

# COMMUNICATION STUDIES (COMS)

**COMS 2. Argumentation. 3 Units**  
**General Education Area/Graduation Requirement:** Critical Thinking (A3)  
**Term Typically Offered:** Fall, Spring

Practice in argumentation, critical evaluation, evidence, and reasoning. Basic principles are applied in a variety of formal and informal advocacy situations. Concepts of argument structure and context are discussed and applied.

**Note:** Majors must complete with a grade of "C-" or better.

**COMS 4. Introduction to Public Speaking. 3 Units**  
**General Education Area/Graduation Requirement:** Oral Communication (A1)  
**Term Typically Offered:** Fall, Spring

Theory and technique of public speaking. Emphasis on organizing, supporting, and clearly stating ideas. Practice in informative and persuasive speaking.

**COMS 4H. Honors Public Speaking. 3 Units**  
**Prerequisite(s):** Open only to Honors students.  
**General Education Area/Graduation Requirement:** Oral Communication (A1)  
**Term Typically Offered:** Fall, Spring

Provides both theoretical and practical training in the art of public discourse. Students learn both to recognize and to demonstrate the strategic processes of organizing and delivering speeches, especially within the context of global citizenship issues. Students are also introduced to the basic idea of forming reasonable challenges to speech in the public square.

**COMS 5. The Communication Experience. 3 Units**  
**General Education Area/Graduation Requirement:** Oral Communication (A1)  
**Term Typically Offered:** Fall, Spring

Basic skills and introductory concepts necessary for effective communication in a variety of settings. Special emphasis on practical experiences within groups, facilitation of interpersonal relationships, and methods of conflict resolution.

**Note:** Not recommended for COMS majors in General, Organizational or Public Relations concentrations.

**COMS 8. Interpersonal Communication Skills. 3 Units**  
**Term Typically Offered:** Fall, Spring

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.

**COMS 20A. Audio Production. 2 Units**  
**Corequisite(s):** COMS 20B.  
**Term Typically Offered:** Fall, Spring

Introduction to the theory and practice of audio production in radio, television, film and recording applications.  
 Cross listed: FILM 20A.

**COMS 20B. Audio Production Laboratory. 1 Unit**  
**Corequisite(s):** COMS 20A.  
**Term Typically Offered:** Fall, Spring

Experience in audio console operation, microphone selection and use, and audio recording in radio, television, film and recording applications.  
 Cross listed: FILM 20B.

**COMS 21. First Year Seminar: Becoming an Educated Person. 3 Units**  
**General Education Area/Graduation Requirement:** Understanding Personal Development (E)  
**Term Typically Offered:** Fall, Spring

Introduction to the nature and possible meanings of higher education, and the functions and resources of the University. Helps students to develop and exercise fundamental academic success strategies and to improve their basic learning skills. Students interact with fellow students and the seminar leader to build a community of academic and personal support.

**COMS 26. Introduction to Capturing and Editing Digital Media. 3 Units**  
**Term Typically Offered:** Fall, Spring

Developing skills in producing photographic, graphic and animated materials used for the World Wide Web and multimedia.

**COMS 27A. Digital Film/Video Production. 2 Units**  
**Corequisite(s):** COMS 27B.  
**Term Typically Offered:** Fall, Spring

Addresses the theory and practice of film/video production. Students will be expected to understand: camera operation, audio control, basic directing, lighting, and editing. Students will also be expected to learn the terminology of video production/post-production and use this terminology competently. Students enrolled in COMS 27A must be concurrently enrolled in COMS 27B. There are no exceptions to this requirement.  
 Cross-listed: FILM 27A

**COMS 27B. Digital Film/Video Production Laboratory. 1 Unit**  
**Corequisite(s):** COMS 27A.  
**Term Typically Offered:** Fall, Spring

Provides practical, hands-on experience in video production. Students will be expected to become proficient in all production roles: camera operation, audio control, basic directing, lighting, and editing. Students enrolled in COMS 27B must be concurrently enrolled in COMS 27A.  
 Cross listed: FILM 27B.

