
Communication

In the College of Professional Studies and Fine Arts

OFFICE: Professional Studies and Fine Arts 361

TELEPHONE: (619) 594-5450

FAX: (619) 594-6246

EMAIL: socdesk@mail.sdsu.edu

Faculty

Emeritus: Adams, Benjamin, Brown, Buckalew, Heighton, Holowach, Jameson, Johnson, Jones, Lee, Madsen, Meador, Odendahl, Real, Samovar, Sanders, Sorensen, Witherspoon, Wylie

Interim Director: Martin

The Lionel Van Deerlin Professor of Communication and Public Policy: Eger

Filmmaker in Residence: Ofield

Professors: Andersen, J., Andersen, P., Anderson, Beach, Blue, Broom, Dionisopoulos, Dozier, Durbin, Geist, Hartung, Hellweg, Lauzen, Lustig, Mueller, Ofield, Spitzberg, Weitzel, Wulfemeyer

Associate Professors: Borden, Davis, Martin

Assistant Professors: Freeman, Renegar, Spevak, Zhong

Offered by the School

Master of Arts degree in communication with specializations in:

- Advertising and public relations.
- Critical-cultural studies.
- Interaction studies.
- Intercultural and international studies.
- New media studies.
- News and information studies.
- Telecommunications and media management

Master of Arts degree in television, film and new media production.

Major in communication with the B.A. degree in liberal arts and sciences.

- Emphasis in advertising.
- Emphasis in media management.
- Emphasis in public relations.
- Emphasis in telecommunications and film.

Major in communication with the B.A. degree in liberal arts and sciences **OR** applied arts and sciences with specializations in:

- Applied communication studies.
- Critical-cultural studies.
- Interaction studies.
- Intercultural and international studies.
- New media studies.

Teaching major in communication for the single subject teaching credential in English/speech.

Major in journalism with the B.A. degree in liberal arts and sciences.

Teaching major in journalism for the single subject teaching credential in English/journalism.

Major in television, film and new media production with the B.S. degree in applied arts and sciences.

Major in theatre, with emphasis in design for television and film. **See** Theatre.

Minor in advertising.

Minor in communication.

Minor in journalism.

Minor in media management.

Minor in public relations.

Minor in television, film and new media.

The Lionel Van Deerlin Professor of Communication and Public Policy

More than 40 major communications companies contributed to establish The Lionel Van Deerlin Professor of Communication and Public Policy. The professorship serves as the center for the study of public policy and issues affecting the communications/information field, the area in which Lionel Van Deerlin was vitally concerned during his 18 years in Congress. The current holder of the professorship is John M. Eger.

General Information

The School of Communication, as an academic unit within the College of Professional Studies and Fine Arts, emphasizes scholarly, creative, and professional aspects of communication studies. The school is a unique center for the teaching, research, and development of integrated, interactive, international, and intercultural communication for the twenty-first century. The mission of the School of Communication is to be a leader in advancing the theory and understanding of human communication and improving the practice of human communication; to study and teach the art, science, and practice of communication; and to provide an educational environment encouraging excellence, leadership, and creativity in communication scholarship and professional excellence.

The school administers and operates as teaching facilities a large color television studio, a film production center for documentary and drama, a radio complex, three computer laboratories, and various news editing bays. The School of Communication has more than 1,000 majors, comprising four percent of the entire University's student population.

The School of Communication houses the Production Center for Documentary and Drama, which is integral to the technical and artistic training of senior students in film, video and the interface between these technologies, and in documentary production. In the Center, students participate in full-scale location and studio production and are mentored by the Filmmaker in Residence in the creation of their required course film and video projects.

Impacted Programs

The following programs are impacted programs. Students must enter the University under the designated premajor or major code for selected program. To be admitted to the selected program, students must meet the following criteria:

Communication: Emphasis in Advertising (Premajor Code: 06040)

- a. Complete with a minimum GPA of 2.85 and a grade of C or higher: Communication 200; Economics 101; Journalism 220; and Political Science 101 and 102. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Pass the Grammar, Spelling, and Punctuation (GSP) test;
- c. Complete a minimum of 45 semester units;
- d. Have a cumulative GPA of 2.75 or higher; and

Communication

- e. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Communication: Emphasis in Media Management (Premajor code: 06030)

- a. Complete with a minimum GPA of 2.85 and a grade of C or higher: Communication 200, 265 or 365; Economics 101; Journalism 220 or Television, Film and New Media 110; and Political Science 101 and 102. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Pass the Grammar, Spelling, and Punctuation (GSP) test;
- c. Complete a minimum of 45 semester units;
- d. Have a cumulative GPA of 2.75 or higher; and
- e. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Communication: Emphasis in Public Relations (Premajor code: 05990)

- a. Complete with a minimum GPA of 2.85 and a grade of C or higher: Communication 200; Economics 101; Journalism 220; and Political Science 101 and 102. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Pass the Grammar, Spelling, and Punctuation (GSP) test;
- c. Complete a minimum of 45 semester units;
- d. Have a cumulative GPA of 2.75 or higher; and
- e. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Communication: Emphasis in Telecommunications and Film (Premajor code: 06034)

- a. Complete with a grade of B or higher: Communication 100 or 200; and Television, Film and New Media 160. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Complete a personal statement to be evaluated by the faculty;
- c. Submit two letters of recommendation to be evaluated by the faculty;
- d. Complete a minimum of 15 semester units;
- e. Have a cumulative GPA of 3.00 or higher; and
- f. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Communication: Specializations in Communication (Premajor code: 15061)

- a. Complete with a minimum GPA of 2.75 and a grade of C or higher: Communication 160 or 204; and nine units selected from Communication 100, 105 or 305, 200, and 265 or 365. These courses cannot be taken for credit/no credit (Cr/NC);

- b. Complete the general education oral communication requirement with a grade of C or higher;
- c. Complete a minimum of 45 semester units;
- d. Have a cumulative GPA of 2.75 or higher; and
- e. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Journalism (Premajor code: 06020)

