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 choose specialization in one of the following concentrations:

1. **General Communication** for students wanting to focus on criticism and public communication; interpersonal and small group communication; intercultural and international communication; public relations; or a self-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 mass communications or of telecommunications and new media;

4. **Digital Media** for students wanting skills in digital video or multimedia.

FEATURES

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

New this catalog is the Digital Media Concentration. This professionally-oriented concentration allows students to specialize in either Digital Video or Multimedia. Digital Video anticipates a not-too-distant future when multimedia systems will routinely offer full-screen, full-motion video. Multimedia offers curricular depth in multimedia authoring.

The CSUS Debate Program is highly ranked nationwide with opportunities for both experienced and beginning debaters. The department’s Internship Program serves over 100 students each semester with internships in government agencies, private industry, radio and TV stations and public service organizations.

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

Fresh PRspectives, a student-run on-campus PR agency provides students hands-on experience working with on-campus and off-campus nonprofit clients and producing public relations materials. The Sacramento PR Student Organization is a club for students interested in public relations.

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 • Media Technician • Organizational Consultant • Organizational Trainer and Developer • Personnel Staff • Public Service Agency Staff • Corporate Media Director • Communication Consultant • Public Relations • Webmaster
MAJOR REQUIREMENTS • BA

Total units required for BA: 124
Total units required for Major: 39-48
Courses in parentheses are prerequisites.

Concentration Requirements (39-48 units)
Select one of the four following concentrations:
I. General Communication
II. Organizational Communication
III. Media Communication
IV. Digital Media

General Communication Concentration (39 units)
This concentration is designed to:
- Improve student awareness, understanding and practice of communication in professional and social interactions,
- Enhance the traditional citizenship role in the democratic process,
- Train students in communication skills in preparation for professions such as law, ministry, business, industry, medicine, and government service.

A. Required Lower Division Core Courses (9 units)
   (3) COMS 002 Argumentation
   (3) COMS 008 Interpersonal Communication Skills
   (3) COMS 055 Media Communication and Society

B. Required Upper Division Core Courses (9 units)
   (3) COMS 100A Survey of Communication Studies
   (3) COMS 100B Critical Analysis of Messages (COMS 002, COMS 004, COMS 100A; ENGL 020)
   (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A)

Notes:
- All Communication Studies majors except Digital Media are required to complete at least one three-unit public speaking course such as COMS 004, COMS 104, or transfer equivalent. Public speaking courses taken to fulfill the GE oral communication requirement also fulfill this department requirement.
- Majors must complete each core course with a grade "C-" or better.
- Not more than 6 units of internship and/or individual study (COMS 110, COMS 111, COMS 195, COMS 199) can be applied to the major requirements.

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

a. Criticism and Public Communication (21 units)
   1. Option 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) Upper division Communication Studies courses to be selected in consultation with your major advisor.

b. Interpersonal and Small Group (21 units)
   1. Option Requirements (6 units)
      (3) COMS 105 Communication in Small Groups
      (3) Select one of the following:
      COMS 143 Theories of Interpersonal Communication (COMS 008)
      COMS 163 Communication, Self and Society
      COMS 182 Senior Seminar in Interpersonal Communication (COMS 008; completion of 12 units of upper division COMS courses)

2. Research Methods (3 units)
   (3) Select one of the following:
      COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
      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) Upper division Communication Studies courses to be selected in consultation with your major advisor.

c. Intercultural and International Communication (21 units)
   1. Option Requirements (9 units)
      (3) COMS 116 Intercultural Communication
      (3) COMS 174 International Communication
      (3) COMS 188 Senior Seminar in Intercultural Communication (COMS 116; completion of 12 units of upper division COMS courses)

2. Research Methods (3 units)
   (3) Select one of the following:
      COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
      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) Upper division Communication Studies courses to be selected in consultation with your major advisor.

