

# Communication Studies

College of Arts and Letters



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. The Department offers a wide range of courses in interpersonal, group, and organizational communication, rhetorical theory and criticism, public relations, media communication, research methodologies, and digital media (video or multimedia).

### Career Possibilities

Community Relations Director • Organizational Trainer • Organizational Newsletter Editor • Public Information Specialist • Media Technician • Organizational Consultant • Organizational Trainer and Developer • Personnel Staff • Public Service Agency Staff • Corporate Media Director • Communication Consultant • Public Relations Professional • Webmaster • Video and Multimedia Producer or Director • Health Educator • Fund Raiser • Media Sales and Promotion Staff • Multimedia Project Manager • Community College Instructor • Lobbyist • Speech Writer • Minister • Lawyer • Politician • Consumer Market Researcher • Staff Analyst • Focus Group Leader • Political Campaign Staff • Public Affairs Director • Advertising Account Executive

### Faculty

Kimo Ah Yun, Mary Beal, Diego Bonilla, Nicholas Burnett, Steve Buss, Paul Cahill, Lawrence Chase, Virginia Kidd, Tom Knutson, Raymond Koegel, Edith LeFebvre, David Martin, Christine Miller, Chevelle Newsome, Barbara O'Connor, Bill Owen, Gerri Smith, Val Smith, Jenny Stark, Mark Stoner, Donald Taylor, Kristen Tudor, Nick Trujillo, David Wagner, John Williams, Mark Williams, David Zuckerman

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

### Contact Information

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### Concentrations

**BA - General Communication:** for students who focus on criticism and public communication; interpersonal and small group communication; or intercultural and international communication.

**BA - Organizational Communication:** for students who specialize in communication in an organizational setting, including understanding how to observe, analyze, enhance and propose changes in communication practices.

**BA - Public Relations:** for students who wish to prepare for a professional career in public relations.

**BA - Media Communication:** for students who study mass communication.

**BA - Digital Media:** for students who wish to prepare for a professional career in digital video or new media.

### Special Features

- Communication Studies faculty possess professional expertise and academic excellence. Faculty maintain a high level of scholarly publication, creative activity, consulting, and outstanding teaching.
- The Sacramento State 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, 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 and a student mentoring program.
- The Department also sponsors SPRSA, our student chapter of the Public Relations Society of America.

## C UNDERGRADUATE PROGRAMS

Units required for Major: 39-48

Minimum total units required for the BA: 120

*Courses in parentheses are prerequisites.*

### General 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 4, 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 of “C-” or better.
- Not more than 6 units of debate, internship and/or individual study (COMS 110, COMS 111, COMS 194, COMS 195, COMS 199) can be applied to the major requirements.
- Majors are urged to take COMS 2, Argumentation (or transfer equivalent) to fulfill their critical thinking requirement.
- Communication Studies courses may only be repeated once for a grade change. Students who fail to achieve at least a “C-” in two attempts in a core course will be disqualified in majoring in Communication Studies.
- One project or paper from each capstone course will be reviewed by selected faculty for the purpose of departmental assessment.

### Pre-Major Requirements

Prior to acceptance as a Communication Studies major, students must 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 Sacramento State grade point average of 2.3 or better may request early admission to the major.

### Requirements • Bachelor of Arts Degree - Concentration in General Communication

Units Required: 39

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; and
- train students in communication skills in preparation for professions within the public or private sectors of the economy.

*Courses in parentheses are prerequisites.*

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

- (3) COMS 2 Argumentation
- (3) COMS 8 Interpersonal Communication Skills
- (3) COMS 55 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 2 and COMS 4 [COMS 5 is accepted for COMS 4 for MCOM majors] or transfer equivalents; ENGL 20; passing score on WPE; COMS 100A; may be taken concurrently)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

#### Additional Requirements for Options

Four approved options currently comprise the General Communication Concentration: Criticism and Public Communication, Interpersonal and Small Group Communication, Intercultural and International Communication, 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 below.

