

# 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 media production and studies. Majors may choose general communications or a specialization in one of the following concentrations:

1. **General** — for students wanting to focus on criticism and public communication, interpersonal and small group communication, intercultural and international communication, public relations, or a self-designated major;
2. **Organizational Communication** — for students wanting an understanding of communication in an organizational setting, including how to observe, analyze, and propose changes in communication practices;
3. **Media Communication** — for students wanting knowledge of video and audio production, telecommunications, and/or audience and program research.

## FACULTY

Bill Owen, *Department Chair*

Nicholas Burnett; Steve Buss; Paul Cahill; Jose Camacho; Lawrence Chase; Richard Crable; Kenneth Hirsch; John Hwang; Steve Jenkins; Virginia Kidd; Tom Knutson; Raymond Koegel; Jolene Koester; Edith LeFebvre; David Martin; Christine Miller; Chevelle Newsome; Peter Nwosu; Barbara O'Connor; Sally Perkins; Gerri Smith; Val Smith; Mark Stoner; Donald Taylor; Nick Trujillo; Leah Vande Berg; Marlene von Friederichs-Fitzwater; David Wagner; John Williams; Kimo Ah Yun

Maggie Fuchs, *Department Secretary*  
*Department Office, Mendocino Hall 5014, 278-6688*

## FEATURES

Communication Studies faculty offer a unique combination of professional expertise and academic excellence. Faculty actively participate in speech communication conventions and maintain a high level of scholarly publication, creative activity and consulting.

The CSUS Debate Program is highly ranked nationwide. The Department's Internship Program serves over 120 students each semester in communication internships with government agencies, private industry, radio and TV stations and public service organizations.

The International Association of Business Communicators, a club formed and operated by students, sponsors social and professional activities for students, including guest lecturers from the community. The Sacramento Public Relations Student Organization has ties to both the local professional public relations group and the national Public Relations Society of America. The American Society for Training and Development offers a student chapter for those interested in organization training, human resources management, and organizational communication.

The Communication Service Network provides students with community-based service opportunities and chances to network with professionals in the field.

## CAREER POSSIBILITIES

Community College Teacher • Sales Manager • Lobbyist • Speech Writer • Minister • Lawyer • Advertiser • 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 • Broadcast Journalist • Disc Jockey • Television News Producer • News Director • Media Technician • Organizational Consultant • Organizational Trainer and Developer • Personnel Staff • Public Service Agency Staff • Corporate Media Director • Communication Consultant • Public Relations

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## MAJOR REQUIREMENTS • BA

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Total units required for BA: 124

Total units required for Major: 39 - 49

**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 50 Media Communication

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

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Critical Analysis of Messages (COMS 100A)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A)

**Notes:**

- Majors must complete each core course with a grade "C-" or better.
- Not more than 6 units of Internship and/or individual study (COMS 110, 111, 195, 199) can be applied to the major requirements.

**C. Concentrations Requirements (21-28 units)**

Select one of the three following Concentrations:

**1. General Communication Concentration (21 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, business, industry, medicine, and government service.
- Maintain the curricular balance between theory, case studies, and guided practice and promote an understanding of the theoretical objectives of each of the applicable areas of study.

There are currently five approved areas of study that comprise the General Communication Concentration. Students choosing this concentration must either complete the requirements for one of the four General Communication Areas of Study listed below **or** work with a faculty advisor to create a Self-Designed Area of Study as described in **Item (e)** below.

Select one of the five following Areas of Study:

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

**1. Area Requirements (6 units)**

- (3) COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
- (3) COMS 166 Theories of Persuasion & Attitude Change **OR**
- COMS 167 Systems & Theories of Rhetoric (COMS 100B)

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

- (3) Select one of the following:
  - COMS 170 Data Analysis in Communication Research (COMS 100C)
  - COMS 171 Survey Methods in Communication Research (COMS 100C)
  - COMS 172 Content Analysis (COMS 100C)

**3. Electives (12 units)**

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

**b. Interpersonal and Small Group (21 units)**

**1. Area Requirements (6 units)**

- (3) COMS 105 Communication in Small Groups
- (3) COMS 143 Theories of Interpersonal Communication

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

- (3) Select one of the following:
  - COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
  - COMS 170 Data Analysis in Communication Research (COMS 100C)
  - COMS 171 Survey Methods in Communication Research (COMS 100C)
  - COMS 172 Content Analysis (COMS 100C)