- COMS 55. Media Communication and Society.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Introduction to the basic concepts of mass communication, including the effects, uses, and functions associated with the goods and services of mass media. Examination of the ways mass media combine with other institutions to affect the organization, design, and comprehension of messages, as well as political thought, cultural beliefs, and economic behavior.  
**Note:** Majors must complete with a grade of "C-" or better. Cross Listed: JOUR 55; only one may be counted for credit.
- COMS 100A. Survey of Communication Studies.** 3 Units  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 100B. Critical Analysis of Messages.** 3 Units  
**Prerequisite(s):** COMS 2, and COMS 4, (COMS 5 is accepted for COMS 4 for MCOM majors) or transfer equivalents (COMS 100A may be taken concurrently), and (GWAR Certification before Fall 09, or WPJ score of 80+, or at least a C- in ENGL 109M or ENGL 109W).  
**General Education Area/Graduation Requirement:** Writing Intensive Graduation Requirement (WI)  
**Term Typically Offered:** Fall, Spring, Summer
- 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; Writing Intensive.
- COMS 100C. Introduction to Scientific Methods in Communication Research.** 3 Units  
**Prerequisite(s):** COMS 100A; may be taken concurrently.  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 101. Information Management and Privacy.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Students develop skills to use information proficiently in digital environments. In order to cope with information overload, students learn how to define and limit informational needs, how to access and evaluate information critically, and how to analyze and integrate information purposefully. The course teaches students evolving strategies and techniques for maintaining personal information spaces and security.
- COMS 103. Presentational Speaking in the Organization.** 3 Units  
**Prerequisite(s):** A general education oral communication course.  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 104. Persuasive Public Speaking.** 3 Units  
**Prerequisite(s):** COMS 2, COMS 4, or instructor permission.  
**Term Typically Offered:** Fall, Spring
- Advanced public speaking focusing upon persuasive strategies, principles and techniques.
- COMS 105. Communication in Small Groups.** 3 Units  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 106. Digital Media Creation - An Introduction.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Students learn multimedia authoring through the manipulation of digital media download legally from online repositories. Students learn how to digitally edit pixel-based images, vector images, audio, video and 3D models, while learning the principles that govern all digital media. The course uses Open Source and specialized software.
- COMS 107. Children And Television.** 3 Units  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 108. Family Communication.** 3 Units  
**Prerequisite(s):** COMS 8 or FACS 50 or SOC 166, or instructor permission.  
**Term Typically Offered:** Fall, Spring
- Family as a small group with emphasis on understanding and interpreting the dynamics of family communication and socio-psychological theories. Cross Listed: FACS 108; only one may be counted for credit.
- COMS 110. Advanced Debate Workshop.** 1 Unit  
**Term Typically Offered:** Fall, Spring
- Participation in intercollegiate debate competition.  
 Credit/No Credit
- COMS 111. Debate Research Practicum.** 3 Units  
**Term Typically Offered:** Fall only
- 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.