Select one of the following options:

#### Criticism and Public Communication (21 units)

##### A. Option Core Requirements and Research Methods (9 units)

- (3) COMS167 Systems and Theories of Rhetoric (COMS 100B with a grade of “C-” or better)
- (6) Select two of the following:
  - COMS 164 Visual Communication (COMS 100A and COMS 100B or equivalent with a grade of “C-” or better)
  - COMS 166 Theories of Persuasion and Attitude Change
  - COMS168 Approaches to Rhetorical Criticism (COMS 100B or equivalent with a grade of “C-” or better)
  - COMS169 Television Criticism (COMS 100B with a grade of “C-” or better; completion of 12 units of upper division COMS courses; or unclassified graduate student status; or instructor permission)

##### B. Electives (12 units)

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

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

##### A. Option Core Requirements (9 units)

- (3) COMS 105 Communication in Small Groups
- (3) COMS 143 Theories of Interpersonal Communication (COMS 8 or equivalent; and COMS 100A which may be taken concurrently) **OR**
  - COMS 163 Communication, Self and Society (COMS 8 or equivalent; and COMS 100A which may be taken concurrently)
- (3) COMS 181 Senior Seminar in Small Group Communication (COMS 105; completion of 12 units of upper division COMS courses including COMS 100A) **OR**
  - COMS 182 Senior Seminar in Interpersonal Communication (COMS 8, completion of 12 units of upper division COMS courses including COMS 100A.)

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

- (3) Select one of the following:
- COMS 164 Visual Communication (COMS 100A and 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 (COMS 100B with a grade of “C-” or better; completion of 12 units of upper division COMS courses; or unclassified graduate student status; or instructor permission)
- 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)

**C. Electives (9 units)**

- (9) Upper division Communication Studies courses selected in consultation with major advisor.

**Intercultural and International Communication (21 units)****A. Option Core Requirements (9 units)**

- (3) COMS 116 Intercultural Communication
- (3) COMS 174 International Communication (COMS 100A)
- (3) COMS 188 Senior Seminar in Intercultural Communication (COMS 116, completion of 12 upper division COMS courses including COMS 100A)

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

- (3) Select one of the following:
- COMS 164 Visual Communication (COMS 100A and 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 (COMS 100B with a grade of “C-” or better; completion of 12 units of upper division COMS courses; or unclassified graduate student status; or instructor permission)
- 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)

**C. Electives (9 units)**

- (9) Upper division Communication Studies courses selected in consultation with major advisor.

**Self-Designed Study Option (21 units)**

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 completion of COMS 100A with a grade of “C-” or better, 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 upper division Department electives 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 at a later time. 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.

**Requirements • Bachelor of Arts Degree - Concentration in Organizational Communication**

Units required: 39

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 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.

*Courses in parentheses are prerequisites.*

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

- (3) COMS 2 Argumentation
- (3) COMS 8 Interpersonal Communication Skills
- (3) COMS 55 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 2 and COMS 4 [COMS 5 is accepted for COMS 4 for MCOM majors] or transfer equivalents; COMS 100A, which may be taken concurrently; ENGL 20; passing score on WPE)

- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

### C. Concentration Requirements (9 units)

#### 1. Option Core Requirements

- (3) COMS 145 Organizational Communication (COMS 100A)
- (3) Select one of the following:
- COMS 180 Senior Seminar in Organizational Communication (COMS 145; completion of 12 units of upper division COMS courses including COMS 100A)
- COMS 181 Senior Seminar in Small Group Communication (COMS 105; completion of 12 units of upper division COMS courses including COMS 100A)
- COMS 189 Practicum in Communication Training (COMS 145 and COMS154, or instructor permission)

#### 2. Research Methods

- (3) Select one of the following:
- COMS 164 Visual Communication (COMS 100A and 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 (COMS 100B with a grade of “C-” or better; completion of 12 units of upper division COMS courses; or unclassified graduate student status; or instructor permission)
- 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 selected in consultation with major advisor.

### Requirements • Bachelor of Arts Degree - Concentration in Public Relations

Units required: 48

This concentration, developed from the Commission on Public Relations Education recommendations, is designed to:

- prepare students to assume professional entry level roles in the practice of public relations;
- help students understand the integration of public relations and marketing;
- prepare students to compose, develop and analyze print and broadcast messages;
- help students to develop demonstrable competencies in writing, analyzing, problem-solving and critical thinking;

- provide opportunities for testing public relations theory and practice, not only in the classroom, but in the field as well; and
- develop relationships with local public relations professionals as well as with community organizations.