- a. Complete with a minimum GPA of 2.75 and a grade of C or higher: Communication 200 and Journalism 220. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Complete a personal statement to be evaluated by the faculty;
- c. Submit two letters of recommendation to be evaluated by the faculty;
- d. Pass the Grammar, Spelling, and Punctuation (GSP) test;
- e. Complete a minimum of 45 semester units;
- f. Have a cumulative GPA of 2.75 or higher; and
- g. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Television, Film and New Media Production (Major code: 06031)

- a. Complete with a grade of B or higher: Communication 100 or 200; and Television, Film and New Media 160. These courses cannot be taken for credit/no credit (Cr/NC);
- b. Complete a personal statement to be evaluated by the faculty;
- c. Submit two letters of recommendation to be evaluated by the faculty;
- d. Complete a minimum of 15 semester units;
- e. Have a cumulative GPA of 3.00 or higher; and
- f. To gain entry into the major, students must fulfill the premajor requirements described in the catalog in effect at the time they declare the premajor at SDSU (assuming continuous enrollment).

To complete the major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

Communication Major

B.A. Degree in Liberal Arts and Sciences OR Applied Arts and Sciences (Major Code: 06011)

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements." Selecting a Bachelor of Arts degree in liberal arts and sciences requires meeting the foreign language requirement. Selecting a Bachelor of Arts degree in applied arts and sciences requires either the foreign language or the mathematics competency requirement.

The B.A. in Communication provides in-depth study of varied forms of mediated and non-mediated human communication. To accommodate a broad range of student interests and professional aspirations, the major encompasses four impacted emphases in professional media studies, as well as five impacted specializations that are not impacted.

Emphases: The four emphases prepare professionals to work in the management of organizational communication and in the management of communication organizations. The emphases provide students with the theory, principles, skills, and experience needed to work in advertising, public relations, media management, and telecommunications and film. Advertising emphasis graduates are employed in advertising agencies and marketing departments; as media advertising sales representatives; and in sales, sales promotion, and sales management positions. Media management emphasis graduates typically work in sales, programming, and management positions for television, radio, cable, film, and telecommunications organizations. Public relations emphasis graduates work as media relations specialists and strategic planners in public relations firms, as internal and external communication specialists in corporations, as public information specialists in government agencies and the military, and in fundraising and membership development for not-for-profit organizations. Telecommunications and film emphasis graduates find employment in a variety of policy, regulation, production, programming, and management positions in media and telecommunications organizations (see also the B.S. degree in television, film and new media production). A minor outside the School of Communication is not required for the advertising and public relations emphases, but students in those emphases must complete specified courses outside the school. A foreign language is required for all four emphases.

Specializations: The areas of specialization focus the study of organizing principles and patterns of social life through observation, analysis, and criticism of human interactions, communication behavior, mediated systems, and technological innovations. Five specializations are offered: applied communication studies, critical-cultural studies, interaction studies, intercultural and international studies, and new media studies. In these specializations, attention is drawn to the distinctive character of communication across diverse activities, relationships, organizations, media, and cultures. Each specialization offers a unique scholarly and creative focus for understanding communication phenomena. Students are encouraged to explore alternative methods and theories for communication inquiry within and across specializations and throughout the School of Communication curricula. Each specialization area requires common preparation at the lower division level and specializes at the upper division level. A minor is not required for any of the five specializations. The specialization in intercultural and international studies has a foreign language requirement. The other four specializations require a foreign language or a mathematics competency requirement.

Emphasis in Advertising With the B.A. Degree in Liberal Arts and Sciences

(Premajor Code: 06040) (Major Code: 06041)

Students selecting this emphasis are not required to complete a minor. No more than 48 units in School of Communication courses can apply to the degree.

Preparation for the Major. Communication 200; Journalism 220; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

Foreign Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

Upper Division Writing Requirement. Communication 310W with a grade of C (2.0) or better.

Major. A minimum of 45 upper division units to include Communication 300, 310W, 350, 440, 460, 480, 489, 560, and 565; and one course from each of three clusters:

Advertising Contexts: Communication 307, 371, 406, 408, 506, 574, 580, 589, 592, and Marketing 370.

Advertising Media: Communication 375, 435, 540; and Journalism 530.

Advertising Special Topics: Communication 409, 490A, 500, 502, 504, 541, 555, and 585.

In addition, students in the advertising emphasis are required to take six units of upper division coursework selected with the approval of the adviser from one of the following allied disciplines: economics, management, marketing, political science, psychology, and sociology.

Emphasis in Media Management With the B.A. Degree in Liberal Arts and Sciences (Premajor Code: 06030) (Major Code: 06032)

Students selecting this emphasis are required to complete a minor outside the School of Communication. No more than 48 units in School of Communication courses can apply to the degree.

Preparation for the Major. Communication 200; Journalism 220 or Television, Film and New Media 110; Economics 101; Political Science 101, 102. Some of these courses also may be used to fulfill lower division general education requirements. (15 units)

Foreign Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

Upper Division Writing Requirement. Passing the University Writing Examination, or Communication 310W, or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better.

Major. A minimum of 30 upper division units to include Communication 300, 310W, 350, 440, 460, 480, and 540. Nine units selected from Communication 375, 406, 408, 435, 490A, 500, 501, 502, 504, 505, 575, 591, 596; Educational Technology 540, 541; Journalism 300, 530; or complete one of the following:

Multimedia: Communication 375, Educational Technology 540 and 541.

Electronic Media: Communication 435, 505, and 591.

Telecommunications: Communication 375, 501, and 575.

News: Communication 502, Journalism 300 and 530.

Emphasis in Public Relations With the B.A. Degree in Liberal Arts and Sciences (Premajor Code: 05990) (Major Code: 05992)

Students selecting this emphasis are not required to complete a minor. No more than 48 units in School of Communication courses can apply to the degree.

Preparation for the Major. Communication 200; Journalism 220; Economics 101; Political Science 101, 102. These courses also may be used to fulfill lower division general education requirements. (15 units)

Foreign Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

Upper Division Writing Requirement. Communication 310W with a grade of C (2.0) or better.