- COMS 114. Communication and American Culture. 3 Units**  
**General Education Area/Graduation Requirement:** Understanding Personal Development (E)  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 115. Nonverbal Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Nonverbal communication will focus on the nonverbal aspects of human communication. Students will learn the vocabulary of nonverbal communication (NVC) as we examine the nature of NVC, NVC Codes, and the effects of NVC on messages we receive and send. In addition, we will consider nonverbal behaviors in interpersonal relationships, intercultural communication and research in nonverbal.
- COMS 116. Intercultural Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring, Summer
- Analysis of factors which influence communication between individuals of different cultures and cocultures. Discussion and practical application.
- COMS 117. Multimedia Communication. 3 Units**  
**Prerequisite(s):** COMS 106  
**Term Typically Offered:** Fall, Spring
- Students create and integrate information and digital media with the purpose of informing or persuading an audience. By identifying communication needs, students learn to prepare multimedia presentational aids and standalone multimedia presentations for distribution in online environments. This course features topics in visual communication, story-boarding, presentation and delivery.
- COMS 118. Survey of Public Relations. 3 Units**  
**Prerequisite(s):** At least one college writing course in ENGL or JOUR with a grade of "C-" or better.  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 119. Conflict Resolution Through Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 120. History of the Media. 3 Units**  
**Prerequisite(s):** COMS 55 or JOUR 55 or equivalent; may be taken concurrently.  
**Term Typically Offered:** Fall, Spring
- Examination of development of major mass communication media in the U.S. and of how the economics, content, regulation and audience use of the media have been affected by the way the media have evolved. Current issues and trends are discussed, as well as possible future development. Cross Listed: JOUR 120; only one may be counted for credit.
- COMS 121. Media Aesthetics. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Overview and analysis of the primary aesthetic tools used to create messages in video and film. The basic properties of light, color, area, space, shape, sound, time and motion are defined and discussed as they relate to media production. Introduces students to the concepts and vocabulary necessary for effectively conceiving, producing or criticizing mediated messages. Designed primarily for students with interest in digital media. Provides a foundation for students working in media criticism.  
 Cross listed: FILM 121.
- COMS 122. Writing for Interactive Media. 3 Units**  
**Prerequisite(s):** ENGL 1A and ENGL 20 or (GWAR Certification before Fall 09, or WPJ score of 70+, or at least a C- in ENGL 109M or ENGL 109W.)  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 123. Writing For Public Information. 3 Units**  
**Prerequisite(s):** GWAR certification before Fall 09; or WPJ score of 80+; or 3-unit placement in ENGL 109M or ENGL 109W; or 4-unit placement in ENGL 109M or ENGL 109W and co-enrollment in ENGL 109X; or WPJ score 70 or 71 and co-enrollment in ENGL 109X.  
**Term Typically Offered:** Fall, Spring
- Organization and operation of communication media; practice in publicity and public relations techniques. Emphasis on clear writing and correct public relations formats such as releases, PSAs, articles, and speeches.  
 Cross Listed: JOUR 123; only one may be counted for credit.
- COMS 124. Writing Scripts for Film/Video. 3 Units**  
**Prerequisite(s):** ENGL 1A and ENGL 20.  
**Term Typically Offered:** Fall, Spring
- Developing narratives, documentaries, educational, promotional, and experimental short screenplays. Students are expected to develop a writing style and master screenwriting and audio/visual scripting formats. Scripts will be developed to be produced in advanced production courses: COMS/FILM 128 and COMS/FILM 185.  
 Cross listed: FILM 124.
- COMS 126. Motion Graphics in Film and Video. 3 Units**  
**Prerequisite(s):** COMS 20A, COMS 20B and COMS 26 or both COMS 27A and COMS 27B each with a grade of "B-" or better or instructor permission.  
**Term Typically Offered:** Fall, Spring
- Artistic and technical skills employed when capturing and editing photographic, audio, and video data files. Data files are prepared for export into multimedia authoring applications. Mastery of appropriate hardware and software.
- COMS 127. Producing and Directing for Television. 3 Units**  
**Prerequisite(s):** COMS 20A, COMS 20B, COMS 27A, COMS 27B, each with a grade of "B-" or better.  
**Term Typically Offered:** Fall, Spring
- Theory and practice of producing and directing television programs with emphasis on studio and control room techniques.