*Courses in parentheses are prerequisites.*

#### A. Required Lower Division Core Courses (12 units)

- (3) COMS 2 Argumentation
- (3) COMS 8 Interpersonal Communication Skills
- (3) COMS 55 Media Communication and Society
- (3) JOUR 30 News Writing

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

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Critical Analysis of Messages (COMS 2 and COMS 4 [COMS 5 is accepted for COMS 4 for MCOM majors] or transfer equivalents; COMS 100A, may be taken concurrently; ENGL 20; passing score on WPE)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)

#### C. Concentration Requirements (21 units)

- (3) COMS 118 Survey of Public Relations (At least one college writing course in ENGL or JOUR with a grade of “C-” or better.)
- (3) COMS 123 Writing For Public Information (JOUR 30 with a grade of “C-” or better, passing score on WPE)
- (3) COMS 158 Public Relations Planning and Management (COMS 118, COMS 123 or JOUR 123 with a grade of “C-” or better)
- (3) COMS 170 Data Analysis in Communication Research (COMS 100C or equivalent with a grade of “C-” or better; or instructor permission) **OR**
- COMS 171 Survey Methods in Communication Research (COMS 100C or equivalent with a grade of “C-” or better; or instructor permission)
- (3) COMS 187 Issue Management and Case Studies in Public Relations (COMS 118; completion of 12 units of upper division COMS courses)
- (3) MKTG 101 Principles of Marketing
- (3) MKTG 125 Advertising (MKTG 101)

#### D. Electives (6 units)

- (6) Six units of upper division Communication Studies courses selected in consultation with major advisor.

#### Notes:

- Students in the Public Relations Concentration would be encouraged to minor in the social sciences or business.
- Not more than 3 units of Internship (COMS 195) can be applied to the Public Relations Concentration.



## Requirements • Bachelor of Arts Degree - Concentration in Mass Communication

Units required: 39

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.

*Courses in parentheses are prerequisites.*

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

- (3) COMS 2 Argumentation
- (3) COMS 5 Communication Experience
- (3) COMS 55 Media Communication and Society

### B. Required Upper Division Core Courses (18 units)

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Critical Analysis of Messages (COMS 2 and COMS 4 [COMS 5 is accepted for COMS 4 for MCOM majors] or transfer equivalents; COMS 100A, may be taken concurrently; ENGL 20; passing score on WPE)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A; may be taken concurrently)
- (3) COMS 120 History of the Media (COMS 55 or JOUR 55 or equivalent; may be taken concurrently)
- (3) COMS 150 Mass Communication Theories and Effects (COMS 55 or JOUR 55 or equivalent; and COMS 100A which may be taken concurrently.)
- (3) COMS 183 Senior Seminar in Media Issues (COMS 55 or JOUR 55, and completion of 12 units of upper division COMS courses including COMS 100A)

### C. Research Methods (3 units)

- (3) Select one of the following:
  - COMS 164 Visual Communication (COMS 100A and 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 (COMS 100B with a grade of “C-” or better; completion of 12 units of upper division COMS courses; or unclassified graduate student status; or instructor permission)
  - 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 with a grade of “C-” or better; or instructor permission)

### D. Electives (9 units)

- (9) Upper division Communication Studies courses selected in consultation with major advisor.

## Requirements • Bachelor of Arts Degree - Concentration in Digital Media

Units required: 39-45

*Courses in parentheses are prerequisites.*

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

- (3) COMS 2 Argumentation
- (3) COMS 55 Media Communication and Society
- (3) COMS 100B Critical Analysis of Messages (COMS 2 and COMS 4 [COMS 5 is accepted for COMS 4 for MCOM majors] or transfer equivalents; COMS 100A, may be taken concurrently; ENGL 20; passing score on WPE)

### B. Additional Requirements for Options

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

#### Digital Video Option (36 units)

This option is designed to:

- Assist students in improving their aesthetic talents;
- Assist students in acquiring technical knowledge and skills in film/video;
- Provide an understanding of communication processes that will help students link technical skills and aesthetic talents to communication objectives;
- Help students develop a framework for critical analysis of film/video content.

#### Required Option Core Courses (18 units)

- (2) COMS 20A Audio Production (Corequisite: COMS 20B)
- (1) COMS 20B Audio Production Lab (Corequisite: COMS 20A)
- (2) COMS 27A Television Production (Corequisite: COMS 27B)
- (1) COMS 27B Television Production Lab (Corequisite: COMS 27A)
- (3) COMS 121 Media Aesthetics
- (3) COMS 124A Writing Short Scripts for Film/Video (ENGL 1A, ENGL 20)
- (3) COMS 128 Non-Studio Television Production (COMS 20A, COMS 20B, COMS 27A and COMS 27B each with a grade of “B-” or better)
- (3) COMS 141 Digital Film/Video Editing
- (6) Select two courses from the following:
  - COMS 126 Advanced Capturing and Editing Digital Media (COMS 20A, COMS 20B and COMS 26, or both COMS 27A and COMS 27B each with a grade of “B-” or better; instructor permission)

