of health care, health education and promotion, and research in health communication. Emphasis on understanding and improving communication among health professionals, and between health professionals and clients. Explores the rapidly emerging field of health communication. Selected concepts and theories of human communication are directly applied to communication problems and situations in health care settings through the use of case studies. In addition, pertinent research that helps explain human interaction in health care is incorporated through readings and discussions. 3 units.

**COMS 162. Gender Ideology and Communication.** The scholarly, theoretical and critical writings on the production and circulation of gender roles, images, and gender-types attributes through communication, with a special focus on mass-mediated communication such as television, video, and film. 3 units.

**COMS 163. Communication, Self and Society.** Applications of communication as a process for creating and maintaining a stable relationship between the individual self and his or her society. **Prerequisite:** COMS 008. 3 units.

**COMS 166. Theories of Persuasion and Attitude Change.** Various theories of persuasion and attitude change, both classical and empirical, in terms of their effectiveness and social impact. Includes units on production and consumption of persuasive messages. 3 units.

**COMS 167. Systems and Theories of Rhetoric.** Historical survey of theories of rhetoric. Comparison/contrast of scope and value of rhetorical theories. Practice in critical writing. **Prerequisite:** COMS 100B or equivalent with a grade of "C-" or better. 3 units.

**COMS 168. Approaches to Rhetorical Criticism.** Analysis of rhetorical events, using a variety of critical perspectives. Current issues on criticism's function and the critic's role. Practice in critical writing. **Prerequisite:** COMS 100B or equivalent with a grade of "C-" or better. 3 units.

**COMS 169. Television Criticism.** Introduction to television criticism theory and to various critical methods with which television program texts may be analyzed. Current theoretical and critical issues in the function of criticism and the role of the critic are addressed through readings, writing assignments, screenings and discussion. 3 units.

**COMS 170. Data Analysis in Communication Research.** Introduction to the application of data analysis to the study of communication processes. **Prerequisite:** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission. 3 units.

**COMS 171. Survey Methods in Communication Research.** Techniques of survey research in communication, including sampling, questionnaire construction, interviewing, data analysis, and report writing. Each student designs and executes a research project. **Prerequisite:** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission. 3 units.

**COMS 172. Content Analysis.** Content analysis as a research technique in communication. Emphasizes design and execution of content analysis studies in a wide range of communication situations. Each student completes several short studies and a major project. **Prerequisite:** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission. 3 units.

**COMS 173. Language and Culture.** The relationship between language and culture; historical relationships between languages; language families and major cultural traditions; the nature of our biological capacity for language; how people learn language; what language acquisition enables us to do; what the relationship is between language and other phenomena and human capabilities, such as perception, world view, social class relationships, and the like. Cross-listed as ANTH 162; only one may be counted for credit. 3 units.

**COMS 174. International Communication.** The movement of mediated messages across and between national boundaries. Topics include news and entertainment flow, media systems and philosophies, cultural dependency and imperialism, the new world information order and communication development. 3 units.

**COMS 175. Creative Problem Solving.** Creative problem solving techniques for use by individuals and groups. Topics include the nature of creative problem solving, barriers to creativity, clear problem definition, idea generation, decision making, group dynamics in creative situations, implementation of changes, and overcoming resistance to change. 3 units.

**COMS 176. Broadcast Media Sales and Promotions.** Insights into broadcast and cable industries. Considers the nature and principles of broadcast media sales, theories of persuasion and attitude change, the operation of media organizations in contemporary American society, and the inherent characteristics of media resource management. **Prerequisite:** COMS 055 or JOUR 055 or equivalent and COMS 166; or instructor permission. 3 units.

**COMS 177. Broadcast Programs and Audiences.** Broadcast program types and structures, audience characteristics, preferences, and behavior. Emphasis on audience research and content analysis in programming decisions. **Prerequisite:** COMS 055 or JOUR 055 or equivalent, COMS 120 or JOUR 120; or instructor permission. 3 units.

**COMS 178. Telecommunications Management.** The fundamental technology, transmission systems, hardware, software, and applications of telecommunication systems. Emphasizes the role and management of telecommunications in a variety of settings. Examines the role of the telecommunications manager in detail, with special attention to the decision-making process and the kinds of data that support decision-making. 3 units.

**COMS 179. Media, Sports, and Society.** Examines and critiques the relationship between the mass media and sports. Reviews theoretical approaches for studying media and sports (including historical, sociological, psychological, political, and cultural studies perspectives), then examines how sport is mediated through literature, print journalism, radio, and television. 3 units.