**3. Electives (12 units)**

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

**c. Intercultural and International Communication (21 units)**

**1. Area 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)
  - COMS 170 Data Analysis in Communication Research (COMS 100C)
  - COMS 171 Survey Methods in Communication Research (COMS 100C)
  - COMS 172 Content Analysis (COMS 100C)

**3. Electives (12 units)**

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

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

**1. Area Requirements (9 units)**

- (3) COMS 118 Public Relations as Communication Management
- (3) COMS 123 Writing for Public Information (JOUR 30, ENGL 1A-B or equivalent and passing score on WPE)
- (3) COMS 158 Advanced Public Relations (COMS 118, 123 or JOUR 123)

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

- (3) Select one of the following:
  - COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
  - COMS 170 Data Analysis in Communication Research (COMS 100C)
  - COMS 171 Survey Methods in Communication Research (COMS 100C)
  - COMS 172 Content Analysis (COMS 100C)

**3. Electives (9 units)**

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

**e. Self-Designed 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 Advising Sequence 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 eventual completion of all department core courses, plus 21 upper division units in Communication Studies. Communication Studies majors

may select the Self-Designed option at any time following their completion of COMS 100A, even if they have already commenced the completion of a different department advising sequence or concentration. As many as 9 units of department electives completed before selecting the Self-Designed Option may be used towards completion of the sequence, **but students must commence at least 12 units of the courses to be used for completion of this option following its adoption.**

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 the student's advisor, and must be signed by the advisor, the student, and the department chairperson or designee. The plan must list all courses to be taken beyond the department core, and must also include 3-9 units of alternative choices. As many as 6 units of the plan may be designated as "general electives" – courses to be chosen spontaneously as the student sees fit. The plan should also include a 100-200 word rationale stating tentative objectives and indicating the overall logic or cohesion of the course pattern selected. Any subsequent alteration of the major plan must be approved by the student's advisor and the department chair or designee.

## 2. Media Communication Concentration (21-28 units)

Students completing this concentration must complete the requirements for either the Video Production, Broadcast News, or Mass Communication option below.

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.
- Provide a framework for critical analysis of media systems and media content.

### a. Video Production (26-28 units)

#### 1. Area Requirements (23-25 units)

- (2) COMS 20A Audio Production (Corequisite: COMS 20B)
- (1) COMS 20B Audio Production Lab
- (2) COMS 27A Television Production (Corequisite: COMS 27B)
- (1) COMS 27B Television Production Lab
- (3) COMS 121 Media Aesthetics (COMS 50)
- (3) COMS 124B Writing for Broadcasting: Scriptwriting (ENGL 1A)
- (3) COMS 127 Producing & Directing for Television (COMS 20A, 20B, 27A, 27B, with grade "B-" or better)
- (3) COMS 128 Non-Studio Television Production (COMS 20A, 20B, 27A, 27B, with grade "B-" or better)
- (3) COMS 129 Documentary Broadcasting (COMS 128)
- (2-4) COMS 185A Practicum in Media Production (COMS 20A, 20B, 27A, 27B) **OR**  
COMS 185B Practicum in Media Production (COMS 121, 127, 128 and permission of instructor)

#### 2. Electives (3 units)

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

### b. Mass Communication (21 units)

#### 1. Area Requirements (6 units)

- (3) COMS 120 Radio & Television Broadcasting (COMS 50)
- (3) COMS 150 Mass Communication Theories & Effects

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

- (3) Select one of the following:
  - COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
  - COMS 169 Television Criticism
  - COMS 170 Data Analysis in Communication Research (COMS 100C)
  - COMS 171 Survey Methods in Communication Research (COMS 100C)
  - COMS 172 Content Analysis (COMS 100C)

#### 3. Electives (12 units)

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

### c. Broadcast News Option (25 units)

#### 1. Area Requirements (16 units)

- (2) COMS 27A Television Production (Corequisite: COMS 27B)
- (1) COMS 27B Television Production Lab
- (3) JOUR 30 Basic News Reporting
- (3) COMS 124A Writing for Broadcasting: Copying Broadcast News: Theory and Practice (COMS 124A or JOUR 124A)
- (3) COMS 125 Broadcast News Writing and Reporting Staff (JOUR 30, COMS/JOUR 124A, COMS/JOUR 125 or JOUR 130, and permission of instructor; COMS/JOUR 125 may be taken concurrently)

#### 2. Electives (9 units)

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

#### 3. Other Requirements

This option requires that the student completes a minor chosen in consultation with their advisors.