- COMS 127 Producing and Directing for Television (COMS 20A, COMS 20B, COMS 27A and COMS 27B each with a grade of “B-” or better)
- COMS 130 Staging and Lighting Digital Video (COMS 20A, COMS 20B, COMS 27A and COMS 27B each with a grade of “B-” or better)
- COMS 144 Developing Rich Media Websites (COMS 27A, COMS 27B)
- (3) Select one course from the following:
- COMS 149 Multimedia Authoring (COMS 106, COMS 126)
- COMS 185 Practicum in Video Production (COMS 127 and COMS 128 each with a grade “B-” or better; and instructor permission)

**Electives (9 units)**

- (9) Select three electives in consultation with your advisor.

**New Media Option (30 units)**

This option is designed to:

- Provide students with a broad overview of new media and their effects on the communication process;
- Provide students with the basic skills needed to write and produce new media/multimedia content;
- Introduce students to the unique aesthetic and technical requirements of computer-mediated communication.

**Required Option Core (12 units)**

- (3) COMS 106 Introduction to Digital Media
- (3) COMS 122 Writing for Interactive Media (ENGL 1A and ENGL 20 or passing score on WPE)
- (3) COMS 178 Virtual Communities on the Internet
- (3) COMS 190 Computer-Mediated Communication
- (6) Select two courses from the following:
- COMS 117 Multimedia Communication
- COMS 126 Advanced Capturing and Editing Digital Media (COMS 20A, COMS 20B and COMS 26, or COMS 27A and COMS 27B each with a grade of “B-” or better; instructor permission)
- COMS 136 Introduction to Electronic Publishing (COMS 26 or instructor permission)
- COMS 144 Developing Rich Media Websites (COMS 27A, COMS 27B)
- COMS 149 Multimedia Authoring (COMS 106, COMS 126)

**C. Capstone Course (3 units)**

- (3) COMS 191 Senior Seminar in Telecommunications and Multimedia (COMS 100A; completion of 12 upper division units)

**D. Electives (9 units)**

- (9) To be selected in consultation with your advisor.

**Requirements • Minor**

Total units required for Minor: 18 Communication Studies units, 12 of which must be upper division. 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.

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

**Digital Media • Minor**

Total units required for Minor: 21

*Courses in parentheses are prerequisites.*

**A. Required Lower Division Core Courses (3 units)**

- (3) COMS 26 Introduction to Capturing and Editing Digital Media **OR**
- GPHD 10 Introduction to Digital Design

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

- (3) COMS 106 Introduction to Digital Media
- (3) COMS 117 Multimedia Communication
- (3) COMS 136 Introduction to Electronic Publishing (COMS 26 or instructor permission)

**C. Recommended Electives (9 units - no more than 6 units from lower division).**

Electives may be chosen from the following or selected in consultation with a Digital Media advisor).

- (3) ART 97 Beginning Electronic Art
- (3) ART 197 Intermediate Electronic Art (ART 97 or equivalent experience)
- (2) COMS 20A Audio Production (Corequisite: COMS 20)
- (1) COMS 20B Audio Production Lab (Corequisite: COMS 20A)
- (3) COMS 126 Advanced Capturing and Editing Digital Media (COMS 20A, COMS 20B and COMS 26, or both COMS 27A and COMS 27B each with a grade of “B-” or better; instructor permission)
- (3) COMS 144 Developing Rich Media Websites (COMS 27A and COMS 27B)
- (3) COMS 149 Multimedia Authoring (COMS 106 and COMS 126)
- (3) JOUR 193 Online Publishing
- (3) PHOT 11 Digital Imaging

**Note:** The Digital Media minor is not available to Digital Media majors.

## GRADUATE PROGRAM

A Master's degree can lead to doctoral or other professional education, or to advanced positions in business, public service 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 each student 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 four primary areas of study:

- Mediated Communication
- Organizational and Instructional Communication
- Public and Political Communication
- Social Interaction

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 presentational skills which are taught at the undergraduate level in the Sacramento State 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 at least:

- a 3.0 overall GPA or 3.25 GPA in the last 60 undergraduate units;
- a grade "B-" or better in COMS 167, COMS 168 or COMS 169; and COMS 170, COMS 171, or COMS 172 (or equivalent courses);
- 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 the applicant's career and academic goals, specifying how the program will help to accomplish these goals, and explain the applicant's motivation for pursuing those goals;
- 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;
- Graduate Record Exam (GRE) verbal, quantitative and analytical scores;
- an earned baccalaureate degree, and
- two examples of writing that indicate research, analytical and/or creative abilities.