d. Public Relations (21 units)
   1. Option Requirements (12 units)
      (3) COMS 118 Public Relations as Communication Management (at least one college writing course from ENGL or JOUR)
      (3) COMS 123 Writing for Public Information (JOUR 030, passing score on WPE)
      (3) COMS 158 Advanced Public Relations (COMS 118 or COMS 123 / JOUR 123)
      (3) COMS 159 Issue Management as Communication OR
      COMS 187 Senior Seminar in Public Relations (COMS 158 / JOUR 158; completion of 12 units of upper division COMS courses)
Develop a close working relationship between the
• Prepare students to compose, develop, and analyze
• Improve the awareness, understanding, and practice of
• Prepare students to identify, modify, and evaluate changes
• Prepare students to observe, analyze, and participate
This concentration is designed to:
Organizational Communication Concentration (39 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, government, and public service,
• Prepare students to identify, modify, and evaluate changes in the communication practices of 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, and
• Develop a close working relationship between the department, its students, and local agencies and businesses.

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 General Communication core courses, plus 21 upper division units in Communication Studies. Communication Studies majors may select the Self-Designed option at any time following the 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 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 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.

Media Communication Concentration (39 units)
This concentration is designed to:
• Prepare students for media communication leadership roles with knowledge of the major theories and systems of media communication,
• Help students develop an awareness of the social responsibilities of the media,
• Provide an understanding of the legal and regulatory environment of media communication industries,
• Help students develop competence in media communication research, and
• Provide a framework for critical analysis of media systems and media content.
A. Required Lower Division Core Courses (9 units)
(3) COMS 002 Argumentation
(3) COMS 005 Communication Experience
(3) COMS 055 Media Communication and Society

B. Required Upper Division Core Courses (6 units)
(3) COMS 100A Survey of Communication Studies
(3) COMS 100B Critical Analysis of Messages (COMS 002, COMS 004, ENGL 001A, or ENGL 002, ENGL 020 and COMS 100A or transfer equivalents; COMS 100A may be taken concurrently)

Notes:
• All Communication Studies majors except Digital Media are required to complete at least one three-unit public speaking course such as COMS 004, COMS 104, or transfer equivalent. Public speaking courses taken to fulfill the GE oral communication requirement also fulfill this department major requirement.
• Majors must complete each core course with a grade of “C-” or better.
• No more than 6 units of debate, internship and/or individual study (COMS 110, COMS 111, COMS 195, COMS 199) can be applied to the major requirements.

C. Option Requirements
There are two approved options that comprise the Media Concentration. Students choosing this concentration must complete the requirements for Mass Communication or Telecommunications and New Media.

a. Mass Communication (24 units)
1. Option Requirements (9 units)
(3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A)
(3) COMS 120 History of the Media
(3) COMS 150 Mass Communication Theories & Effects (COMS 055 or JOUR 055 or equivalent)

2. Research Methods (3 units)
(3) Select one of the following:
   COMS 168 Approaches to Rhetorical Criticism (COMS 100B)
   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) Upper division Communication Studies courses to be selected in consultation with your major advisor.

b. Telecommunications and New Media Option (24 units)
1. Option Requirements (15 units)
(3) COMS 106 Introduction to Digital Media
(3) COMS 190 Innovation in Telecommunications: Technologies and Issues
(3) COMS 191 Senior Seminar in Telecommunications and Multimedia
(6) Select two courses from the following:
   COMS 117 Multimedia Communication
   COMS 148 Mass Media Law and Regulation
   COMS 150 Mass Communication Theories and Effects (COMS 055 or JOUR 055 or equivalent)
   COMS 178 Telecommunications Management

3. Area Electives
(9) Upper division Communication Studies courses to be selected in consultation with your major advisor.

Note: No more than 3 units of COMS 195 may be used to fulfill the requirements of this option.