### 3. Organizational Communication Concentration (21 units)

This concentration is designed to:

- Prepare students to observe, analyze, and participate in the communication practices of organizations through training in universally applicable communication skills for current and future careers in business and government.
- Prepare students to identify, modify, and evaluate changes in the communication practices or organizations.
- Improve the awareness, understanding, and practice of communication both within organizations and between organizations and their publics.
- Prepare students to compose, develop, and analyze messages.
- Develop a close working relationship between the department, its students, and local agencies and businesses.

#### a. Concentration Requirement (6 units)

- (3) COMS 145 Organizational Communication
- (3) Select one of the following:
  - COMS 154 Seminar in Organizational Training Design & Evaluation
  - COMS 180 Senior Seminar in Organizational Communication (COMS 145)
  - COMS 181 Senior Seminar in Small Group Communication (COMS 105)

- b. Research Methods (3 units)**
- (3) Select one of the following:
- |          |  |
|----------|--|
| COMS 168 | Approaches to Rhetorical Criticism (COMS 100B)       |
| COMS 169 | Television Criticism                                 |
| COMS 170 | Data Analysis in Communication Research (COMS 100C)  |
| COMS 171 | Survey Methods in Communication Research (COMS 100C) |
| COMS 172 | Content Analysis (COMS 100C)                         |

- 3. Electives (12 units)**
- (12) 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 concentration.

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## MINOR REQUIREMENTS

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Total units required for Minor: 18 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

**Notes:**

- Grade "C-" or better required in COMS 100A for the Minor.
- No more than a total of 3 units of COMS 110, 111, 195, or 199 can be applied to the Minor.
- Students interested in obtaining a Film Studies minor consisting of film courses offered by the Communication Studies Department and departments of Art, English, Humanities and Religious Studies, Foreign Languages, Drama and Theatre Arts should consult the catalog under Film Studies Minor.

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## GRADUATE PROGRAM

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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 six primary areas of study:

- Interpersonal and Small Group Communication
- Media Studies
- Organizational Communication
- Rhetoric and Public Communication
- Public Affairs and Issue Management
- Intercultural and International Communication

Each student also 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 or 168, and COMS 170, 171, or 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**
- four 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 submitted before any evaluation begins. The department's admission deadlines are April 1 for Fall semesters, October 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 and 201 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-" 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 140-199 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 (6 units)

- (3) COMS 200 Introduction to Graduate Study
- (3) COMS 201 Communication Theory

### B. Primary Area Requirements (12 units)

- (3) Select a course from one of the following Primary Areas of Study:

#### 1. Interpersonal and Small Groups

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

#### 2. Media Studies

- COMS 210 Seminar in Mass Communication

#### 3. Organizational Communication

- COMS 206 Organizational Communication

#### 4. Rhetoric and Public Communication

- COMS 213 Seminar in Criticism

#### 5. Public Affairs and Issue Management

- COMS 228 Corporate Advocacy & Public Policy

#### 6. Intercultural and International Communication

- COMS 216 Seminar in Contemporary Issues in Intercultural Communication

- (9) Select 9 units of graduate level Communication Studies courses, with Advisory Committee and Graduate Committee approval, from the selected Area of Study.

**Note:** Courses in the COMS 140-199 series may apply. No more than 6 units of 140-199 may be applied to the MA degree.

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

- (6) With Advisory Committee and Graduate Committee approval, select six units of courses from a Secondary Area of Study from one of the other five 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 140-199 from Communication Studies or other departments may apply. No more than 6 units of 140-199 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), 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 (0-6 units)

(0-6) Select one of the following:  
COMS 500 Culminating Experience  
Comprehensive Exam (Plan C)

**Note:** for students completing Plan A or B, no more than a total of 3 units of COMS 195, 199, 295, or 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.

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## LOWER DIVISION COURSES

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Registration priority in some courses is given to Communication Studies majors. Such courses are open to other majors only on a space available basis.

**2. Argumentation.** A practical course in argumentation, critical evaluation, evidence, and reasoning. Basic principles are applied in a variety of formal and informal debate situations. Concepts of case building and the structure of arguments are discussed and applied. 3 units. (CAN SPCH 6)

**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. 3 units. (CAN SPCH 4)

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

**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. 3 units.

**10. Forensics Workshop.** Participation in intercollegiate forensics competition, including debate, public speaking, oral interpretation, and reader's theatre. May be repeated up to four times for credit with permission of instructor. Graded Credit/No Credit. 1 unit.