### Admission Procedures

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 Sacramento State graduates, must file the following with the Office of Graduate Studies, River Front Center 206, (916) 278-6470:

- an online application for admission; and
- two sets of official transcripts from all colleges and universities attended, other than Sacramento State.

A decision regarding admission will be mailed to the applicant.

### Advancement to Candidacy

Near the completion of course work each student must submit an Advancement to Candidacy form, with his or her major advisor and graduate coordinator's approval, to the Office of Graduate Studies. This procedure may begin upon satisfactory completion of the following:

- all deficiencies in admission requirements removed;
- all undergraduate course deficiencies, as noted as conditions on application response;
- COMS 200, COMS 201 and COMS 202 with a grade "B-" or better;
- at least 50 percent of course work toward the degree; and
- the Writing Proficiency Examination (WPE) or secured approval for a WPE waiver.

### Requirements • Master of Arts Degree

Units required: 30, with a grade "B-" or better in each course  
Minimum GPA: 3.0

At least 18 units must be 200-level courses and no more than 6 units of courses numbered 150-198 (excluding 195) 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.

*Courses in parentheses are prerequisites.*

#### 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; 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; may be taken concurrently)

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

- (9) Select 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. Social Interaction**

- COMS 207 Dyadic Communication  
 COMS 212 Seminar in Small Group Communication  
 COMS 216 Seminar on Contemporary Issues in Intercultural Communication  
 COMS 219 Conflict Resolution

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

- (6) With Advisory Committee and Graduate Committee approval, select 6 units for a secondary area of study, selected from one of the other three areas of study in Section B above, from a related area within Communication Studies, or from another department.

**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 units), 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 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 for these units.

**Lower Division Courses**

**COMS 2. 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. **Units:** 3.0.

**COMS 4. Introduction to Public Speaking.** Theory and technique of public speaking. Emphasis on organizing, supporting, and clearly stating ideas. Practice in informative and persuasive speaking. **Units:** 3.0.

**COMS 4H. Honors Public Speaking.** Provides both theoretical and practical training in the art of public discourse. Students learn both to recognize and to demonstrate the strategic processes of organizing and delivering speeches, especially within the context of global citizenship issues. Students are also introduced to the basic idea of forming reasonable challenges to speech in the public square. **Prerequisite:** Open only to Honors students. **Units:** 3.0.

**COMS 5. 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, Organizational or Public Relations concentrations. **Units:** 3.0.

**COMS 8. 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. **Units:** 3.0.

**COMS 10. Debate Workshop.** Participation in intercollegiate debate competition. **Graded:** Credit / No Credit. **Units:** 1.0.

**COMS 20A. Audio Production.** Introduction to the theory and practice of audio production in radio, television, film and recording applications. **Corequisite:** COMS 20B. **Units:** 2.0.

**COMS 20B. Audio Production Laboratory.** Experience in audio console operation, microphone selection and use, and audio recording in radio, television, film and recording applications. **Corequisite:** COMS 20A. **Units:** 1.0.

**COMS 21. 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. **Units:** 3.0.

**COMS 26. Introduction to Capturing and Editing Digital Media.** Developing skills in producing photographic, graphic and animated materials used for the World Wide Web and multimedia. **Units:** 3.0.

**COMS 27A. Television Production.** Introduction to television production theory and practice and to television aesthetics. **Corequisite:** COMS 27B. **Units:** 2.0.

**COMS 27B. Television Production Laboratory.** Experience in studio television production. **Corequisite:** COMS 27A. **Units:** 1.0.

**COMS 55. 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:** JOUR 55; only one may be counted for credit. **Units:** 3.0.



## Upper Division Courses

**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. **Units:** 3.0.

**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 2, and COMS 4, (COMS 5 is accepted for COMS 4 for MCOM majors) or transfer equivalents, ENGL 20, passing score on the WPE; COMS 100A which may be taken concurrently. **Units:** 3.0.

**COMS 100C. Introduction to Scientific Methods in Communication Research.** 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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 104. Persuasive Public Speaking.** Advanced public speaking focusing upon persuasive strategies, principles and techniques. **Prerequisite:** COMS 2, COMS 4, or instructor permission. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 107. Children and Television.** 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. **Units:** 3.0.