**COMS 180. Senior Seminar in Organizational Communication.** Seminar on communication theories, techniques and research methodologies in the field of social and governmental organizational systems. **Prerequisite:** COMS 145; completion of 12 units of upper division COMS courses. 3 units.

**COMS 181. Senior Seminar in Small Group Communication.** Seminar on the ways theories of group communication are realized in actual social settings. **Prerequisite:** COMS 105; completion of 12 units of upper division COMS courses. 3 units.

**COMS 182. Senior Seminar in Interpersonal Communication.** Seminar on advanced theories of interpersonal communication. Sample topics include relational development, relational termination, communication and interpersonal attraction, and communication competence. Students present one in-class report and complete a major research paper. **Prerequisite:** COMS 008; completion of 12 units of upper division COMS courses. 3 units.

**COMS 183. Senior Seminar in Media Issues and Ethics.** Seminar on the functions and roles of communication media in contemporary society. Includes issues and ethical considerations associated with freedom, responsibility and control examined from the points of view of the media, the government and the public. Specific topics will vary. **Prerequisite:** COMS 055 or JOUR 055 or equivalent; completion of 12 units of upper division COMS courses. 3 units.

**COMS 184A. Multimedia Project Planning and Management.** Traces the professional development of a digital media project from concept to completion. Students learn to manage time, money, personnel, software, and hardware to achieve communication objectives. Students work in a team to design a strategic plan, write a proposal, prepare a budget, negotiate a contract, and design a project. **Prerequisite:** COMS 117 or COMS 149A; and instructor permission. Cross-listed as GPHD 184A; only one may be taken for credit. 3 units.

**COMS 184B. Multimedia Project Completion.** The second of a two-semester senior project sequence. Students complete the project designed in COMS 184A. Projects are completed with assistance and feedback from the instructor, client, and working professionals. **Prerequisite:** COMS 184A; instructor permission. Cross-listed as GPHD 184B, only one may be taken for credit. 3 units.

**COMS 185A. Practicum in Video Production.** Assignments in various phases of video production to include creative use of camera, sound, editing, lighting, production design, production planning and management, directing and producing. Students function as crew members for students taking COMS 185B. May be repeated to a maximum of 6 units, with no more than 4 units applied to the major. Lecture and laboratory workshop. **Prerequisite:** COMS 020A, COMS 020B, COMS 027A, COMS 027B with a grade "B-" or better; and instructor permission. 2 units.

**COMS 185B. Practicum in Video Production.** Assignments in various phases of video production to include creative use of camera, sound, editing, lighting, production design, production planning and management, directing and producing. Student produces and directs a major senior project. **Prerequisite:** COMS 124 and COMS 185A, with a grade of "B-" or better and instructor permission. 4 units.

**COMS 186. American Women in Media and the Arts.** The impact of change upon the images, roles, and perceptions of women in selected examples of American art, literature, music, advertising, television, film, comics and other areas of popular culture. The arts and media are studied in relation to each other in the light of feminist theory and in their social and cultural context. **Prerequisite:** One course in Women's Studies (core or cross-listed); and one course in message analysis or the arts (such as COMS 100B, HRS 180 or HRS 185, WOMS 146, etc.). Cross-listed as HRS 186 and WOMS 186; only one may be counted for credit. 3 units.

**COMS 187. Senior Seminar in Public Relations.** Seminar on public affairs within the public relations context. Discusses how theory building leads to greater understanding of public affairs and public relations in order to interpret and critically analyze environmental, social, political and economic issues; and discusses how an organization could manage such issues most effectively. **Prerequisite:** COMS 158 or JOUR 158; completion of 12 units of upper division COMS courses. 3 units.

**COMS 188. Senior Seminar in Intercultural Communication.** Critically examines and analyzes complex dynamics and concepts in communication and culture in a pluralistic society. Also relates various perspectives of intercultural communication theories and methods to an analysis of social interaction processes among culturally diverse groups. An interactive dimension built into the course includes problem-solving strategies. **Prerequisite:** COMS 116; completion of 12 units of upper division COMS courses. 3 units.

**COMS 189. Practicum in Communication Training.** Students work in groups to complete organizational training projects within community organizations. After assessing the organization's needs, students design, conduct and evaluate training. Advanced readings and professional competencies are emphasized. **Prerequisite:** COMS 145 and COMS 154 or instructor permission. 3 units.