**20A. Audio Production.** Introduction to the theory and practice of audio production in radio, television, film and recording applications. **Corequisite:** COMS 20B. 2 units.

**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. 1 unit.

**27A. Television Production.** Introduction to television production theory and practice and to television aesthetics. **Corequisite:** COMS 27B. 2 units.

**27B. Television Production Laboratory.** Experience in studio television production. **Corequisite:** COMS 27A. 1 unit.

**50. Media Communication.** Course is designed to introduce the effects, uses and functions associated with the goods and services of the mass media. The class will examine the extent to which mass media industries and processes influence the organization, design and comprehension of communication. 3 units.

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## UPPER DIVISION COURSES

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**Note:** Registration priority in some courses is given to Communication Studies majors. Such courses are open to other majors only on a space available basis. Upper division courses are restricted to students with at least sophomore standing. Upper division courses numbered below 140 may not be used for graduate credit; courses numbered 140 and above may be used for graduate credit.

**100A. Survey of Communication Studies.** A survey of various theories of communication. Attention will be given to such topics as verbal and nonverbal coding, information processing, interpersonal and small group communication, political and 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.

**100B. Critical Analysis of Messages.** An examination of classical and contemporary models for analyzing messages. Discussion of techniques applicable to a variety of basic message types. Practice in written analysis. **Note:** majors and minors must complete with a grade of "C-" or better. **Prerequisites:** COMS 100A and completion of lower division basic subjects general education classes (English, critical thinking, oral communication); COMS 100A may be taken concurrently. 3 units.

**100C. Introduction to Scientific Methods in Communication Research.** An analysis of the quantitative methods of research commonly applied during communication research. The course will introduce concepts fundamental to the scientific study of communication. Concepts include operational definition, sampling, measurement, experimental design and quantitative data analysis. **Note:** majors must complete with a grade of "C-" or better. **Prerequisite:** COMS 100A; may be taken concurrently. 3 units.

**102. Advanced Argumentation: Theory and Practice.** An examination of the role of argument in the law, science, and public policy, theories of argument, and development of skills in argumentative reasoning and presentation. 3 units.

**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.

**104. Persuasive Public Speaking.** An advanced course in public speaking which focuses exclusively upon persuasive strategies, principles and techniques. **Prerequisite:** COMS 2, 4, or permission of instructor. 3 units.

**105. Communication in Small Groups.** Development of basic individual skills in task-oriented groups including communication variables that affect leadership, problem-solving, resolution of disputes, expression of ideas, information processing and other issues central to group processes. 3 units.

**106. Public Discussion.** Presentation of informative and persuasive messages to audiences through various patterns of multi-sourced messages. Experiences include management and participation in panel discussions, symposia, question-the-expert formats, and parliamentary assemblies. 3 units.

**107. Children and Television.** Course examines the cognitive, affective, and behavioral effects of television on children. Issues such as televised violence, stereotyping, advertising and cognitive development are explored in detail. The relationship between television and education is also discussed. 3 units.

**108. Family Communication.** The study of the family as a small group with emphasis on understanding and interpreting the dynamics of family communication and socio-psychological theories. Cross-listed as HUES 108; only one of these courses may be counted for credit. **Prerequisite:** COMS 8, HUES 50, SOC 166, or permission of instructor. 3 units.

**110. Advanced Forensics Workshop.** Senior division forensics competition including debate, public speaking, oral interpretation and reader's theatre. May be taken four times for credit with permission of instructor. Graded Credit/No Credit. 1 unit.

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

**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.

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

**116. Intercultural Communication.** An introduction to intercultural communication. An analysis with discussion and practical application of factors which influence communication between individuals of different cultures and subcultures. 3 units.

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

**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 subprocesses of task identification, task analysis, and task performance. **Prerequisite:** at least one college writing course from ENGL or JOUR. 3 units.

**119. Conflict Resolution Through Communication.** An examination of ways to identify, clarify, and resolve conflicts in dyads, groups, and organizations. Conflict is contrasted with disagreement, aggressions, incompatible values, etc. The costs and benefits of conflict are explored. 3 units.