- COMS 128. Non-Studio Video Production.** 3 Units  
**Prerequisite(s):** COMS 20A, COMS 20B, COMS 27A, COMS 27B each with a grade of "B-" or better.  
**Term Typically Offered:** Fall, Spring  
 Production of video materials using portable cameras and recorders. Application of electronic field production and post-production techniques. Cross-listed: FILM 128.
- COMS 129. Film and Video Production Management.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Management and administration of the preproduction and production process. Course to include script breakdown, budgeting, scheduling and other preproduction and production management skills needed for film or video production. Special attention on the history, development and current practices of the Production Manager. Cross listed: FILM 129.
- COMS 130. Staging and Lighting Digital Video.** 3 Units  
**Prerequisite(s):** COMS 20A, COMS 20B, COMS 27A, COMS 27B, each with a grade of B- or better.  
**Term Typically Offered:** Fall, Spring  
 Introduction to the aesthetics, concepts and techniques used to control lighting in digital video productions. Aspects of staging, blocking and composition in the context of studio and location lighting.  
**Note:** Students enrolled are required to work on productions outside of scheduled class time (1-3 hours/week). Cross listed: FILM 130.
- COMS 133. The Documentary Film.** 3 Units  
**Term Typically Offered:** Fall, Spring  
 Examines the historical, development, and present state of documentary film. Emphasis is on both understanding and critically analyzing the significance of various genres of the documentary and its uses as a tool for information, proselytizing, education, and propaganda.
- COMS 136. Introduction to Electronic Publishing.** 3 Units  
**Prerequisite(s):** COMS 26 or instructor permission.  
**Term Typically Offered:** Fall, Spring  
 Design and production of information sites for the World Wide Web. Concepts covered include market analysis, cognitive design, layout, navigation, interactive strategies, site management, and multimedia components for electronic distribution systems. Introduction to object oriented programs and XHTML text editors.
- COMS 140. Online Collaboration.** 3 Units  
**Term Typically Offered:** Spring only  
 Students learn to communicate in virtual environments in real-time and asynchronously. Students survey current technologies for collaboration, explore psychological and cultural aspects of individuals working and communicating in teams across computer networks, and identify strategies to foster cooperatives in distributed work.
- COMS 141. Theory of Film and Video Editing.** 3 Units  
**Prerequisite(s):** COMS/FILM 27A and COMS/FILM 27B with final posted grade of C or better.  
**Term Typically Offered:** Fall, Spring  
 Study of history and theory of film and video editing. Many films are viewed and discussed, examining how editing theory is put into practice. Cross listed: FILM 141.
- COMS 142. Film As Communication.** 3 Units  
**Term Typically Offered:** Fall only  
 Explores the uses of film as a tool of communication.
- COMS 143. Theories of Interpersonal Communication.** 3 Units  
**Prerequisite(s):** COMS 8 or equivalent; COMS 100A may be taken concurrently.  
**Term Typically Offered:** Fall, Spring, Summer  
 One-to-one communication between individuals in both social and task settings. Theories of communication during the growth and decay of relationships, as well as research on the forces behind relational dynamics. Topics include nonverbal communication, self concept, communication of self, theories of conflict resolution, communication competence and the rhetoric of disconfirmation.
- COMS 144. Developing Rich Media Websites.** 3 Units  
**Prerequisite(s):** COMS 27A, and COMS 27B.  
**Term Typically Offered:** Fall, Spring  
 An introduction to the creation of multimedia websites using current multimedia development software such as Flash. Emphasis will be placed on creating interactive video and formatting video programs for delivery over the WWW, extranets, or intranet.
- COMS 145. Organizational Communication.** 3 Units  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer  
 Basic concepts of interpersonal and inter-group communication within formal and informal social organizations. Current techniques of auditing and evaluating organizational communication.
- COMS 149. Multimedia Authoring.** 3 Units  
**Prerequisite(s):** COMS 106, COMS 126.  
**Term Typically Offered:** Fall, Spring  
 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.
- COMS 150. Mass Communication Theories and Effects.** 3 Units  
**Prerequisite(s):** COMS 55 or JOUR 55 or equivalent; and COMS 100A which may be taken concurrently.  
**Term Typically Offered:** Fall, Spring, Summer  
 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.
- COMS 152. Freedom Of Speech.** 3 Units  
**General Education Area/Graduation Requirement:** GE AREA D  
**Term Typically Offered:** Fall, Spring  
 Thorough introduction to issues related to freedom of speech and censorship, sections of the historical origins of free speech, seditious speech, libel and slander, pornography and obscenity, commercial speech and advertising, symbolic speech and hate speech. The class brings a communication focus to addressing issues related to the First Amendment.