Digital Media Concentration (48 units)
This concentration is designed to:
• Assist students in acquiring technical skills,
• Assist students in improving aesthetic talents,
• Provide an understanding of communication processes, such that technical skills and aesthetic talents can be harnessed to achieve communication objectives,
• Prepare students for managerial and leadership roles within the Digital Media industry, and
• Motivate students to actively embrace the entrepreneurial, dynamic, and innovative nature of their chosen profession.

A. Required Lower Division Core Courses (6 units)
(2) COMS 020A Audio Production (Corequisite: COMS 020B)
(1) COMS 020B Audio Production Lab (Corequisite: COMS 020A)
(2) COMS 027A Television Production (Corequisite: COMS 278)
(1) COMS 027B Television Production Lab (Corequisite: COMS 027A)

B. Required Upper Division Core Courses (42 units)
Recommended semester course sequence:
1. First Semester (12 units)
(3) COMS 100A Survey of Communication Studies
(3) COMS 106 Introduction to Digital Media
(3) GPHD 101 Graphic - Visual Principles (GHPD 010) OR COMS 121 Media Aesthetics
(3) COMS 124A Writing for Interactive Media (ENGL 001A and either ENGL 020 or passing score on WPE)

Option Requirements
There are currently two approved options that comprise the Digital Media Concentration. Students choosing this concentration must complete the requirements for Digital Video or Multimedia.

Digital Video (30 units)

2. Second Semester (12 units)
(3) COMS 117 Multimedia Communication
(3) COMS 124B Advanced Writing for Video (ENGL 001A)
(3) COMS 127 Producing and Directing for Television (COMS 020A, COMS 020B, COMS 027A and COMS 027B)
(3) COMS 142A Film as Communication: Third World Emphasis OR COMS 142B Film as Communication: Europe and USA Emphasis

3. Third Semester (12 units)
(3) COMS 105 Communication in Small Groups
(3) COMS 128 Non-studio Television Production (COMS 020A, COMS 020B, COMS 027A and COMS 027B)
4. Fourth Semester (6 units)

- COMS 185A* Practicum in Video Production (COMS 124B or COMS 185A, with a grade of “B-” or better; and instructor permission) OR COMS 195 Internship in Communication Studies (COMS 100A; may be taken concurrently)

- Select one of the following:
  - COMS 126 Capturing & Editing Digital Media
  - COMS 129 Video Production Management (COMS 027A, COMS 027B and COMS 124B)
  - COMS 136 Introduction to Electronic Publishing (GPHD 101 and GPHD 103A; or COMS 121 with instructor permission)
  - COMS 183 Senior Seminar in Media Issues & Ethics (COMS 055 or JOUR 055 or equivalent; completion of 12 units of upper division COMS courses)
  - COMS 191 Senior Seminar in Telecommunication/Multimedia (Completion of 12 units of upper division COMS courses)

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

**Minor Requirements**

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:

- 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, COMS 111, COMS 195, or COMS 199 can be applied to the Minor.

**Film Studies Minor**

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

**Graduate Program**

A graduate degree can lead to doctoral or other professional education, or to positions in business, industry or government. The graduate program in Communication Studies is guided by two interrelated goals. First, that each student has the opportunity to study and conduct original communication research consistent with individual interests and abilities. Second, that the department expects students to develop and follow a coherent, rigorous Plan of Study within the field of communication. Accordingly, a structured advising procedure has been established in the department to help accomplish these two goals (see “The Graduate Document” available from the department for details). As an integral part of a plan of study, each student will major in one of the following seven 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
- Instructional 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, COMS 168 or COMS 169; and COMS 170, COMS 171, or COMS 172 (or equivalent courses), and
- a clearly written statement of purpose for pursuing this particular MA degree. This statement is part of the application to the graduate program and should explain career and academic goals, specifying how the program will accomplish those goals, and the applicant’s motivation for pursuing those goals, and
- 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:

- 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 the student’s major advisor and graduate coordinator’s approval, to the Graduate Center. This procedure may begin upon satisfactory completion of the following:

- Removal of all deficiencies in admission requirements, and
- Removal of all undergraduate course deficiencies, as noted as conditions on application response, and
- COMS 200 and COMS 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-” or better in each course, and an overall minimum GPA of 3.0. At least 18 units must be 200-level courses and no more than 6 units of courses numbered 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)

- COMS 200 Introduction to Graduate Study
- COMS 201 Communication Theory

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

- Select a course from one of the following Primary Areas of Study:
  - **Interpersonal and Small Groups**
    - COMS 207 Dyadic Communication
    - COMS 212 Seminar in Small Group Communication
  - **Media Studies**
    - COMS 210 Seminar in Mass Communication
  - **Organizational Communication**
    - COMS 206 Organizational Communication
  - **Rhetoric and Public Communication**
    - COMS 213 Seminar in Criticism
  - **Public Affairs and Issue Management**
    - COMS 228 Corporate Advocacy & Public Policy
  - **Intercultural and International Communication**
    - COMS 216 Seminar in Contemporary Issues in Intercultural Communication

### 7. Instructional Communication

- COMS 221 Instructional Communication Theory

(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 COMS 140-199 may be applied to the MA degree.

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

- With Advisory Committee and Graduate Committee approval, select 6 units of courses from a secondary Area of Study from one of the other six Areas of Study not selected as primary in Section B above, from a

<table>
<thead>
<tr>
<th>Area of Study</th>
<th>Course Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>1. Interpersonal and Small Groups</td>
<td>COMS 207</td>
<td>3</td>
</tr>
<tr>
<td>2. Media Studies</td>
<td>COMS 210</td>
<td>3</td>
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<tr>
<td>3. Organizational Communication</td>
<td>COMS 206</td>
<td>3</td>
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<tr>
<td>4. Rhetoric and Public Communication</td>
<td>COMS 213</td>
<td>3</td>
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<tr>
<td>5. Public Affairs and Issue Management</td>
<td>COMS 228</td>
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<tr>
<td>6. Intercultural and International Communication</td>
<td>COMS 216</td>
<td>3</td>
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<tr>
<td>7. Instructional Communication</td>
<td>COMS 221</td>
<td>3</td>
</tr>
<tr>
<td>8. Advanced Topics in Communication Studies</td>
<td>COMS 222</td>
<td>3</td>
</tr>
</tbody>
</table>

Section B above, from a
related area within Communication Studies, or from another department.

Note: Courses numbered COMS 140-199 from Communication Studies or other departments may apply. No more than 6 units of COMS 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)

Select one of the following:

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

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

LOWER DIVISION COURSES

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

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

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

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

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


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

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

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

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

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. 3 units.

COMS 100B. Critical Analysis of Messages. 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 must complete with a grade of “C-” or better. Prerequisite: COMS 002, COMS 004, ENGL 001A, or ENGL 002, ENGL 020 and COMS 100A or transfer equivalents; COMS 100A may be taken concurrently. 3 units.

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

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

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

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

COMS 106. Introduction to Digital Media. A lecture course focusing on the artistic and instructional possibilities of multimedia. Introduction to the forms and aesthetics of media (text, graphic, audio and video), delivery systems (Internet, CD-ROM, kiosks, DVD, LAN, etc.), production processes, and roles (content, writing, graphics, authoring, and project management). Specialized topics include operating systems, file formats, sampling, compression, and authoring software. 3 units.
COMS 107. Children and Television. An examination of the cognitive, affective, and behavioral effects of television on children. Explores in detail issues such as televised violence, stereotyping, advertising and cognitive development. Discusses relationship between television and education. 3 units.

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

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

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

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

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

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

COMS 117. Multimedia Communication. The process of developing desktop informational presentations for use in organizations and public relations campaigns. Students will work on computers using presentation 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. May be taken for credit twice. 3 units.