**120. Introduction to the Electronic Media Industry.** Introduction to radio, television, cable and related electronic media. Review of development, technology, economics, programming, effects and controls; comparison between American and other world systems. Examination of current practices, issues, trends, and future prospects. **Prerequisite:** COMS 50 or equivalent; COMS 50 may be taken concurrently. 3 units.

**121. Media Aesthetics.** This course overviews and analyzes 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. The purpose of the course is to introduce students to the concepts and vocabulary necessary for effectively conceiving, producing or criticizing mediated messages. Designed primarily for students with interest in media production, COMS 121 also provides a foundation for students working in media criticism. **Prerequisite:** COMS 50 or equivalent. 3 units.

**123. Writing for Public Information.** Study of the organization and operation of communication media; practice in publicity and public relations techniques. Emphasis placed on clear writing and correction public relations formats such as: releases, PSAs, articles and speeches. Cross-listed as JOUR 123, only one of these courses may be counted for credit. **Note:** computer familiarity (MAC-OS) recommended. **Prerequisites:** JOUR 30, ENGL 1A-B or equivalent and passing score on WPE. 3 units.

**124A. Writing for Broadcasting: Copywriting.** A general broadcast, radio, cable, and video writing course which emphasizes aural style and writing requirements for various genres. Topics covered include commercial writing, interview scripting, broadcast news writing and corporate/instructional scriptwriting. Cross-listed as JOUR 124A; only one of these courses may be counted for credit. **Prerequisite:** ENGL 1A or equivalent. 3 units.

**124B. Writing for Broadcasting: Scriptwriting.** Course covers 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 covered include documentary preparation and dramatic scriptwriting. **Prerequisite:** ENGL 1A or equivalent. 3 units.

**125. Broadcast News: Theory and Practice.** An in-depth study of the theory and practice of broadcast news in the U.S. Emphasis is on developing and refining student skills in advanced writing, organizing, editing and delivering broadcast news. News deadlines are stressed. Cross-listed as JOUR 125; only one of these courses may be counted for credit. **Prerequisite:** COMS 124A or JOUR 124A. 3 units.

**127. Producing and Directing for Television.** Theory and practice of producing and directing television programs with emphasis on studio and control room techniques. **Prerequisites:** COMS 20A, 20B, 27A, 27B, all with a grade of "B-" or better. 3 units.

**128. Non-Studio Television Production.** Production of television materials using portable cameras and recorders. Application of electronic field production techniques to production for business and industry, broadcast journalism (ENGL), instructional programs, CATV, etc. **Prerequisites:** COMS 27A, 27B with a grade of "B-" or better. 3 units.

**129. Documentary Broadcasting.** Writing and producing documentaries and public service programs. Study of historical development and critical appraisal of contemporary documentaries. **Prerequisite:** COMS 128 with a grade "B-" or better. 3 units.

**136. Communication Graphics.** The design and production of computer-based graphics commonly used by communication professionals. Introduces design principles through projects such as designing and creating newsletters, logos, illustrations, charts and graphs. Course includes an introduction to visual editing of digitized photographs and line art. Students will be required to master basic computer operation and word processing in order to complete assignments. An introductory course of communication students who will use graphic art in their professional work; not recommended for art or graphic design majors. 3 units.

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

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

**143. Theories of Interpersonal Communication.** Course focuses on 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, will be considered. Specific topics may include nonverbal communication, self concept, communication of self, theories of conflict resolution, communication competence and the rhetoric of disconfirmation. **Prerequisite:** COMS 8 or 100D. 3 units.

**144. Listening and Memory.** Practical approach to improving listening using behavioral and programmed formats as well as tapes, movies and personal interactions. Practice material from day to day human situations. 3 units.

**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.

**147. Freedom of Speech.** This class is to provide students with a thorough introduction to issues related to the freedom of speech and censorship. The course includes 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 communications focus in addressing issues related to the First Amendment. 3 units.

**148. Mass Communication Law.** Law and agency procedures as they relate to the communication field. Emphasis is placed on the study of the regulation of commercial speech, the F.C.C., news privilege, and conflicts between the press and the judicial system. The direction of public policy is examined through an analysis of judicial decisions and legal commentaries. 3 units.

