

COMMUNICATION (BA)

College of Arts and Letters



The B.A. in communication requires a minimum total of 180 units, of which you must have a total of 77 communication units. Some of those units may be completed at and transferred from College of the Desert. While all the required core classes are offered on a regular schedule on the Palm Desert Campus, please note that not all other courses offered by the department on the San Bernardino Campus are available on the Palm Desert Campus.

The major requires 28 units in a concentration area (human communication, intercultural communication, mass communication, public argumentation and rhetoric, public relations, and individualized concentrations). Based upon recent history of course offerings, the human communication and individualized concentrations may be completed on the Palm Desert Campus. Meeting the requirements of the other concentrations in a timely manner will require taking some courses on the San Bernardino Campus.

For the individualized concentration, you propose a program of study in your junior year which requires departmental approval.

LOWER DIVISION REQUIREMENTS (COLLEGE OF THE DESERT)

NOTE: At present, COD does not offer an equivalent to COMM 200. Until such time, majors will need to take this course at PDC.

Communication Practica (up to 8 units)

J4A Basic Newspaper Production (3)
equivalent to COMM 243 A

MC5 Intro. to Public Relations (3)
equivalent to COMM 243 D

NOTE: Courses counted for Practica credit may not also be counted for Concentration credit below.

Communication Electives

(up to 4 units may be lower division)

NOTE: SP4 (Public Speaking) and SP7 (Decision Making & Advocacy) may only be used for General Education credit.

SP5 Group Discussion (3) equivalent to COMM 221

J3A News Reporting & Writing (3) equivalent to COMM 240

RTV 4 Motion Picture/TV Production equivalent to COMM 245

UPPER DIVISION REQUIREMENTS (PALM DESERT CAMPUS)

Communication Core (25 quarter units)

COMM 200 Intro to Communication Studies (4)

COMM 304 Intercultural Communication (4)

COMM 306 Communication Perspect. (4)

COMM 309 Computer Mediated Communication (4)

COMM 400 Communication Research (4)

COMM 491 Ethical Aspects (4)

COMM 499 Senior Project (1)

Communication Practicum

(A total of 8 quarter units including transfer units)

COMM 591 Internship/Externship in Communication (**)

** A maximum of ten units of internship can be advanced toward graduation.

Communication Electives

(A total of 16 quarter units including transfer units, no more than 4 units may be lower division)

Courses should be selected in consultation with an advisor. Non-COMM courses require the approval of the department chair.

Communication Concentration

The department offers six concentrations each requiring 28 quarter units. **NOTE:** Completing some of these may require taking courses at San Bernardino. Consult with an advisor as to which courses are regularly offered at PDC.

I. Human Communication Concentration

Select from: COMM 221 (or SP5 at COD) 225 (or SP1 at COD), 311, 312, 330, 331, 341, 343, 344, 403, 421, 422, 431, 441, 442, 502, 522, 585 or 595.

II. Intercultural Communication Concentration

Select from: COMM 302, 401, 402, 422, 471, 522, 580, 581, 588, 593 or 595.

III. Mass Communication Concentration

Required: COMM 240 (or J3A at COD) and COMM 321
Select remaining units from: COMM 245 (or RTV 4A at COD), 311, 341, 342, 343, 344, 345, 346, 347, 352, 380, 381, 387, 401, 405, 415, 442, 450, 471, 481, 502, 506, 587, or 595.

IV. Public Argumentation and Rhetorical Concentration

Select from: COMM 204 (no equivalent course at COD), 302, 308, 312, 341, 344, 401, 411, 442, 502, 581, 584 or 595.

V. Public Relations Concentration

Required: COMM 240 (or J3A at COD), 341, 344, 442, and 542
Select remaining units from: COMM 243D (or MC5 at COD), 311, 312, 342, 380, 415, 421, 450, 502, 520, 567, 591 or PA 307.

VI. Individualized Concentration

Students may propose a unique, individualized 28-unit concentration. Proposals, which require department chair's approval and should be submitted in the student's junior year.