<b>COMS 153. Mass Media Law and Regulation.</b> <b>3 Units</b> <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 161. Health Communication.</b> <b>3 Units</b> <b>Term Typically Offered:</b> Fall, Spring
<p>Laws and regulations that govern print, broadcast, and the electronic mass media in the U.S. Discusses the process by which laws and regulations are enacted and interpreted as well as legal and regulatory issues concerned with the content, control, political role and responsibilities of media practitioners, regulators, Congress, and the public.</p> <p>Cross Listed: JOUR 153; only one may be counted for credit.</p>	<p>Communication principles and techniques as they apply to the many facets of health care, health education and promotion, and research in health communication. Emphasis on understanding and improving communication among health professionals, and between health professionals and clients. Explores the rapidly emerging field of health communication. Selected concepts and theories of human communication are directly applied to communication problems and situations in health care settings through the use of case studies. In addition, pertinent research that helps explain human interaction in health care is incorporated through readings and discussions.</p>
<b>COMS 154. Instructional Design and Training.</b> <b>3 Units</b> <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 162. Gender Ideology and Communication.</b> <b>3 Units</b> <b>Prerequisite(s):</b> COMS 100A <b>Term Typically Offered:</b> Fall, Spring
<p>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.</p>	<p>Scholarly, theoretical and critical writings on the production and circulation of gender roles, images, and gender-types attributes through communication, with a special focus on mass-mediated communication such as television, video, and film.</p>
<b>COMS 155. Survey of World Cinema.</b> <b>3 Units</b> <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 164. Visual Communication.</b> <b>3 Units</b> <b>Prerequisite(s):</b> COMS 100A and 100B or equivalent, with a grade of C- or better. <b>Term Typically Offered:</b> Fall, Spring, Summer
<p>A historical review of the development of major international film styles and themes. Concepts derived from this study of international film are then used as a basis to analyze contemporary films of India, Asia, and Africa. Emphasis is on both the development of formal film technique and a comparison of the unique cultural values that shape the film narrative and style.</p>	<p>Comprehensive overview of the theoretical concepts and communication methodologies appropriate for analysis of contemporary visual messages. Focuses on rhetorical analysis of visual messages. Significant research and critical writing required</p>
<b>COMS 157. Video Art.</b> <b>3 Units</b> <b>Prerequisite(s):</b> ART 97 or COMS 27A/Film 27A and COMS 27B/Film 27B. <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 165. Communication and Religion.</b> <b>3 Units</b> <b>Term Typically Offered:</b> Fall, Spring, Summer
<p>The creation and analysis of video artwork; including techniques of video production, post-production manipulation and critique, within the context of art and communication. The techniques and theory of producing and editing video will serve as a foundation for the pursuit of individual, creative projects.</p> <p>Cross-listed as ART 147; only one may be counted for credit.</p>	<p>Examines the history, development and present state of religious communication. Discussion of the limits and challenges communication theories face when confronted with situations requiring them to describe the indescribable. Emphasis upon the communication methods in a religious context as well as the communication strategies, limits, and possibilities that are revealed in what is arguably the most extreme of communication situations: the intersection of religion and words.</p>
<b>COMS 158. Public Relations Planning and Management.</b> <b>3 Units</b> <b>Prerequisite(s):</b> COMS 118 and COMS 123 or JOUR 123 with grade of "C-" or better. <b>Term Typically Offered:</b> Fall, Spring	<b>COMS 166. Theories of Persuasion and Attitude Change.</b> <b>3 Units</b> <b>Term Typically Offered:</b> Fall, Spring
<p>Theoretical concepts to the solution of problems for pre-selected non-profit and campus clients by forming small group PR agencies; completing needs assessments; profiling target and secondary audiences; developing and implementing a strategic public relations plan; producing targeted messages for media kits and other uses; developing and evaluating formative and summative evaluation plans; and making formal in-class presentations to peers, clients and invited PR professionals. Students will also learn how to negotiate contracts, maintain client relations, track work on projects and develop timelines and budgets.</p> <p>Cross Listed: JOUR 158; only one may be counted for credit.</p>	<p>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.</p>
<b>COMS 160. Political Communication.</b> <b>3 Units</b> <b>Term Typically Offered:</b> Fall only	<b>COMS 167. Systems and Theories of Rhetoric.</b> <b>3 Units</b> <b>Prerequisite(s):</b> COMS 100B or equivalent with a grade of "C-" or better. <b>Term Typically Offered:</b> Fall, Spring, Summer
<p>Analyzes the relationship between mass media and political decision-making, including a structural analysis of political and media institutions. Particular attention on the formation of public opinion through messages and strategies, and the impact of public opinion on public policy.</p>	<p>Historical survey of theories of rhetoric. Comparison/contrast of scope and value of rhetorical theories. Practice in critical writing.</p>
	<b>COMS 168. Approaches to Rhetorical Criticism.</b> <b>3 Units</b> <b>Prerequisite(s):</b> COMS 100B or equivalent with a grade of "C-" or better. <b>Term Typically Offered:</b> Fall, Spring, Summer
	<p>Analyzes rhetorical events, using a variety of critical perspectives. Current issues on criticism's function and the critic's role. Practice in critical writing.</p>