Major. A minimum of 45 upper division units to include Communication 300, 310W, 350, 440, 460, 480, 481, 489, 581, and 585; nine units selected from Communication 406, 490A, 500 or any other upper division School of Communication courses. In addition, majors in the public relations emphasis are required to take an additional six units in an allied area of study to include one course selected from Management 350, Marketing 370, and one course selected from Political Science 334, 335, 338, 425, 426, 531.

Emphasis in Telecommunications and Film With the B.A. Degree in Liberal Arts and Sciences

(Premajor Code: 06034) (Major Code: 06033)

Students selecting this emphasis are required to complete a minor outside the School of Communication. No more than 48 units in School of Communication courses can apply to the degree.

Preparation for the Major. Communication 200; Television, Film and New Media 110, 160; and six units selected from Television, Film and New Media 121, 122, 123. (15 units)

Foreign Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

Upper Division Writing Requirement. Passing the University Writing Examination, or Communication 310W, or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better.

Major. A minimum of 24 upper division units to include Communication 300, 350, 440, 460, and 480; and nine units of upper division electives in the School of Communication approved by the adviser.

Specializations in Communication

With the B.A. Degree in Liberal Arts and Sciences OR with the B.A. Degree in Applied Arts and Sciences

(Major Code: 15061)

All five specializations in the communication major require common preparation at the lower division level, common foreign language or mathematics competency requirement, and common upper division writing requirement.

The five specializations in the communication major do not require a minor.

Preparation for the Specializations. Completion of the General Education oral communication requirement and two of the following courses: Communication 160, 200, 204. (9 units)

Foreign Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of catalog on "Graduation Requirements."

Mathematics Competency Requirement. Not available to students in Intercultural and International Studies. Competency in mathematics, equivalent to what is normally attained through three consecutive courses of university study, must be satisfied by three semesters of college mathematics or a statistical sequence such as Statistics 250, 350A, 350B (highly recommended); or Political Science 201*, 515A, 515B; or Sociology 201*, 406*, 407*.

Upper Division Writing Requirement. Passing the University Writing Examination, or Communication 310W, or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better."

* Additional prerequisites required.

Specialization in Applied Communication Studies

(No more than 57 units in School of Communication courses can apply to the B.A. degree in Liberal Arts and Sciences.)

The specialization in applied communication studies offers a generalized preparation for students for the professional world. It introduces students to the contexts of the professional world of communication, giving priority to clarifying relationships among basic research, theory, and applied concerns in the workplace. Recognizing the increasingly important need for strong oral and written communication skills, this specialization is well suited for those students intending to enter careers such as sales, management, training, personnel, and human resources, as well as various careers in medical and legal settings.

Major. A minimum of 48 upper division units to include Communication 300, 350, and either 305 or 365; 3-9 units from

Communication 307, 391, 490B; 9-24 units from Communication 302 (maximum 2 units), 360, 361 (maximum 1 unit), 406, 407, 409, 455, 491, 503, 583, 584, 589; and an additional 12 or more units (to complete a total of 48 required) selected from upper division courses in the School of Communication.

Specialization in Critical-Cultural Studies

(No more than 57 units in School of Communication courses can apply to the B.A. degree in Liberal Arts and Sciences.)

The specialization in critical-cultural studies prepares students for a broad range of careers by developing intellectual and applied skills for understanding and affecting human communication and culture, ranging from interpersonal to media interactions. The degree offers a wide-ranging examination of criticism, culture, and communication. It develops the ability to think clearly and act effectively as preparation for careers as professional communicators, media critics, communication educators, agents of change, critics of rhetoric, interpreters of culture, and other areas of critical activity and culture. Critical studies and cultural studies have emerged in recent decades in numerous countries and various disciplines as important centers of intellectual activity. This specialization offers courses, concepts, and abilities that draw from these important developments and opens up a diverse set of opportunities.

Major. A minimum of 48 upper division units to include Communication 300, 350, 355, and either 305 or 365; nine units selected from Communication 330, 360, 408, 450, 500, 501, 502, 589, Television, Film and New Media 320; fifteen units selected from Communication 301, 302, 330, 360, 361, 371, 408, 409, 450, 452, 480, 483, 490B, 493, 496, 499, 500, 502, 504, 505, 506, 545, 555, 580, 589, 591, 592, 596; Television, Film and New Media 320, 363, 364, 562; and 12 units selected from upper division courses in the School of Communication or other university courses approved in advance by the adviser in writing and filing a Request for Academic Adjustment form after completion of the courses.

Specialization in Interaction Studies

(No more than 57 units in School of Communication courses can apply to the B.A. degree in Liberal Arts and Sciences.)

The specialization in interaction studies recognizes interaction as the original and fundamental communication process as well as the predominant means through which social life is accomplished. Systematic attention is given to the organization of interaction across diverse social relationships, activities, and contexts. The primary goals of interaction studies are to advance the scholarly understanding of human interaction in all its possible manifestations; to articulate interactional relationships among theoretical, empirical, and practical communication issues and events; and to promote methodological diversity and pluralism in the investigation of interactional phenomena. The interaction studies specialization is situated within an expanding interdisciplinary and international network of scholars examining language, conversation, nonverbal behavior, and the development of personal relationships.

Major. A minimum of 48 upper division units to include Communication 300, 350, and either 305 or 365; six units from Communication 415, 445, or 530; 21 units from Communication 406, 407, 445, 452, 455, 483, 491, 496, 503, 530, 580, 583, 584, 592; and 12 units selected from upper division courses in the School of Communication.

Specialization in Intercultural and International Studies

With the B.A. Degree in Liberal Arts and Sciences ONLY

(No more than 57 units in School of Communication courses can apply to the B.A. degree in Liberal Arts and Sciences.)

The increasing cultural diversity of the United States and the global interdependencies of nations and their media systems, requires people who can communicate across cultural and national boundaries. The specialization in intercultural and international studies is designed

to increase student understanding of the effects of culture on face-to-face and mediated communication; prepare students for careers in intercultural and international advertising, education, management, media systems, and organizations; promote scholarly research and artistic creativity in all areas of intercultural and international communication; and prepare students to function in diverse intercultural and international contexts. This specialization has a foreign language requirement.