**149. Multimedia Message Design.** This course will cover the creation of animated information, persuasive, and dramatic messages. The students will apply communication concepts and theories to the production of informational/persuasive desktop presentations, organizational training materials and entertainment oriented presentations. The students will be expected to gain proficiency in multimedia authoring including: animation, interactive design, scripting, and the control of external devices and the use of digital audio/video as part of their projects. The students will work on computers using different types of multimedia authoring software. **Prerequisites:** COMS 117, 136, ART or JOUR 113. 3 units.



**150. Mass Communication Theories and Effects.** A survey of the major theories dealing with the relationship between the mass media and human communication behavior. Research into the social, political, economic and cultural effects of mass communication will be examined. **Prerequisite:** COMS 50 or equivalent. 3 units.

**151. Visual Communication.** A comprehensive overview of the theoretical concepts and communication methodologies appropriate for analysis of contemporary visual communication. Addresses such topics as perception, aesthetics, persuasion, visual media, and visual language. Course is intended for students in Communication Studies as well as graphic design, Art, Photography, and other visual media. 3 units.

**154. Seminar in Organizational Training Design and Evaluation.** A lecture/discussion course to survey the major topics which collectively define the instructional design process as it applies to organizational contexts: needs assessment, instructional technology, program and production planning, and program evaluation. The goal of the course is to provide the student with the skills necessary to design and evaluate organizational training. **Prerequisite:** COMS 145 or graduate standing. 3 units.

**156. Broadcast News Reporting.** Students serve as reporters, producers, editors, and anchors in the production of television news. **Note:** COMS 156 and 157 may both be taken or either may be repeated once, but only eight units of either or both courses may be taken for credit. COMS 156 and 157 may not be taken concurrently. Lecture three hours, laboratory three hours. **Prerequisites:** JOUR 30, COMS/JOUR 124, COMS/JOUR 125 or JOUR 130, and permission of instructor; COMS/JOUR 125 may be taken concurrently. 4 units.

**157. Broadcast News Production.** Students serve as crew members and production staff for the on-campus weekly production of television news. Students will be involved in electronic news gathering, editing, lighting, studio production and direction. **Note:** COMS 156 and 157 may both be taken or either may be repeated once, but only eight units of either or both courses may be taken for credit. COMS 156 and 157 may not be taken concurrently. Lecture three hours, laboratory three hours. **Prerequisites:** COMS 128 and permission of instructor; those interested in directing must have taken COMS 127. 4 units.

**158. Advanced Public Relations.** A theoretical understanding of the nature of public informational and persuasive messages. Course will help students develop skill in the creation of such messages for public relations, advertising, public information and related fields. Cross-listed as JOUR 158, and only one of these courses may be counted for credit. **Prerequisite:** COMS 118, 123 or JOUR 123. 3 units

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

**161. Health Communication.** A seminar course designed for communication studies students and other students who wish to know more about communication principles and techniques as they apply to the many facets of health care, health education and promotion, and research in health communication. The emphasis will be on understanding and improving the communication between health professionals, and health professionals and clients. The course will also explore the rapidly emerging field of health communication. Selected concept and theories of human communication will be 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 will be incorporated throughout the course through readings and discussions. 3 units

**162. Gender Ideology and Communication.** This course examines the scholarly, theoretical and critical writings on the production and circulation of gender roles, images, and gender-types attributes though communication, with a special focus on mass-mediated communication – television, video, and film. 3 units.

**163. Communication, Self and Society.** A study of the applications of communication as a process for creating and maintaining a stable relationship between the individual self and his/her society. 3 units.

**164. Violence and Communication.** Mass communication, politics, economics, and culture as contributors to violence. The function of communication in instigating, diffusing, and channeling individual and social violence. Theories of aggression and violence. Critical analysis of research. Students organize and discuss evidence collected through guided projects. 3 units.

**166. Theories of Persuasion and Attitude Change.** Various theories, both classical and empirical, are examined in terms of their effectiveness and social impact. Course includes units on production and consumption of persuasive messages. 3 units.

**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.

**168. Approaches to Rhetorical Criticism.** Analysis of rhetorical events, using a variety of critical perspectives. Current issues in 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.

**169. Television Criticism.** Introduces students 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.

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

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

**172. Content Analysis.** Content analysis as a research technique in communication. The course 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 permission of instructor. 3 units.



**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; and may only be counted once for credit. 3 units.

**174. International Communication.** A critical survey and examination of the technology, barriers and flow of international communication, the functions and structure of key international media organizations, and a comparative study of major media systems of the world. Topics include communication and development, cultural dependency and imperialism, and the new world information order. 3 units.