- COMS 169. Television Criticism. 3 Units**  
**Prerequisite(s):** COMS 100B with a grade of C- or better; completion of 12 units of upper division COMS courses; or unclassified graduate student status; or instructor permission.  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 170. Data Analysis in Communication Research. 3 Units**  
**Prerequisite(s):** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission.  
**Term Typically Offered:** Fall, Spring, Summer
- Introduction to the application of data analysis to the study of communication processes.
- COMS 171. Survey Methods in Communication Research. 3 Units**  
**Prerequisite(s):** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission.  
**Term Typically Offered:** Fall, Spring, Summer
- Techniques of survey research in communication, including sampling, questionnaire construction, interviewing, data analysis, and report writing. Each student designs and executes a research project.
- COMS 172. Content Analysis. 3 Units**  
**Prerequisite(s):** COMS 100C or equivalent with a grade of "C-" or better; or instructor permission.  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 173. Communication, Language and Culture. 3 Units**  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Spring only
- Cross-cultural exploration of communication and social interaction; relationship between language and society; cross-cultural implications of values embedded in message production, transmission, and interpretation; studies of how language influences perception and organization of social reality; linguistics, information and message transmission.  
**Note:** Restricted to junior and above or instructor permission.
- COMS 174. International Communication. 3 Units**  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer
- 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.
- COMS 175. Creative Problem Solving. 3 Units**  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 176. Communication and Terrorism. 3 Units**  
**Prerequisite(s):** COMS 100A or instructor permission  
**Term Typically Offered:** Spring only
- This course addresses the communication aspects of terrorism, including both the ways terrorism has been used to make political and religious statements worldwide; how the media cover those messages; and how we talk about those messages and the coverage they receive. The course draws on the cutting-edge communication research from international/ intercultural, political, mass communication, and computer-mediated communication sources. This is a course in the communication of terrorism. It is neither a course in the political science of terrorism nor in the criminal justice enforcement of counter-terrorism.
- COMS 178. Virtual Communities on the Internet. 3 Units**  
**Term Typically Offered:** Fall, Spring
- The nature of communication in virtual communities on the Internet and the impact that these communities have on traditional communication media. Topics include: the interaction of real and cyber communities, self-publishing, educational uses of virtual communities, virtual self-governance, artificial intelligent agents, and the issues of security, privacy, and anonymity. Students will participate in structured on-line activities.
- COMS 179. Media, Sports, and Society. 3 Units**  
**Term Typically Offered:** Spring only
- 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.
- COMS 180. Senior Seminar in Organizational Communication. 3 Units**  
**Prerequisite(s):** COMS 145; completion of 12 units of upper division COMS courses including COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer
- Seminar on communication theories, techniques and research methodologies in the field of social and governmental organizational systems.
- COMS 181. Senior Seminar in Small Group Communication. 3 Units**  
**Prerequisite(s):** COMS 105; completion of 12 units of upper division COMS courses including COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer
- Seminar on the ways theories of group communication are realized in actual social settings.

**COMS 182. Senior Seminar in Interpersonal Communication. 3 Units**  
**Prerequisite(s):** COMS 8, COMS 143, and completion of 12 units of upper division COMS courses including COMS100A.  
**Term Typically Offered:** Fall, Spring, Summer

Seminar on advanced theories of interpersonal communication. Sample topics include relational development, relational termination, communication and interpersonal attraction, and communication competence. Students present one in-class report and complete a major research paper.

**COMS 183. Senior Seminar in Media Issues and Ethics. 3 Units**  
**Prerequisite(s):** COMS 55 or JOUR 55; completion of 12 units of upper division COMS courses including COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer

Seminar on the functions and roles of communication media in contemporary society. Includes issues and ethical considerations associated with freedom, responsibility and control examined from the points of view of the media, the government and the public. Specific topics will vary.

**COMS 184B. Multimedia Project Completion. 3 Units**  
**Prerequisite(s):** Instructor permission.  
**Corequisite(s):** COMS 184A.  
**Term Typically Offered:** Fall, Spring

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.

**COMS 185. Senior Practicum in Video Production. 3 Units**  
**Prerequisite(s):** COMS/FILM 124 with a final posted grade of C or better.  
**Term Typically Offered:** Fall, Spring

Assignments in various phases of video production including creative use of camera, sound and lighting, editing production design, production planning and management, and directing and producing. Students in first semester function as crew members for productions.

**Note:** May be repeated once for credit. Repeating students are expected to produce and direct a major student project. Cross listed: FILM 185.

**COMS 187. Issue Management and Case Studies in Public Relations. 3 Units**  
**Prerequisite(s):** COMS 118; completion of 12 units of upper division COMS courses.  
**Term Typically Offered:** Fall, Spring

Examines the management of issues in the public and private sectors including knowledge and skills in the communication activities and thinking processes that affect an issue's development. Uses case studies of organizations—governmental agencies, businesses, and not-for-profit entities to assess issue development and management by examining the fundamental questions confronting organizations: What should the particular organization do and how should it do it? Examines criteria for selecting among alternative options, and the relation of the organization to its environment. Explores the broader social, legal, and ethical implications of the organization's activities.

**COMS 188. Senior Seminar in Intercultural Communication. 3 Units**  
**Prerequisite(s):** COMS 116; completion of 12 units of upper division COMS courses including COMS 100A.  
**Term Typically Offered:** Fall, Spring, Summer

Critically examines and analyzes complex dynamics and concepts in communication and culture in a pluralistic society. Also relates various perspectives on intercultural communication theories and methods to an analysis of social interaction processes among culturally diverse groups. An interactive dimension includes problem-solving strategies.