Major. A minimum of 48 upper division units to include Communication 300, 350, 371, and either 305 or 365; 21 units from Communication 330, 355, 471, 479, 483, 493, 571, 574, 591, Television, Film and New Media 363; and 15 units selected from upper division courses in the School of Communication or other university courses approved in advance by the adviser in writing and filing a Request for Academic Adjustment form after completion of the courses.

Specialization in New Media Studies

(No more than 54 units in School of Communication courses can apply to the B.A. degree in Liberal Arts and Sciences.)

New technology is transforming the communication landscape. This specialization will prepare students to work, communicate within, and understand an increasingly technological communication world. The specialization in New Media Studies will increase student understanding of new media technology and its cultural and commercial consequences; prepare students for careers in new media as well as traditional communication industries being transformed by new technology; promote scholarly research and artistic creativity in all areas of new media; and prepare students to function in diverse new communication environments.

Major. A minimum of 48 upper division units to include Communication 300, 350, and either 305 or 365; 21 units from Communication 375, 440, 483, 505, 540, 555, 575, 596, Journalism 530; three units from one of the following areas: educational technology, computer science, or information and decision systems; and 15 units selected from upper division courses in the School of Communication.

Communication Major

In preparation for the Single Subject Teaching Credential in English/Speech

**With the B.A. Degree in Applied Arts and Sciences
(Major code: 15061)**

All candidates for a teaching credential must complete all requirements as outlined in the section of this catalog on Policy Studies or Teacher Education. Premajor courses must be completed before entry into the communication program.

This major may be used by the students in policy studies or teacher education as an undergraduate major for the B.A. degree in applied arts and sciences.

A minor is not required with this major.

Preparation for the Major. Communication 103,160; Linguistics 101; Rhetoric and Writing Studies 100, 200; three units selected from Comparative Literature 270A, 270B, or English 220; three units selected from either Humanities 140 or Theatre 120; three units selected from Communication 200, English 280, 281, Journalism 220, Theatre 115; and six units selected from the following pairs of courses: English 250A and 250B, or English 260A and 260B. (30 units)

Upper Division Writing Requirement. Passing the University Writing Examination, or English 508W or Rhetoric and Writing Studies 500W with a grade of C (2.0) or better.

Major. A minimum of 45 upper division units to include Communication 300, 302, 305, 309A (3 units), 361, 371, 503, English 533, Rhetoric and Writing Studies 509; three units selected from Communication 360, 445, 450, 530, 589, or 592; three units selected from Comparative Literature 562, Theatre 310, or Theatre 580; three units selected from either Linguistics 420 or 530; three units selected from Africana Studies 460, 461, 462, 463, 464, American Indian Studies 430, Chicana

and Chicano Studies 335, 464, English 519, 520; three units selected from English 522, 523, 524, 525 (for students who have completed English 260A or 260B), 560A, 560B (for students who have completed English 250A or 250B); six units selected from any two of the following groupings (select one three unit course from two separate groups): Communication 360, 391, 407, 491; or English 541A, 541B, Theatre 460B; or Communication 408 or one upper division linguistics course.

Journalism Major

**With the B.A. Degree in Liberal Arts and Sciences
(Premajor Code: 06020) (Major Code: 06021)**

All candidates for a degree in liberal arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements." No more than 54 units in School of Communication courses can apply to the B.A. degree in Liberal Arts and Sciences.

Journalism education emphasizes the training of writers, reporters, and editors for the mass media. It also seeks to prepare and guide students interested in pursuing careers in a wide range of informational and interpretive multi-media environments.

The courses offered in the journalism major are designed to give students a working knowledge of the skills, concepts, values, and ethics needed to succeed as competent professional communicators. They focus on the basic elements of factual and analytical writing, editing, communication law and theory, history, and responsibility in the mass media.

Career opportunities for journalism graduates are diverse, including book editing and publishing, freelance writing, industrial journalism, magazines, communication research, news agencies, newspapers, radio, television, teaching, and on-line electronic publishing.

Students are required to achieve a passing score on the Grammar, Spelling, and Punctuation test before enrolling in most journalism courses. Students in the journalism premajor are encouraged to complete all general education courses first.

Lower division activity/production courses in newspaper, magazine, yearbook, or broadcasting may not be applied toward the B.A. in journalism.

A minor is not required with this major.

Preparation for the Major. Communication 200, Journalism 220. (6 units)

Foreign Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of this catalog on "Graduation Requirements."

Upper Division Writing Requirement. Communication 310W or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better.

Major. A minimum of 45 upper division units to include Communication 300, 310W, 350, 500 or 502, Journalism 300, 315, 420, 529, 550; nine units selected from any upper division courses in the School of Communication (excluding Journalism); nine units of electives selected from any upper division courses in journalism. Journalism students should contact the journalism undergraduate adviser for information about appropriate courses.

Journalism Major

In preparation for the Single Subject Teaching Credential in English/Journalism

**With the B.A. Degree in Liberal Arts and Sciences
(Premajor Code: 06020) (Major Code: 06021)**

All candidates for a teaching credential must complete all requirements as outlined in the section of this catalog on Policy Studies or Teacher Education. Premajor courses must be completed before entry into the journalism program. No more than 48 units in the School of Communication can apply to the degree.

A minor is not required with this major.

Preparation for the Major. Communication 200, Journalism 220, Linguistics 101, Rhetoric and Writing Studies 100 and 200; three units selected from Comparative Literature 270A, 270B, or English 220. Three units selected from Humanities 140 or Theatre 120; six units selected from the following pairs of courses: English 250A and 250B, or 260A and 260B. (27 units)

Foreign Language Requirement. Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language as part of the preparation for the major. Refer to section of this catalog on "Graduation Requirements."

Upper Division Writing Requirement. Passing the University Writing Examination, or Communication 310W, or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better.