**175. Creative Problem Solving.** Creative problem solving techniques that can be utilized in small groups and large organizations. Group leadership techniques and organizational structures are discussed in terms of their effect on creative thought processes. Practice in creative problem solving. 3 units.

**176. Broadcast Media Sales and Promotions.** This lecture/discussion course offers insights into broadcast and cable industries. The course is structured to consider 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. It will also prepare students with the orientation skills necessary for careers in the broadcast and cable media industries. **Prerequisite:** COMS 50 or equivalent, COMS 166, or permission of instructor. 3 units.

**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. **Prerequisites:** COMS 50 or equivalent, and COMS 120; or permission of instructor. 3 units.

**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. The role of the telecommunications manager is examined in detail, with special attention to the decision-making process and the kinds of data that support decision-making. 3 units.

**180. Senior Seminar in Organizational Communication.** A seminar in organizational communication for the examination of communication theories, techniques and research methodologies in the field of social and governmental organizational systems. **Prerequisites:** COMS 145; completion of 18 units of upper division COMS courses. 3 units.

**181. Senior Seminar in Small Group Communication.** An advanced course that examines the ways theories of group communication are realized in actual social settings. **Prerequisites:** COMS 105; completion of 18 units of upper division COMS courses. 3 units.

**182. Senior Seminar in Interpersonal Communication.** Focuses on advanced theories of interpersonal communication. Sample topics may include relational development, relational termination, communication and interpersonal attraction, and/or communication competence. Students will present one in-class report and complete a major research paper. **Prerequisites:** COMS 8; completion of 18 units of upper division COMS courses. 3 units.

**183. Senior Seminar in Media Issues and Ethics.** The functions and roles of communication media in contemporary society. The course discusses 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. **Prerequisites:** COMS 50 or equivalent; completion of 18 units of upper division COMS courses. 3 units.

**185A. Practicum in Video Production.** Productions and 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 is expected to function as a crew member 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. **Prerequisites:** COMS 20A, 20B, 27A, 27B with a grade "B-" or better; and permission of instructor. 2 units.

**185B. Practicum in Video Production.** Productions and 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 is expected to produce and direct a major senior project. **Prerequisites:** COMS 121, 127, 128 with a grade of "B-" or better; and permission of instructor. 4 units.

**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. Cross-listed as HRS 186 and WOMS 186; and only one of these courses can be counted for credit. **Prerequisites:** 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 185, WOMS 146, etc.). 3 units.

**187. Senior Seminar in Public Relations.** A seminar that defines public affairs within the PR 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. 3 units.

**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. There is an interactive dimension built into the course which includes problem-solving strategies. **Prerequisite:** COMS 116 or permission of instructor. 3 units.

**190. Innovation in Telecommunication: Technologies and Issues.** Introduction to the origins, development and technological aspects of emerging telecommunication systems. Distribution technologies such as cable television, satellites, and teletext, and the storage and retrieval devices associated with these technologies are covered in detail. Major social issues related to emerging telecommunication systems are discussed. 3 units.

**191. Innovation in Telecommunication: Applications and Societal Implications.** A continuation of COMS 190, with an emphasis on the organizational and consumer application of emerging telecommunication technologies and systems. In addition, the course includes critical analysis of the social, political, and economic impacts of these emerging technologies and systems. **Prerequisite:** COMS 190. 3 units.

**192. Media, Sports, and Society.** Examines and critiques the relationship between the mass media and sports. The course 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.

**194. Communication Studies – Related Work Experience.** Supervised employment in a company or agency working on communication studies-related work, 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. **Prerequisites:** Open only to upper division or graduate students with appropriate course preparation. Consent of Communication Studies Department faculty advisor required. No more than 12 units will count towards the degree. Graded Credit/No Credit. 6 or 12 units.

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

**196. Experimental Offerings in Communication Studies.** The Communication Studies Department frequently offers one time and new courses under the 196 experimental number. Check Class Schedule for current offerings. 1-3 units.

**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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**200. Introduction to Graduate Study.** An orientation to advanced research techniques including experimental, descriptive, creative, historical, and critical methods. The course introduces various library resources. Students learn bibliographic skills and major reference styles. Extensive writing is required including completion of a sample prospectus for a master's thesis or project. Recommended for first semester, must be taken within first two semesters of graduate enrollment. **Prerequisites:** COMS 167 or 168; 170, 171, or 172. 3 units.