**COMS 189. Practicum in Communication Training. 3 Units**  
**Prerequisite(s):** COMS 145 and COMS 154 or instructor permission.  
**Term Typically Offered:** Spring only

Students work in groups to complete organizational training projects within community organizations. After assessing the organization's needs, students design, conduct and evaluate training. Advanced readings and professional competencies are emphasized.

**COMS 190. Human Communication on the Internet. 3 Units**  
**Term Typically Offered:** Fall only

Provides an in-depth study of communication models that summarize and explain the interaction of humans in electronic environments, especially the Internet. Students locate, organize, analyze, and synthesize the latest research in online communication and make connection between theoretical models and their own experiences.

**COMS 191. New Media and Society. 3 Units**  
**Term Typically Offered:** Fall, Spring, Summer

The course examines contemporary social, cultural, political and economic topics regarding the adoption of digital media and the Internet. Students understand their role as citizens of a global knowledge-based society and the ethical dimensions brought by the new computer-enabled media environment.

**COMS 192. Senior Seminar in Film. 3 Units**  
**Prerequisite(s):** Completion of the Film Studies core, and (GWAR Certification before Fall 09, or WPJ score of 70+, or at least a C- in ENGL 109M or ENGL 109W).  
**Term Typically Offered:** Fall, Spring

Research seminar that provides an in-depth investigation of film as an art form, a medium of mass communication and a means of personal expression. Subject will vary according to instructor. Cross listed: FILM 192.

**COMS 194. Communication Studies - Related Work Experience. 3 - 6 Units**

**Prerequisite(s):** Open only to upper division or graduate students with appropriate course preparation. Units may not be used to meet COMS major, minor or graduate course work requirements. Consent of Communication Studies Department faculty advisor required. No more than 12 units may be counted toward the degree.  
**Term Typically Offered:** Fall, Spring

Supervised employment in a company or agency working on communication studies-related assignments, arranged through the Department of Communication Studies and the Cooperative Education Program office. Requires preparation of application packet, completion of a 6 month full-time or part-time work assignment, and a written report. Credit/No Credit

- COMS 195. Internship in Communication Studies.** 1 - 6 Units  
**Prerequisite(s):** COMS 100A, minimum 2.3 overall GPA.  
**Corequisite(s):** COMS 100A.  
**Term Typically Offered:** Summer only
- Directed work experience in the internship program. Supervision is provided by both instructional staff and the cooperating agency. Faculty approval required.  
 Credit/No Credit
- COMS 196. Critical Analysis of the Media.** 3 Units  
**Prerequisite(s):** Upper division standing for majors and non majors.  
**Term Typically Offered:** Fall, Spring
- The course will introduce students to semiotics that will be employed to tease out "overt" and hidden meanings in news (print and video) and other mediated messages. In particular the course will focus on the various, powerful strands of American ideology, e.g., individualism, democracy, patriarchy, femininity, feminism, capitalism, the family, patriotism, environmentalism, and the First Amendment that shape an understanding of ourselves and of our society. It will examine the present state of American journalism and how it operates.
- COMS 196Q. Seminar in Health Communication.** 3 Units  
 Seminar about how health messages impact individuals, communities, and mass audiences. Introduces students to health communication research, raises awareness about health-related messages in our daily lives, applies theories of health communication, and critically analyzes how the creation, sending, and reception of health messages impacts society.  
**Note:** COMS 161 is strongly encouraged prior to taking this course.
- COMS 199. Special Problems.** 1 - 3 Units  
**Prerequisite(s):** COMS 100A.  
**Term Typically Offered:** Fall, Spring
- Individual projects or directed reading open to students who wish to attempt independent work. Faculty approval required.  
 Credit/No Credit
- COMS 200. Qualitative Research Methods in Communication Studies.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Focuses on qualitative research methods as one methodological option to use in scholarly research. Critically review and analyze existing qualitative research projects; creation of qualitative research project; and response the research projects of peers. Consideration of ways to successfully integrate into the communication discipline through a variety of class discussions, readings, and activities.  
**Note:** Graduate student status or instructor permission required
- COMS 201. Communication Theory.** 3 Units  
**Term Typically Offered:** Fall, Spring
- 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.  
**Note:** Graduate standing or instructor permission required.
- COMS 202. Quantitative Research Methods in Communication Studies.** 3 Units  
**Prerequisite(s):** Graduate student status or instructor permission.  
**Term Typically Offered:** Fall, Spring
- Introduction to advanced quantitative and qualitative research methods. Students will demonstrate their ability to apply at least one research perspective to a significant topic of interest in the discipline. Students are expected to produce a well-crafted research proposal as part of a culminating experience.
- COMS 206. Organizational Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring
- History, research, and theories in the social, psychological, and structural aspects of organizational communication. Students undertake field studies integrating various analytical approaches.
- COMS 207. Dyadic Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Various theoretical approaches to interpersonal or face-to-face communication.
- COMS 208. Communication and National Development.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Role of communication in national development. Examines how communication (government policies, technologies and implementation strategies) can be used in the development of third world nations.
- COMS 209. Communication and Social Change.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Relationship between movement rhetoric, mass media messages and major societal changes and paradigm shifts. Students examine the flow of communication from individual and group "change agents" to the larger population and write a paper which illuminates a contemporary social change in progress.
- COMS 210. Seminar in Mass Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 211. Electronic Media and American Culture.** 3 Units  
**Term Typically Offered:** Fall, Spring
- American thought and culture as reflected in and influenced by the content of electronic media.
- COMS 212. Seminar in Small Group Communication.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Theory and research about task-oriented groups.
- COMS 213. Seminar In Criticism.** 3 Units  
**Term Typically Offered:** Fall, Spring
- Intensive examination of critical theory. A major critical paper is prepared by each student.  
**Note:** Graduate Writing Intensive