Major. A minimum of 54 upper division units to include Communication 300, 371, 460, 502, Journalism 300, 315, English 533, Rhetoric and Writing Studies 509; 12 units selected from Communication 408, 490A, 500, Journalism 420, 425, 441, 470, 530, 550; three units selected from Comparative Literature 562, Theatre 310, 580; six units selected from Communication 360, 391, 407, 491, English 541A, 541B, Theatre 460B, or one upper division linguistics course; three units selected from Linguistics 420 or 530; three units selected from Africana Studies 460, 461, 462, 463, 464, American Indian Studies 430, Chicana and Chicano Studies 335, 464, English 519, 520; three units selected from the following: English 522, 523, 524, 525 (for students who took English 260A or 260B), 560A, 560B (for students who took English 250A or 250B).

Television, Film and New Media Production Major

With the B.S. Degree in Applied Arts and Sciences
(Major Code: 06031)

All candidates for a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

The B.S. degree is designed to prepare students for professions in television, film and new media production. The degree also serves those in occupations where extensive knowledge is required of message design for these media and their various distribution systems. This program focuses on skills required for careers as producers, directors, art directors, production assistants and writers, as well as emerging careers in new media production.

A minor is not required with this major.

Preparation for the Major. Communication 200; Television, Film and New Media 110, 121, 122, 123, 160, 260, 261. (24 units)

Upper Division Writing Requirement. Passing the University Writing Examination, or Communication 310W, or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better.

Major. A minimum of 36 upper division units to include: Communication 300, 350, Television, Film and New Media 320, 401, 510, 560 or 561; nine units selected from Communication 330, 435, 490A, or Television, Film and New Media 321, 324, 522, 550, 551, 560, 561, 562, 569. Six units must be selected from one allied professional sequence listed below, and an additional three units of electives from upper division courses in the School of Communication. A course used to fulfill a major requirement as listed above may not also be used as the six units needed in an allied professional sequence.

Allied Professional Sequences

(NOTE: Additional prerequisites may be required for courses in these sequences)

Advertising and Public Relations: Communication 460, 480, 540; Marketing 370, 472.

Communication: Communication 307, 360, 371, 406, 407, 445, 491, 580, 585, 592; Political Science 426; Psychology 321, 326, 340; Sociology 410, 430, 537.

Criticism: Linguistics 551; Music 351; Philosophy 523, 531, 541, 542.

Educational Technology: Educational Technology 540, 541, 544.

Film Literacy: Television, Film and New Media 363, 364, 562; English 493; History 435.

International Media: Communication 371, 591; Television, Film and New Media 363; English 548; Geography 312; Political Science 375, 481.

Law and Government: Communication 502, 505; Political Science 335, 346, 347A or 347B.

Management: Communication 406, 435, 440, 480, 489, 501; Management 350, 352, 356, 405.

Mass Communication: Communication 408, 440, 501; Television, Film and New Media 562; Political Science 310; Sociology 335, 406, 410, 430, 450, 456.

News: Communication 310W, 502, 505; Journalism 420, 425, 470, 529.

Performance: Communication 592; Television, Film and New Media 390; Theatre 431, 446A, 446B, 446C, 532.

Playwriting: English 577, 579 (screenplay), 581W, 587; Theatre 325.

Production Design and Management: Television, Film and New Media 550, 551; Psychology 320, 321; Theatre 440, 448, 540.

Research Methods: Communication 489; Information and Decision Systems 301; Psychology 370; Sociology 406, 407.

Telecommunications: Communication 375, 501, 575.

Advertising Minor

The minor in advertising consists of 21 units to include Communication 200, 310W, 460, 461, 560, 565 and Journalism 220. Requirements for admission to the advertising minor are completion of at least 45 units with a minimum grade point average of 3.0 overall and completion of Communication 200 with a grade of B or better. Students are required to achieve a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University

Communication Minor

The minor in communication consists of a minimum of 21 units to include six units from Communication 160, 200, 204; Communication 300, 350; and nine upper division units in the School of Communication.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University

Journalism Minor

The minor in journalism consists of 21 units to include Communication 200, 310W, Journalism 220, 300, 315, 420; and either Communication 500 or 502. Requirements for admission to the journalism minor are the same as for admission to the journalism major.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Media Management Minor

The minor in media management consists of 18 units to include Communication 200, 375, 440, 489, 501 and 575. Requirements for admission to the minor are completion of at least 45 units with a minimum grade point average of 3.0 overall and completion of Communication 200 with a grade of B or better. Students are required to achieve a passing score on the Grammar, Spelling and Punctuation (GSP) test.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Public Relations Minor

The minor in public relations consists of 21 units to include Communication 200, 310W, 480, 481, 489, 585*, and Journalism 220. Requirements for admission to the minor are completion of at least 45 units with a minimum grade point average of 3.0 overall and completion of Communication 200 with a grade of B or better. Students are required to achieve a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

*Communication 581 prerequisite waived.

Television, Film and New Media Minor

The minor in television, film and new media consists of 18 units to include Communication 200, Television, Film and New Media 160, 320, 363, and six units of upper division electives in Television, Film and New Media. Requirements for admission to the minor are completion of at least 30 units with a minimum grade point average of 3.0 overall and a grade of B or better in Communication 200 or Television, Film and New Media 160. Contact the School of Communication for admission criteria and procedures.

Courses in the minor may not be counted toward the major, but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

Courses

LOWER DIVISION COURSES IN COMMUNICATION (COMM)

90. Improving Speaking Confidence (1) Cr/NC I, II

Two hours of activity.

Prerequisite: Must be taken prior to or concurrent with Communication 103.

Anxiety reduction and skill enhancement for students experiencing anxiety in oral communication situations. Not applicable to a bachelor's degree or general education.

103. Oral Communication (3) I, II (CAN SPCH 4)

Training in fundamental processes of oral expression; method of obtaining and organizing material; outlining; principles of attention and delivery; practice in construction and delivery of various forms of speeches. Not open to students with credit in Africana Studies 140 or Chicana and Chicano Studies 111A.

160. Argumentation (3) I, II (CAN SPCH 6)

Argument as a form of discourse; organizing, supporting, presenting and refuting arguments in a variety of formats; evaluating argument, including common fallacies in reasoning.

200. Introduction to Mass Communication (3) (CAN JOUR 4)

Mass media and their interrelationships. Media and the consumer. Value and function of mass media in contemporary society. Problems and responsibilities.