**COMS 108. Family Communication.** Family as a small group with emphasis on understanding and interpreting the dynamics of family communication and socio-psychological theories. **Prerequisite:** COMS 8 or FACS 50 or SOC 166, or instructor permission. **Cross-listed:** FACS 108; only one may be counted for credit. **Units:** 3.0.

**COMS 110. Advanced Debate Workshop.** Participation in intercollegiate debate competition. **Graded:** Credit / No Credit. **Units:** 1.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 116. Intercultural Communication.** Analysis of factors which influence communication between individuals of different cultures and cocultures. Discussion and practical application. **Units:** 3.0.

**COMS 117. Multimedia Communication.** 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. **Units:** 3.0.

**COMS 118. Survey of Public Relations.** 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 subprocesses 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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 120. History of the Media.** Examination of development of major mass communication media in the U.S. 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 55 or JOUR 55 or equivalent; may be taken concurrently. **Cross-listed:** JOUR 120; only one may be counted for credit. **Units:** 3.0.

**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. **Units:** 3.0.

**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, websites, kiosks, and CD/DVD. Topics include copyright law and information ethics. **Prerequisite:** ENGL 1A and ENGL 20 or passing score on the WPE. **Cross-listed:** JOUR 122; only one may be counted for credit. **Units:** 3.0.

**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 30 with a grade of "C-" or better, passing score on the WPE. **Cross-listed:** JOUR 123; only one may be counted for credit. **Units:** 3.0.

**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 1A, ENGL 20. **Units:** 3.0.

**COMS 126. Advanced 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. Mastery of appropriate hardware and software. **Prerequisite:** COMS 20A; COMS 20B; and COMS 26 or both COMS 27A and COMS 27B, and each with a grade of B- or better; instructor permission. **Units:** 3.0.

**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 20A, COMS 20B, COMS 27A, COMS 27B, each with a grade of "B-" or better. **Units:** 3.0.

**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 20A, COMS 20B, COMS 27A, COMS 27B, each with a grade of "B-" or better. **Units:** 3.0.

**COMS 129. Video Production Management.** Management and administration of the production process. The functions and responsibilities of the members of the production team. Special attention on the history, development and current practices of the assistant director, the production manager and the script supervisor. **Prerequisite:** COMS 27A, COMS 27B, and COMS 124. **Units:** 3.0.

**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 in the context of studio and location lighting. **Note:** Students enrolled are required to work on productions outside of scheduled class time (1-3 hours/week). **Prerequisite:** COMS 20A, COMS 20B, COMS 27A, COMS 27B, each with a grade of B- or better. **Units:** 3.0.

**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 XHTML text editors. **Prerequisite:** COMS 26 or instructor permission. **Units:** 3.0.

**COMS 141. Theory of Film and Video Editing.** Study of history and theory of film and video editing. Many films are viewed and discussed, examining how editing theory is put into practice. **Units:** 3.0.

**COMS 142. Film as Communication.** Explores the uses of film as a tool of communication. **Units:** 3.0.

**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 8 or equivalent; COMS 100A may be taken concurrently. **Units:** 3.0.

**COMS 144. Developing Rich Media Websites.** An introduction to the creation of multimedia websites using current multimedia development software such as Flash. Emphasis will be placed on creating interactive video and formatting video programs for delivery over the WWW, extranets, or intranet. **Prerequisite:** COMS 27A, and COMS 27B. **Units:** 3.0.

**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. **Prerequisite:** COMS 100A. **Units:** 3.0.

**COMS 149. 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. **Units:** 3.0.

**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 55 or JOUR 55 or equivalent; and COMS 100A which may be taken concurrently. **Units:** 3.0.

**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. **Units:** 3.0.

**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:** JOUR 153; only one may be counted for credit. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 155. Survey of World Cinema.** A historical review of the development of major international film styles and themes. Concepts derived from this study of international film are then used as a basis to analyze contemporary films of India, Asia, and Africa. Emphasis is on both the development of formal film technique and a comparison of the unique cultural values that shape the film narrative and style. **Units:** 3.0.

**COMS 156. Introduction to German National Cinema.** A historical review of the development of film style and the evolution of themes in German film. Emphasis is on both analyzing the artistic quality of German film and assessing the significance of German film narratives in their specific socio-political contexts. **Units:** 3.0.