**COMS 190. Innovation in Telecommunication: Technologies and Issues.** Introduction to the origins, development and technological aspects of emerging telecommunication systems. Covers in detail distribution technologies such as cable television, satellites, and the internet, and the storage and retrieval devices associated with these technologies. Discusses major social issues related to emerging telecommunication systems. 3 units.

**COMS 191. Senior Seminar in Telecommunications and Multimedia.** Examines current issues in telecommunications and multimedia. Contemporary research and applications in these areas are analyzed with particular attention to social, political, cultural and economic impacts. Specific topics will vary. **Prerequisite:** Completion of 12 units of upper division COMS courses. 3 units.

**COMS 194. Communication Studies — Related Work Experience.** Supervised employment in a company or agency working on communication studies-related assignment, arranged through the Department of Communication Studies and the Cooperative Education Program office. Requires preparation of application packet, completion of a 3-6 month full-time or part-time work assignment, and a written report. **Prerequisite:** Open only to upper division or graduate students with appropriate course preparation. Units may not be used to meet COMS major or graduate coursework requirements. Consent of Communication Studies Department faculty advisor required. No more than 12 units may be counted toward the degree. Graded Credit/No Credit. 3-6 units.

**COMS 195. Internship in Communication Studies.** Directed work experience in the internship program. Supervision is provided by both instructional staff and the cooperating agency. Faculty approval required. **Prerequisite:** COMS 100A. Graded Credit/No Credit. 1-6 units.

**COMS 196. Experimental Offerings in Communication Studies.** The Communication Studies Department frequently offers one time and new courses under the 196 experimental number. 1-3 units.

**COMS 198. Honors Seminar In Communication.** How communication knowledge is generated and applied in the field. Students are exposed to research and creative activities from a variety of perspectives by original researchers and artists. **Prerequisite:** Students must be eligible to join Epsilon Phi, the CSUS chapter of Lambda Pi Eta, the national Communication honors society by meeting the following criteria: must have completed 60 units and at least 12 upper division units in Communication Studies including COMS 100A; must have an overall GPA of at least 3.0 with a GPA of at least 3.25 in the Communication Studies major; must be a declared Communication Studies major. 3 units.

**COMS 199. Special Problems.** Individual projects or directed reading open to students who wish to attempt independent work. Faculty approval required. **Prerequisite:** COMS 100A. 1-3 units.

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## GRADUATE COURSES

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**COMS 200. Introduction to Graduate Study.** Explores the focus, scope and coherence of the Communication Studies discipline. Introduces various library resources. Students learn bibliographic skills and major documentation styles. Extensive writing is required including a literature review on a significant topic of interest in the discipline. Must be taken within the first two semesters of graduate enrollment. Recommended for the first semester. **Prerequisite:** COMS 167, COMS 168 or COMS 169; COMS 170, COMS 171, or COMS 172; either may be taken concurrently. 3 units.

**COMS 201. Communication Theory.** Approaches to the study of human communication. Emphasizes general theories of communication and specific theories of rhetoric, symbolic interaction, information processing, interpersonal communication, small group communication, persuasion, organizational communication, and mass communication. Must be taken within first two semesters of graduate enrollment. Recommended for the first semester. **Prerequisite:** COMS 167, 168 or COMS 169; COMS 170, COMS 171, or COMS 172. 3 units.

**COMS 202. Research Methods in Communication Studies.** An introduction to advanced quantitative and qualitative research methods. Students will demonstrate their ability to apply at least one research perspective to a significant topic of interest in the discipline. Students will be expected to produce a well-crafted research proposal as part of a culminating experience. **Prerequisite:** COMS 167, COMS 168, or COMS 169; COMS 170, COMS 171, or COMS 172; either may be taken concurrently. 3 units.

**COMS 205. Seminar in Telecommunication Innovation.** Examination and analysis of emerging telecommunication technologies and their applications. Emphasizes the social, political and economic issues associated with the adoption of these emerging technologies. 3 units.

**COMS 206. Organizational Communication.** History, research, and theories in the social, psychological, and structural aspects of organizational communication. Students undertake field studies integrating various analytical approaches. 3 units.

**COMS 207. Dyadic Communication.** Various theoretical approaches to interpersonal or face-to-face communication. 3 units.

**COMS 208. Communication and National Development.** The role of communication in national development. Examines how communication (government policies, technologies and implementation strategies) can be used in the development of third world nations. 3 units.

**COMS 209. Communication and Social Change.** The relationship between movement rhetoric, mass media messages and major societal changes and paradigm shifts. Students examine the flow of communication from individual and group “change agents” to the larger population and write a paper which illuminates a contemporary social change in progress. 3 units.