204. Advanced Public Speaking (3)

Prerequisite: Communication 103.

Practice in extemporaneous speaking on subjects of current interest, both national and local, with stress on organization and delivery. Not open to students with credit in Chicana and Chicano Studies 111A.

296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

UPPER DIVISION COURSES IN COMMUNICATION (Intended for Undergraduates)

300. Integrating Communication: Theories and Principles (3)

Prerequisite: Upper division standing.

Communication theory, concepts, principles, and practices. Communication as art and process on micro and macro levels, integrates understanding of sources, messages, transmission, and feedback in creating meaning and culture.

301. Management of School of Communication Activities (1) Cr/NC I, II

Two hours of activity.

Prerequisite: Communication 103.

Planning, preparation, and supervision of speech tournaments and other interscholastic activities. Maximum credit two units.

302. Contemporary Forensics Problems (2) Cr/NC I, II

Prerequisites: Communication 103 and 160.

Identification of significant arguments in political, economic, and social problems confronting twentieth century United States. Use of case studies to emphasize research tools leading to comprehensive analysis. Oral performance stressed. See Class Schedule for specific content. Maximum credit eight units.

305. Discipline of Communication (3)

Communication as an academic and professional discipline, its associations and journals, history and traditions, relationships to other disciplines, research methodologies, and careers for graduates. (Formerly numbered Communication 105.)

307. Communication in Professional Settings (3)

Prerequisites: Communication 103 and 160 or 204 or 305.

Communication principles in professional contexts including interviewing and technical and nontechnical oral presentations. Skill in meeting management.

309A-309B. Workshop (1-3, 1-3) (309A = Cr/NC; 309B = letter grade)

Prerequisites: Communication 103, 204, and 305 or 307 or 361; and consent of instructor.

Practical experience in an area of study within the School of Communication. Maximum credit six units.

310W. Gathering and Reporting Information (3)

Two lectures and two hours of activity.

Prerequisites: Journalism 220 or Television, Film and New Media 110 with grade of C (2.0) or better, and a passing score on the Grammar, Spelling, and Punctuation (GSP) test. Satisfies University Upper Division Writing requirement for students who have completed 60 units, fulfilled the Writing Competency requirement, and completed the General Education requirement in Communication and Critical Thinking.

Proof of completion of prerequisites required: Test scores or verification of exemption; copy of transcript. Limited to majors and minors in Advertising, Journalism, Media Management, and Public Relations, Major Codes: 06041, 06021, 06032, and 05992.

Information gathering and writing for mass communication in information age. Accessing on-line databases, records, and archives; observation; interviewing; and conducting literature reviews, writing presentations designed to inform, persuade, and instruct.

330. Socio-Cultural Aspects of Media (3) I

Prerequisites: Communication 200 and Television, Film and New Media 160.

Social and cultural dimensions of communication media. Media structures, uses, and effects at national and international levels. Critical and ethnical questions in a context of humanities and popular arts. Not open to students with credit in Journalism 408.

350. Communication Methodologies (3)

Prerequisite: Upper division standing.
Study of human communication, from methodological and epistemological perspectives.

355. Foundations of Critical and Cultural Study (3)

Prerequisite: Credit or concurrent registration in Communication 300 and 350.

Central concepts, examples, theories, and experiences of critical studies of communication in culture through cultural, rhetorical, and media literature and cases.

360. Argumentation Theory (3)

Prerequisites: Communication 103 and 160.
Approaches to argument and the patterns and problems in argument. Consideration of implications for society. Written and oral reports.

361. Intercollegiate Forensics (1) Cr/NC I, II

Two field trips required.
Prerequisite: Communication 103.
Three hours of activity and two coaching hours to be assigned. Credit for participation in intercollegiate program. Maximum credit four units.

365. Digital Media and Visual Communication (3)

Two lectures and more than three hours of activity.
Prerequisites: Computer background, familiarity with Internet, and upper division standing.
Fundamental communicative and conceptual strategies associated with creation of digital media. Visual, cultural, and social impact of digital media. Production and creation strategies. (Formerly numbered Communication 265.)

371. Intercultural Communication (3) I, II

Prerequisites: Communication 103; and completion of the General Education requirement in Foundations II.B., Social and Behavioral Sciences required for nonmajors. Open to majors and nonmajors.

Study of communication with emphasis on influence of cultural background, perception, social organization, language and nonverbal messages in the intercultural communication experience.

375. Infrastructure of the Information Age (3) I

Prerequisites: Communication 200 and 365; basic computer literacy.
Technologies and institutions critical to those responsible for communication and information in an information society. Practical experience with on-line computer activities.

391. Parliamentary Procedure (3)

Prerequisite: Communication 103.
Techniques and procedures for formal meeting management, with emphasis on leadership, rules, communication skills and strategies.

406. Organizational Communication (3)

Prerequisite: Completion of preparation for the specializations in communication.
The organization as a communication system; role of the organization in persuasive campaigns; communication strategies and problems within the organizational structure.

407. Communicative Perspectives on Interviewing (3)

Prerequisite: Completion of preparation for the specializations in communication.
Application of communicative theory to interviewing situations. Emphasis on perception, source, message, and receiver variables, defensive communication, feedback. Phrasing of questions, ways to enhance respondent participation, and formulation of behavioral objectives. Classroom simulation, supplemented by out-of-class interviews.

408. Mass Communication and Society (3)

Prerequisites: Upper division standing, and completion of the General Education requirement in Foundations II.B., Social and Behavioral Sciences.

Social factors underlying nature, functions of mass media. Theories, models, research in media as culture carriers, opinion shapers, other societal interrelationships.

409. Women in Mass Communication (3)

Prerequisite: Upper division standing.
Role of women in mass communication including messages about women and employment status of women.

415. Nonverbal Communication (3)

Prerequisite: Completion of preparation for the specializations in communication.
Theory and research on nonverbal aspects of communication, with emphasis on codes and functions.

435. Television Programming (3) I

Prerequisite: Communication 200.
Structure of television programming. Problems such as ratings, advertisers, and scheduling. Social effects and criticism of television programming.