COMS 118. Public Relations as Communication Management. Introduces the student to publics, organization-environment relationships, structures, practices, and processes from a communication theory and research perspective. Specifically, the student is introduced to the multi-phased approach to public relations, an approach that highlights the PR subprocesses of task identification, task analysis, and task performance. Prerequisite: At least one college writing course in ENGL or JOUR. 3 units.

COMS 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, aggression, incompatible values, etc. The costs and benefits of conflict are explored. 3 units.

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

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

COMS 123. Writing For Public Information. Study of the organization and operation of communication media; practice in publicity and public relations techniques. Emphasis is placed on clear writing and correct public relations formats such as releases, PSAs, articles and speeches. Note: Computer familiarity (MAC-OS) recommended. Prerequisite: JOUR 030, passing score on the WPE. Cross-listed as JOUR 123; only one may be counted for credit. 3 units.

COMS 124A. Writing for Interactive Media. Writing and editing for visual, audio, and interactive media. How to choose appropriate format and delivery mechanisms for news, web sites, kiosks, and CD/DVD. Topics include copyright law and information ethics. Prerequisite: ENGL 001A and ENGL 020 or passing score on the WPE. 3 units.

COMS 124B. Advanced Writing for Video. 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 scripting. Prerequisite: ENGL 001A or equivalent. 3 units.

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

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

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

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

COMS 130. Staging and Lighting Digital Video. Introduction to the aesthetics, concepts and techniques used to control lighting in digital video productions. Aspects of staging, blocking and composition are discussed in the context of studio and location lighting. Note: Students enrolled will be required to work on productions outside of scheduled class time (1-3 hours/week). Prerequisite: COMS 027A, COMS 027B. 3 units.
COMS 136. Introduction to Electronic Publishing. Design and production of information sites for the World Wide Web. Concepts covered include market analysis, cognitive design, layout, navigation, interactive strategies, site management and multimedia components for electronic distribution systems. Introduction to object oriented programs and HTML text editors. Prerequisite: GPHD 101, and GPHD 103A; or COMS 121 with instructor permission. 3 units.

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

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

COMS 143. Theories of Interpersonal Communication. 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. Specific topics include nonverbal communication, self-concept, communication of self, theories of conflict resolution, communication competence and the rhetoric of disconfirmation. Prerequisite: COMS 008 or equivalent. 3 units.

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

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

COMS 147. Freedom of Speech. Thorough introduction to issues related to freedom of speech and censorship, sections of the historical origins of free speech, sedition laws, 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.

COMS 148. Mass Media Law and Regulation. Examines the laws and regulations that govern print, broadcast, and the electronic mass media in the U.S. The process by which laws and regulations are enacted and interpreted are discussed as well as legal and regulatory issues concerned with the content, control, political role and responsibilities of media practitioners, regulators, Congress, and the public. Cross-listed as JOUR 148; only one may be counted for credit. 3 units.

COMS 149A. Introduction to 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. 3 units.

COMS 149B. Advanced Multimedia Authoring. A second course in multimedia authoring. Focuses on interactivity. Mastery of one or more programming language (e.g., Macromedia Lingo). Students complete a multimedia project, adding a professional-level project to their portfolio. Prerequisite: COMS 149A and instructor permission. 3 units.

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

COMS 151. Visual Communication. 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. Intended for students in Communication Studies as well as Graphic Design, Art, Photography, and other visual media. 3 units.

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

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

COMS 159. Issue Management as Communication. Management of issues in the public and private sectors requires knowledge and skills in the communication activities and thinking processes that affect an issue’s development. Since issues develop in large part through varying kinds and levels of communication, issue managers must be able to initiate their own issue management, as well as critically analyze the efforts of others. Thus, communication assessment of issue development and management is one focus; practical use is the other focus. 3 units.

COMS 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.

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 between health professionals, and between health professionals and clients. Explores the rapidly emerging field of health communication. Selected concepts 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 through readings and discussions. 3 units.

COMS 162. Gender Ideology and Communication. 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 such as television, video, and film. 3 units.