- COMS 215. Communication and Public Opinion. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Examines theoretical foundations of public opinion formation and change and explores current public opinion measurement methodologies.
- COMS 216. Seminar on Contemporary Issues in Intercultural Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Various theories, perspectives and approaches to the study of intercultural communication. Selected contemporary issues pertaining to race and culture and their impact on the communication process, especially the multicultural/multiracial consciousness in California in particular, and the U.S. in general.
- COMS 217. Assessment of Communication Behavior in Organizations. 3 Units**  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 219. Conflict Resolution. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Review of theory and research of the role of communication in conflict resolution.
- COMS 221. Instructional Communication Theory. 3 Units**  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 222. Instructional Communication Practicum. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Examination of communication theory and research in instructional or training contexts. Designed for beginning teachers or organizational trainers. Centers on those communication principles which contribute to greater student/client learning and satisfaction. Emphasis on the development and implementation of instructional communication packages for adult learners.
- COMS 228. Corporate Advocacy and Public Policy. 3 Units**  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 230. Computer-Mediated Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- Instruction and analysis of human and social Computer-Mediated Communications. Covers from how digital media affects representation and narrative to research on current uses of the Internet and the theoretical frameworks applied to summarize it. Includes a component of Computer Literacy that will help students understand Computer-Mediated Communication and use online collaborative tools efficiently. No previous computer knowledge is required.
- COMS 285. Practicum for Teaching Associates in Communication Studies. 1 Unit**  
**Prerequisite(s):** COMS 200, COMS 201.  
**Term Typically Offered:** Fall, Spring
- Open to students appointed as teaching associates in Communication Studies. Designed to facilitate the development, refinement, and maintenance of effective teaching methods and strategies.  
**Note:** May be repeated up to three times with permission of instructor.
- Credit/No Credit
- COMS 295. Internship in Communication Studies. 1 - 6 Units**  
**Term Typically Offered:** Fall, Spring
- 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.
- Credit/No Credit
- COMS 297. Directed Study and Comprehensive Examination. 1 - 3 Units**  
**Prerequisite(s):** Must be advanced to candidacy.  
**Term Typically Offered:** Fall, Spring
- Structured and supervised reading program for MA candidates preparing for comprehensive examinations. Should be taken after completion of all other requirements for the degree. Credit given upon successful completion of comprehensive examinations. Examining committee determines the number of units to be credited.  
**Note:** Open to students who have been advanced to candidacy and have secured permission of the chair of their examining committee and the Graduate Coordinator.
- Credit/No Credit
- COMS 298. Colloquium In Communication. 3 Units**  
**Term Typically Offered:** Fall, Spring
- 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.
- COMS 299. Special Problems. 1 - 3 Units**  
**Term Typically Offered:** Fall, Spring
- Individual projects or directed reading open to students wishing to attempt independent work. Faculty and Graduate Committee approval required the semester prior to enrollment.
- Credit/No Credit

**COMS 500. Culminating Experience. 3 - 6 Units**

**Prerequisite(s):** Advanced to candidacy and chair permission of his/her thesis or project committee.

**Term Typically Offered:** Fall, Spring

Completion of a thesis or project approved for the Master's degree.  
Thesis or project prospectus committees determine the number of units to be credited.