Course Offerings in Communication

Full listing available in Course Bulletin

COMM 200	Intro to Communication Studies (4)
COMM 204	Intro to Critical Comm. Studies (4)
COMM 221	Small Group Communication (4)
COMM 225	Fundamentals of Interpersonal Comm. (4)
COMM 240	Writing for Media (4)
COMM 245	Intro to Video and TV (4)
COMM 302	Communication, Language and Culture (4)
COMM 304	Intercultural Communication (4)
COMM 306	Communication Perspectives (4)
COMM 308	Argumentation (4)
COMM 309	Computer Mediated Comm (4)
COMM 311	Bus. and Pro. Communication (4)
COMM 312	Persuasion (4)
COMM 320	Media History (4)
COMM 321	Media and Culture (4)
COMM 330	Nonverbal Communication (4)
COMM 331	Communication for Training (4)
COMM 341	Public Relations Theory (4)
COMM 342	Publication Design & Markup (4)
COMM 343	Public Affairs Reporting (4)
COMM 344	Public Relations Practices (4)
COMM 345	Advanced TV & Video Production (4)
COMM 346	TV and Video Field Production (4)
COMM 347	Fundamentals of Screenwriting (4)
COMM 352	Broadcast Management (4)
COMM 380	Visual Communication (4)
COMM 381	The Development of Motion Pict. (4)
COMM 382	Intercollegiate Forensics (4)
COMM 387	Radio Production (4)
COMM 399	Community Service Project (4)
COMM 400	Comm. Research Methodologies (4)
COMM 401	Gender, Race and Media (4)
COMM 402	Ethnography of Communication (4)
COMM 403	Interpersonal Relations (4)
COMM 405	Mass Media Effects (4)
COMM 409	Latina/os Media & Culture (4)
COMM 411	Gender and Communication (4)
COMM 415	Advertising as Social Comm. (4)
COMM 421	Organizational Communication (4)
COMM 422	Communication in Conflict (4)
COMM 431	Classroom Communication (4)
COMM 441	Interviewing (4)
COMM 442	Public Relations Campaigns (4)
COMM 444	Advanced Communication Practicum (3)
COMM 450	Broadcast Research (4)
COMM 471	International Communication (4)
COMM 481	History & Develop. of Documentary (4)
COMM 502	Communication Law (4)
COMM 506	Media Sex and Violence (4)
COMM 520	Integrated Marketing (4)
COMM 522	Mediation Theory (4)
COMM 542	Issues in Manage. & Crisis Comm. (4)
COMM 450	Broadcast Research (4)
COMM 491	Ethical Aspects in Comm (4)
COMM 499	Senior Project (1)
COMM 580	Culture & Ethnicity in Language (4)

COMM 581	Theories of Rhetoric (4)
COMM 584	Topics in Critical Communication (4)
COMM 585	Topics in Human Communication (4)
COMM 587	Topics in Mass Communication (4)
COMM 588	Topics in Intercultural Comm. (4)
COMM 589	Topics in Computer Mediated Comm. (4)
COMM 593	Comm Approaches to Area Studies (4)
COMM 595	Independent Study (5 max)

UPPER DIVISION GENERAL EDUCATION CAPSTONES

There are four additional upper division general education courses required of all students regardless of major. These courses are to be taken at the university. They are not available at the community college.

THE STUDY OF COMMUNICATION

In today's world of changing and integrated communication technology, the department's curriculum reflects the belief that communication should be studied as a single discipline integrated into the liberal arts. Practica and internships support but do not substitute for a sound theoretical base. Internships for Palm Desert students are available on and off campus in the full range of communication professions.

By the mid-1980s more than half of the country's gross national product was spent on information products and services. Communication is the means by which information is shared. The growth of communication studies reflects, in part, a growing technology permitting spoken language to move from the forum of Greece to the surface of the moon and around the planet in mere moments.

CAREERS IN COMMUNICATION

Communication majors enter careers in business and industry, government and social services, education and media. You can see communication graduates in law, politics, public relations, marketing, sales, media production, writing, on-air media, advertising and training. Men and women across the ages have testified how the study of communication aided their personal and professional lives, whether they be persuaders, conciliators, diplomats, teachers and scholars, or researchers.

STUDENT SERVICES AVAILABLE

Students may take advantage of all San Bernardino campus programs and services as well as those offered at the Palm Desert campus. Programs and services available at PDC include the following:

- √ Financial Aid Assistance
- √ Pre-admission counseling
- √ Academic advising
- √ Computer facilities
- √ Guest lectures, speakers and student programs

FOR FURTHER INFORMATION, PLEASE CONTACT:

CSUSB Palm Desert Campus (PDC) • (760) 341-2883
37-500 Cook Street, Palm Desert, CA 92211
email: pdcinfo@csusb.edu