440. Principles of Media Management (3)

Prerequisite: Upper division standing.
Revenue generation, marketing, production programming, social responsibilities, and current developments in mass media. Planning, organizing, actuating, and controlling in electronic media organizations.

445. Relational Communication (3)

Prerequisite: Completion of preparation for the specializations in communication.
Theory and application of effective relational communication principles in both intimate and nonintimate contexts. Theoretical and empirical evidence on communication strategies and behaviors in relationship initiation, development, and termination. Relationship of communication behaviors to relational goals.

450. Rhetorical Theory (3)

Prerequisite: Completion of preparation for the specializations in communication.
Development of rhetorical theory as a mechanism for generating and understanding public discourse. Theories from ancient Greece to the present.

452. Interaction and Gender (3)

Prerequisite: Completion of preparation for the specializations in communication.
Contemporary research and theory on communication and gender. Examination of gender as ongoing interactional achievement. Gender displays and myths across diverse relationships, institutions, media, and society.

455. Conflict Management Communication (3)

Prerequisite: Completion of preparation for the specializations in communication.
Approaches to conflict communication in international, societal, group, institutional, and interpersonal contexts.

460. Principles of Advertising (3) I, II

Prerequisite: Upper division standing.
Concepts, history, theory, social responsibility, management, and regulation of advertising. Survey of advertising practices, including planning, consumer and market research, creative, and media.

461. Advertising Creative Development (3) I, II

One lecture and four hours of activity.
Prerequisites: Communication 310W and 460 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to Advertising majors and minors, Major Code: 06041.

Advertising creative philosophy, strategy, and tactics; art, copy, and creation of advertisements for broadcast, print, and interactive electronic media. Application of computers to creative development.

471. Communication Among U.S. Cultures (3)

Prerequisite: Completion of preparation for the specializations in communication and Communication 371.

Effects of code systems, sociocultural forces, geographic influences, cultural patterns, ethnolinguistic identities, and acculturation experiences on interethnic and interracial relationships in the United States.

479. Organizational Communication Across Cultures (3)

Prerequisite: Completion of preparation for the specializations in communication.

Cultural and ethnic differences in management styles, communication patterns, intercultural negotiations, leadership techniques, conflict management, and work-related values in organizations.

480. Principles of Public Relations (3) I, II

Prerequisite: Upper division standing.

Concepts, history, theory, social responsibility, and management of public relations. Survey of problems and practices in corporations, government agencies, associations, and not-for-profit organizations.

481. Public Relations Media and Methods (3) I, II

One lecture and four hours of activity.

Prerequisites: Communication 310W and 480 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to Public Relations majors and minors, Major Code: 05992.

Practical applications of public relations techniques with emphasis on writing and media usage. News releases and media relations, print and electronic communications production, multi-media techniques, speeches, other audio-visual presentations, and special events. Field and laboratory practice.

483. Communication in Virtual Reality (3)

Prerequisite: Completion of preparation for the specializations in communication.

Interpersonal, romantic, commercial, organizational, and entertainment implications of virtual environments.

489. Research Methods in Mass Communication (3) II

Prerequisites: Credit or concurrent registration in Communication 440, 460, or 480.

Research methods for decision making in professional mass communication practices. Research settings, methods of observation, measurement, data analysis, interpretation, research reports, and application of research findings.

490A-490B. Internship (1-3, 1-3)

(490A =Cr/NC; 490B = letter grade)

Prerequisites: See Class Schedule for prerequisites specific to your area of study. Internship contract must be completed prior to registration.

Students work at approved agencies off-campus under the combined supervision of agency personnel and instructors. Maximum credit three units for Communication 490A-490B.

491. Group Interaction (3)

Prerequisites: Communication 300 and 350.

Research, theory, observation of group emergence, development, relationships, interaction, and decision making across diverse settings.

493. Ethnography and Communication (3)

Prerequisite: Completion of preparation for the specializations in communication.

Naturally occurring interactions drawn from a variety of communication settings. Primary methods of gathering data include: participant observation, interviewing, document and artifact analysis, and other forms of communication.

496. Experimental Topics (1-4)

Experimental topics. See Class Schedule for specific content. May be repeated with new content. Limit of nine units of any combination of 296,496, 596 courses applicable to a bachelor's degree.

499. Special Study (1-3)

Prerequisites: See Class Schedule footnotes for prerequisites specific to your area of study. Special study contract required prior to enrollment.

Approved individual study, project or research under supervision of faculty member. Maximum credit three units.

**UPPER DIVISION COURSES IN COMMUNICATION
(Also Acceptable for Advanced Degrees)**

500. Current Problems in Mass Communication (3)

Prerequisites: Communication 440, 460, or 480 or Journalism 300; and at least 12 units of upper division coursework in communication.

Problems and topics in mass communication. Ethics, social responsibility, professionalism, multi-cultural issues, international media systems and audiences, global markets, and technology.

501. Management of Telecommunications Systems (3) II

Prerequisite: Communication 375 or 440 or admission to the graduate program. **Proof of completion of prerequisite required:** Copy of transcript.

Organization and administration of telecommunications systems, with emphasis on structure, policy environment, and principal institutions affecting telecommunications industries.

502. Law of Mass Communication (3)

Prerequisites: Communication 200 or Political Science 102, and upper division standing.

Libel, invasion of privacy, censorship, contempt of court, pornography. Constitutional guarantees affecting print and broadcast media. Government restrictions.

503. Instructional Communication (3)

Prerequisites: Communication 160 and 305. **Proof of completion of prerequisites required:** Copy of transcript.

Communication messages and strategies as they apply to instructional contexts. Communication within traditional instructional contexts and focus on training programs, adult workshops, and other less traditional information dissemination situations.

504. History of Mass Communication (3)

Prerequisites: Communication 200 or History 110A or 110B, and upper division standing.

American journalism from colonial times to present, with special attention to twentieth century trends and developments, including emergent concept of social responsibility.

505. Government and Telecommunications (3) II

Prerequisite: Twelve upper division units in communication.

Responsibilities of telecommunication organizations as prescribed by law, government policies and regulations, and significant court decisions.