COMS 163. Communication, Self and Society. Study of the applications of communication as a process for creating and maintaining a stable relationship between the individual self and his or her society. 3 units.
COMS 166. Theories of Persuasion and Attitude Change. Examines various theories of persuasion and attitude change, both classical and empirical, in terms of their effectiveness and social impact. Includes units on production and consumption of persuasive messages. 3 units.

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

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

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

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

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

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

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

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

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

COMS 176. Broadcast Media Sales and Promotions. Offers insights into broadcast and cable industries. 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. Prepares students with the orientation skills necessary for careers in the broadcast and cable media industries. Prerequisite: COMS 055 or JOUR 055 or equivalent and COMS 166; or instructor permission. 3 units.

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

COMS 178. Telecommunications Management. The fundamental technology, transmission systems, hardware, software, and applications of telecommunication systems. Emphasizes the role and management of telecommunications in a variety of settings. 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.

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

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

COMS 182. Senior Seminar in Interpersonal Communication. Seminar on advanced theories of interpersonal communication. Sample topics 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. Prerequisite: COMS 008; completion of 12 units of upper division COMS courses. 3 units.

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

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

COMS 184B. Multimedia Project Completion. The second of a two-semester senior project sequence. Students complete the project designed in COMS 184A. Projects are completed with assistance and feedback from the instructor, client, and working professionals. Prerequisite: COMS 184A and instructor permission. 3 units.
COMS 185A. Practicum in Video Production. Assignments in various phases of video production to include creative use of camera, sound, editing, lighting, production design, production planning and management, directing and producing. 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. Prerequisite: COMS 020A, COMS 020B, COMS 027A, COMS 027B with a grade of "B-" or better; and instructor permission. 2 units.

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

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

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

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

COMS 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 the internet, and the storage and retrieval devices associated with these technologies are covered in detail. Discusses major social issues related to emerging telecommunication systems. 3 units.

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

COMS 192. Media, Sports, and Society. Examines and critiques the relationship between the mass media and sports. Reviews theoretical approaches for studying media and sports (including historical, sociological, psychological, political, and cultural studies perspectives), then examines how sport is mediated through literature, print journalism, radio, and television. 3 units.

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

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

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

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

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

COMMUNICATION STUDIES

GRADUATE COURSES

COMS 200. Introduction to Graduate Study. An orientation to advanced research techniques including experimental, descriptive, creative, historical, and critical methods. 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. Must be taken within first two semesters of graduate enrollment. Prerequisite: COMS 167, 168 or COMS 169; COMS 170, COMS 171, or COMS 172. 3 units.

COMS 201. Communication Theory. Approaches to the study of human communication. Emphasizes general theories of communication and specific theories of rhetoric, symbolic interaction, information processing, interpersonal communication, small group communication, persuasion, organizational communication, and mass communication. Must be taken within first two semesters of graduate enrollment. Recommended for the first semester. Prerequisite: COMS 167, 168 or COMS 169; COMS 170, COMS 171, or COMS 172. 3 units.
COMS 205. Seminar in Telecommunication Innovation. An examination and analysis of emerging telecommunication technologies and their applications. Emphasizes the social, political and economic issues associated with the adoption of these emerging technologies. 3 units.

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

COMS 207. Dyadic Communication. Examination of various theoretical approaches to interpersonal or face-to-face communication. 3 units.

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

COMS 209. Communication and Social Change. The relationship between movement rhetoric, mass media messages and major societal changes and paradigm shifts. Students 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. 3 units.

COMS 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. 3 units.

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

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

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

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

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

COMS 217. Assessment of Communication Behavior in 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. 3 units.

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

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

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

COMS 222. Instructional Communication Practicum. An 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/teacher learning and satisfaction. Emphasis is on the development and implementation of instructional communication packages for adult learners. 3 units.

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

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

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

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

COMS 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. 3 units.

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

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