**COMS 158. Public Relations Planning and Management.** Theoretical concepts to the solution of problems for pre-selected non-profit and campus clients by forming small group PR agencies; completing needs assessments; profiling target and secondary audiences; developing and implementing a strategic public relations plan; producing targeted messages for media kits and other uses; developing and evaluating formative and summative evaluation plans; and making formal in-class presentations to peers, clients and invited PR professionals. Students will also learn how to negotiate contracts, maintain client relations, track work on projects and develop timelines and budgets. **Prerequisite:** COMS 118 and COMS 123 or JOUR 123 with grade of "C-" or better. **Cross-listed:** JOUR 158; only one may be counted for credit. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 160. Political Communication.** Analyzes 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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 162. Gender Ideology and Communication.** 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. **Units:** 3.0.

**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 8 or equivalent; COMS 100A which may be taken concurrently. **Units:** 3.0.

**COMS 164. Visual Communication.** Comprehensive overview of the theoretical concepts and communication methodologies appropriate for analysis of contemporary visual messages. Focuses on rhetorical analysis of visual messages. Significant research and critical writing required **Prerequisite:** COMS 100A and 100B or equivalent, with a grade of "C-" or better. **Units:** 3.0.

**COMS 165. Communication and Religion.** Examines the history, development and present state of religious communication. Discussion of the limits and challenges communication theories face when confronted with situations requiring them to describe the indescribable. Emphasis upon the communication methods in a religious context as well as the communication strategies, limits, and possibilities that are revealed in what is arguably the most extreme of communication situations: the intersection of religion and words. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 168. Approaches to Rhetorical Criticism.** Analyzes 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. **Units:** 3.0.

**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. **Prerequisite:** COMS 100B with a grade of "C-" or better; completion of 12 units of upper division COMS courses; or unclassified graduate student status; or instructor permission. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 173. Communication, Language and Culture.** Cross-cultural exploration of communication and social interaction; relationship between language and society; cross-cultural implications of values embedded in message production, transmission, and interpretation; studies of how language influences perception and organization of social reality; linguistics, information and message transmission. **Note:** Restricted to junior and above or instructor permission. **Prerequisite:** COMS 100A. **Units:** 3.0.

**COMS 174. International Communication.** 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. **Prerequisite:** COMS 100A. **Units:** 3.0.



**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. **Units:** 3.0.

**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 55 or JOUR 55 or equivalent and COMS 166; or instructor permission. **Units:** 3.0.

**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 55 or JOUR 55 or equivalent, COMS 120 or JOUR 120; or instructor permission. **Units:** 3.0.

**COMS 178. Virtual Communities on the Internet.** The nature of communication in virtual communities on the Internet and the impact that these communities have on traditional communication media. Topics include: the interaction of real and cyber communities, self-publishing, educational uses of virtual communities, virtual self-governance, artificial intelligent agents, and the issues of security, privacy, and anonymity. Students will participate in structured online activities. **Units:** 3.0.

**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. **Units:** 3.0.

**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 including COMS 100A. **Units:** 3.0.

**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 including COMS 100A. **Units:** 3.0.

**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 8; completion of 12 units of upper division COMS courses including COMS100A. **Units:** 3.0.

**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 55 or JOUR 55; completion of 12 units of upper division COMS courses including COMS 100A. **Units:** 3.0.

**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 149A; and instructor permission. **Corequisite:** COMS 184B. **Units:** 3.0.

**COMS 184B. Multimedia Project Completion.** 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:** Instructor permission. **Corequisite:** COMS 184A. **Units:** 3.0.

**COMS 185. Practicum in Video Production.** Assignments in various phases of video production including creative use of camera, sound and lighting, editing production design, production planning and management, and directing and producing. Students in first semester function as crew members for productions. **Note:** May be repeated once for credit. Repeating students are expected to produce and direct a major student project. **Prerequisite:** COMS 127 and COMS 128, each with a grade of "B-" or better; and instructor permission. **Units:** 3.0.

**COMS 187. Issue Management and Case Studies in Public Relations.** Examines the 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. Uses case studies of organizations--governmental agencies, businesses, and not-for-profit entities to assess issue development and management by examining the fundamental questions confronting organizations: What should the particular organization do and how should it do it? Examines criteria for selecting among alternative options, and the relation of the organization to its environment. Explores the broader social, legal, and ethical implications of the organization's activities. **Prerequisite:** COMS 118; completion of 12 units of upper division COMS courses. **Units:** 3.0.