**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 or 168; COMS 170, 171, or 172. 3 units.

**202. Quantitative Research Methods in Communication Studies.** Equips students with the skills needed to conduct primary research through behavioral/quantitative approaches and apply these skills across the spectrum of communication inquiry. Students learn study design, data collection, and appropriate multivariate procedures. Extensive work designing research instruments and employing computerized statistical applications is to be expected. Prior extensive theoretical grounding in an area of the discipline is required. **Prerequisites:** COMS 100C, and 170 or 171 or approval of instructor. 3 units.

**203. Interpretive Approaches in Communication Research.** Examination of the assumptions, methods, perspectives and analytical-descriptive frameworks in interpretive communication inquiry. Theoretical treatises and exemplars in diverse areas including ethnography of communication, philosophical hermeneutics, textual-discourse analysis. Some practice in such interpretive methods as participant and nonparticipant observation, intensive interviewing, discourse analysis. 3 units.

**205. Seminar in Telecommunication Innovation.** An examination and analysis of emerging telecommunication technologies and their applications. The course emphasis is on the social, political and economic issues associated with the adoption of these emerging technologies. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**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. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**207. Dyadic Communication.** An examination of various theoretical approaches to interpersonal or face-to-face communication. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**208. Communication and National Development.** An analysis of the role of communication in national development. This seminar examines how communications (government policies, technologies and implementation strategies) can be used in the development of third world nations. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**209. Communication and Social Change.** The relationship between movement rhetoric and mass media messages and major societal changes and paradigm shifts. Students will examine the flow of communication from individual and group "change agents" to the larger population and will write a paper which illuminates a contemporary social change in progress. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**210. Seminar in Mass Communication.** A 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. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**211. Electronic Media and American Culture.** American thought and culture as reflected in and influenced by the content of electronic media. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**212. Seminar in Small Group Communication.** Theory and research about task-oriented groups. **Prerequisite:** COMS 200 or permission of instructor; COMS 200, may be taken concurrently. 3 units.

**213. Seminar in Criticism.** An intensive examination of critical theory. A major critical paper is prepared by each student. **Prerequisites:** COMS 167 or 168, and COMS 200 with a grade of "B-" or better; or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**215. Communication and Public Opinion.** Seminar examines theoretical foundations of public opinion formation and change and explores current public opinion measurement methodologies. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**216. Seminar on Contemporary Issues in Intercultural Communication.** Course 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.

**217. Assessment of Communication Behavior in Large Organizations.** A 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. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**219. Conflict Resolution.** Review of theory and research on the role of communication in conflict resolution. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**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.

**222. Instructional Communication.** An examination of communication theory and research in instructional or training contexts. Designed for beginning teachers/organizational trainers, this course centers on those communication principles which contribute to greater student/client learning and satisfaction. Emphasis is on the development and implementation of instructional communication packages for adult learners. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**228. Corporate Advocacy and Public Policy.** Explores "corporate advocacy" as a kind of rhetorical, persuasive transaction between Corporate America and those in its environment. Corporate advocacy, value-based, policy oriented argumentation, is aimed at influencing and/or using policy. 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.

**285. Practicum for Teaching Associates in Communication Studies.** Open to students appointed as teaching associates in Communication Studies. The course is 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. **Prerequisites:** COMS 200, COMS 201. Graded Credit/No Credit. 1 unit.

**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 approval required. Graded Credit/No Credit. 1-6 units.

**296. Experimental Offerings in Communication Studies.** The Communication Studies Department frequently offers one time and new graduate courses under the 296 experimental number. Check the Class Schedule for current offerings. 3 units.

**298. Colloquium in Communication.** A seminar on a communication topic of contemporary concern. Topic may change from semester to semester. May be taken for credit more than once, provided topic is not repeated. **Prerequisite:** COMS 200 or permission of instructor; COMS 200 may be taken concurrently. 3 units.

**299. Special Problems.** Individual projects or directed reading open to students wishing to attempt independent work. Faculty approval required. 1-3 units.

**500. Culminating Experience.** Credit given upon successful completion of a thesis, project or comprehensive examination approved for the Master's degree. **Note:** open to students who have been advanced to candidacy and have secured permission of their thesis, project, or comprehensive examination advisor. Thesis or project prospectus committees determine the number of units to be credited. Graded Credit/No Credit. 3-6 units.