**COMS 210. Seminar in Mass Communication.** Concentrated survey of mass media systems and an analysis of theories of media uses and effects. Students are required to conduct library research on a specific media-related topic and to present their findings orally. 3 units.

**COMS 211. Electronic Media and American Culture.** American thought and culture as reflected in and influenced by the content of electronic media. 3 units.

**COMS 212. Seminar in Small Group Communication.** Theory and research about task-oriented groups. 3 units.

**COMS 213. Seminar in Criticism.** Intensive examination of critical theory. A major critical paper is prepared by each student. 3 units.

**COMS 215. Communication and Public Opinion.** Examines theoretical foundations of public opinion formation and change and explores current public opinion measurement methodologies. 3 units.

**COMS 216. Seminar on Contemporary Issues in Intercultural Communication.** Examines and analyzes various theories, perspectives and approaches to the study of intercultural communication, and selected contemporary issues pertaining to race and culture and their impact on the communication process, especially the multicultural/multiracial consciousness in California in particular, and the United States in general. 3 units.

**COMS 217. Assessment of Communication Behavior in Organizations.** Review of measuring instruments commonly used to assess communication practices in large organizations. Students also critically review relevant research literature regarding important communication issues in large organizations. 3 units.

**COMS 219. Conflict Resolution.** Review of theory and research of the role of communication in conflict resolution. 3 units.

**COMS 220. Conversation Analysis.** Communicative functions and pragmatic outcomes of face-to-face conversations. Topics include: coherence, intent and effectiveness of speech acts, turn-taking, speech styles and conversational repairs. 3 units.

**COMS 221. Instructional Communication Theory.** Survey of dominant theories of instructional communication. Students read, study and critique prevailing bodies of literature which have a bearing on the study and practice of instructional communication. Theories are used to help students reflect on their own experiences as teachers and students and to generate new ideas for research in instructional communication. 3 units.

**COMS 222. Instructional Communication Practicum.** Examination of communication theory and research in instructional or training contexts. Designed for beginning teachers or organizational trainers. Centers on those communication principles which contribute to greater student/client learning and satisfaction. Emphasis on the development and implementation of instructional communication packages for adult learners. 3 units.

**COMS 228. Corporate Advocacy and Public Policy.** Explores “corporate advocacy” as a kind of rhetorical, persuasive transaction between Corporate America and those in its environment. Seeks to understand corporate America’s role in the “policy process” (broadly defined), by analyzing the constituted authority for policy formation, the actual institutions involved in such formation, the interaction between/among these centers of power, the difference between authority and influence between/among these centers of power and influence, and how corporate America uses rhetorical messages to enhance various goals. 3 units.

**COMS 285. Practicum for Teaching Associates in Communication Studies.** Open to students appointed as teaching associates in Communication Studies. Designed to facilitate the development, refinement, and maintenance of effective teaching methods and strategies. May be repeated up to three times with permission of instructor. **Prerequisite:** COMS 200, COMS 201. Graded Credit/No Credit. 1 unit.

**COMS 295. Internship in Communication Studies.** Directed work experience in the internship program. Supervision is provided by both the instructional staff and the cooperating agency. Faculty and Graduate Committee approval required the semester prior to enrollment. Graded Credit/No Credit. 1-6 units.

**COMS 296. Experimental Offerings in Communication Studies.** The Communication Studies Department frequently offers one time and new graduate courses under the 296 experimental number. 3 units.

**COMS 297. Directed Study and Comprehensive Examination.** Structured and supervised reading program for MA candidates preparing for comprehensive examinations. Should be taken after completion of all other requirements for the degree. Credit given upon successful completion of comprehensive examinations. Examining committee determines the number of units to be credited. **Note:** Open to students who have been advanced to candidacy and have secured permission of the chair of their examining committee and the Graduate Coordinator. **Prerequisite:** Must be advanced to candidacy. Graded Credit/No Credit. 1-3 units.

**COMS 299. Special Problems.** Individual projects or directed reading open to students wishing to attempt independent work. Faculty and Graduate Committee approval required the semester prior to enrollment. 1-3 units.

**COMS 500. Culminating Experience.** Credit given upon successful completion of a thesis or project. **Note:** Open to students who have been advanced to candidacy and have secured permission of their thesis or project advisor. Thesis or project prospectus committees determine the number of units to be credited. Graded Credit/No Credit. 3-6 units.