**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 on intercultural communication theories and methods to an analysis of social interaction processes among culturally diverse groups. An interactive dimension includes problem-solving strategies. **Prerequisite:** COMS 116; completion of 12 units of upper division COMS courses including COMS 100A. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 190. Computer-Mediated Communication.** Provides an in-depth study of communication models and processes that can be used to describe the interaction of humans with computer networks. Topics covered include: theories of computer mediated communication, psychological effects of Internet usage, and the impact of Internet of social institutions such as government and the press. **Units:** 3.0.

**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 upper division units including COMS 100A. **Units:** 3.0.



**COMS 192. Senior Seminar in Film.** Research seminar that provides an in-depth investigation of film as an art form, a medium of mass communication and a means of personal expression. Subject will vary according to instructor. **Prerequisite:** Completion of the film studies core and a passing score on the WPE. **Units:** 3.0.

**COMS 194. Communication Studies – Related Work Experience.** Supervised employment in a company or agency working on communication studies-related assignments, arranged through the Department of Communication Studies and the Cooperative Education Program office. Requires preparation of application packet, completion of a 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, minor or graduate course work requirements. Consent of Communication Studies Department faculty advisor required. No more than 12 units may be counted toward the degree. **Graded:** Credit / No Credit. **Units:** 3.0-6.0.

**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, minimum 2.3 overall GPA. **Corequisite:** COMS 100A. **Graded:** Credit / No Credit. **Units:** 1.0-6.0.

**COMS 196. Experimental Offerings in Communication Studies.** The Communication Studies Department frequently offers one time and new courses under the 196 experimental number. **Units:** 1.0-3.0.

**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 Sacramento State 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. **Units:** 3.0.

**COMS 199. Special Problems.** Individual projects or directed reading open to students who wish to attempt independent work. Faculty approval required. **Prerequisite:** COMS 100A. **Graded:** Graded (CR/NC Available). **Units:** 1.0-3.0.

### Graduate Courses

**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. **Prerequisite:** COMS 167, COMS 168 or COMS 169; COMS 170, COMS 171, or COMS 172; may be taken concurrently. **Units:** 3.0.

**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. **Prerequisite:** COMS 167, 168 or COMS 169; COMS 170, COMS 171, or COMS 172. **Units:** 3.0.

**COMS 202. Research Methods in Communication Studies.** 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 are 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; may be taken concurrently. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 207. Dyadic Communication.** Various theoretical approaches to interpersonal or face-to-face communication. **Units:** 3.0.

**COMS 208. Communication and National Development.** 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. **Units:** 3.0.

**COMS 209. Communication and Social Change.** 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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 211. Electronic Media and American Culture.** American thought and culture as reflected in and influenced by the content of electronic media. **Units:** 3.0.

**COMS 212. Seminar in Small Group Communication.** Theory and research about task-oriented groups. **Units:** 3.0.

**COMS 213. Seminar in Criticism.** Intensive examination of critical theory. A major critical paper is prepared by each student. **Units:** 3.0.

**COMS 215. Communication and Public Opinion.** Examines theoretical foundations of public opinion formation and change and explores current public opinion measurement methodologies. **Units:** 3.0.

**COMS 216. Seminar on Contemporary Issues in Intercultural Communication.** Various theories, perspectives and approaches to the study of intercultural communication. 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 U.S. in general. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 219. Conflict Resolution.** Review of theory and research of the role of communication in conflict resolution. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**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. **Units:** 3.0.

**COMS 230. Computer-Mediated Communication.** Instruction and analysis of human and social Computer-Mediated Communications. Covers from how digital media affects representation and narrative to research on current uses of the Internet and the theoretical frameworks applied to summarize it. Includes a component of Computer Literacy that will help students understand Computer-Mediated Communication and use online collaborative tools efficiently. No previous computer knowledge is required. **Units:** 3.0.

**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. **Note:** May be repeated up to three times with permission of instructor. **Prerequisite:** COMS 200, COMS 201. **Graded:** Credit / No Credit. **Units:** 1.0.

**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. **Units:** 1.0-6.0.

**COMS 296. Experimental Offerings in Communication Studies.** The Communication Studies Department frequently offers one time and new graduate courses under the 296 experimental number. **Units:** 3.0.

**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. **Units:** 1.0-3.0.

**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. **Graded:** Graded (CR/NC Available). **Units:** 1.0-3.0.

**COMS 500. Culminating Experience.** Completion of a thesis or project approved for the Master's degree. Thesis or project prospectus committees determine the number of units to be credited. **Prerequisite:** Advanced to candidacy and chair permission of his/her thesis or project committee. **Graded:** Thesis in Progress. **Units:** 3.0-6.0.