506. Advertising and Society (3)

Prerequisites: Communication 300 and 350.

Theoretical and philosophical analysis of advertising in modern society.

530. Conversational Interaction (3)

Prerequisite: Completion of preparation for the major in communication or admission to the graduate program.

Sequential organization of naturally occurring conversational practices. Reliance on recordings and transcriptions for detailed examinations of interactants' methods for achieving social actions and organizing interactional occasions.

540. Media Management Research (3)

Two lectures and two hours of activity.

Prerequisite: Communication 440.

Applying research in cable, film, radio, television and telecommunications management. Designs, methodologies, analyses, applications of audience, programming, and advertising research.

541. Advanced Creative Production (3)

One lecture and four hours of activity.
Prerequisites: Communication 461 or 481; and consent of instructor.
Design and production of print and electronic advertising and public relations messages. Creative strategy and evaluation. Print, film and video techniques. Maximum credit six units.

545. Communication and Rhetorical Movements (3)

Prerequisite: Completion of preparation for the specializations in communication or admission to the graduate program.
Historical perspective of role of communication in social change in rhetorical movements and social change.

555. New Media Production (3)

Two lectures and three hours of activity.
Prerequisite: Upper division standing or admission to the graduate program.
Development of audio visual/communication products in new media formats. Multi-media laboratory use to be arranged.

560. Advertising Research (3) I

Prerequisites: Communication 310W and 460 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to advertising majors and minors (Major Code 06041).

Systematic application of quantitative and qualitative research to planning, design, and management of advertising campaigns. Cases, practices, and problems in application of research to consumer, market analysis, positioning, creative selection, media planning, and campaign evaluation.

565. Advertising Campaigns (3) II

Prerequisites: Communication 461 and 560.
Planning and creation of advertising campaigns including situation analysis and strategy, advertising and marketing objectives, consumer analysis and target audience selection, creative development, media strategy and tactics, sales promotion, and campaign evaluation.

571. Intercultural Communication Theory (3)

Prerequisite: Completion of preparation for the major in communication and Communication 371, or admission to the graduate program.
Theories of cross-cultural and intercultural communication, including ethnic identity, communication competence, and cultural values.

574. International Advertising (3)

Prerequisites: Communication 300, 350, and six upper division units in School of Communication courses.
Comparative cultural, economic, legal, political, and social conditions relevant to international advertising. Not open to students with credit in Communication 474.

575. Technological Trends in Telecommunication (3)

Prerequisite: Completion of preparation for the majors in communication, or television, film and new media production, or admission to graduate program.
Developments and trends in telecommunication and related technology, with implications for the future. Practical experience with on-line computer activities.

580. Communication and Politics (3)

Prerequisites: Communication 160 and 305. **Proof of completion of prerequisites required:** Copy of transcript.
Contemporary political communication events and processes, with a focus on speeches, debates, and campaigns.

581. Public Relations Research (3) I

Two lectures and two hours of activity.
Prerequisites: Communication 310W and 480 with grades of C (2.0) or better and 489. **Proof of completion of prerequisites required:** Copy of transcript. Limited to public relations majors and minors (Major Code 05992).

Qualitative and quantitative methods used in evaluation research to plan, track, and evaluate public relations programs. Computerized statistical analysis.

583. Medical Interaction (3)

Prerequisites: Communication 300 and 350.
Theoretical and applied approaches to health communication including interactional patterns among doctors, nurses, patients, family members, therapists, counselors, and clients. Not open to students with credit in Communication 584.

584. Legal Interaction (3)

Prerequisites: Communication 300 and 350.
Interactional patterns among judges, lawyers, witnesses, juries, and related legal personnel. Implications for understanding constraints on exchange within institutional interaction and social justice as a practical accomplishment.

585. Professional Practices in Public Relations (3) II

Prerequisites: Communication 581 and credit or concurrent registration in Communication 481.
Advanced cases in public relations management. Theory and practice of issues management, integration of the public relations function in strategic management in a variety of corporate, governmental, nonprofit, social, and cultural organizations.

589. Ethical Issues in Communication (3)

Prerequisites: Communication 160 and 305. **Proof of completion of prerequisites required:** Copy of transcript.
Classical and modern ethical concepts and issues in communication.

591. International Telecommunications (3) I

Prerequisite: Twelve upper division units in School of Communication or admission to the graduate program.
Comparative study of economic, social, political determinants of broadcasting, and telecommunication systems around the world.

592. Persuasion (3)

Prerequisite: Communication 103. Open to majors and nonmajors.
Key variables and theories in the persuasion process: persuasive sources, messages, receiver variables, propaganda, brainwashing, cognitive, behavioral, and social theories of persuasion. Not applicable to the M.A. degree in communication.

596. Selected Topics (1-4)

Prerequisite: Senior standing or above.
Specialized study in selected topics. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Maximum combined credit of six units of 596 and 696 applicable to a 30-unit master's degree.

LOWER DIVISION COURSE IN JOURNALISM (JOUR)

220. Writing for the Mass Media (3) (CAN JOUR 2)

One lecture and four hours of activity.
Prerequisites: Sophomore standing; ability to type; and a passing score on the Journalism Grammar, Spelling, and Punctuation (GSP) test. **Proof of completion of prerequisites required:** GSP test score and proof of sophomore standing.
Introduction to writing techniques for mass media. Laboratory practice in informational and persuasive writing, evaluation, and judgment.

UPPER DIVISION COURSES IN JOURNALISM (Intended for Undergraduates)

NOTE: PROOF OF COMPLETION of prerequisites required for all upper division courses: GSP test score as applicable and copy of transcript.

300. Principles of Journalism (3)

Prerequisite: Upper division standing.
Theory and practice of journalism, survey of history, ethics, law, international news systems, and social responsibility of the press. Operations of newspapers, news magazines, radio and television news departments, and other news agencies. Impact of new media and technology on journalism, economics, and management of news organizations.

315. News Writing and Editing (3) I, II

One lecture and four hours of activity.

Prerequisites: Communication 200 and Journalism 220 with minimum grades of C (2.0) in each course; upper division standing; ability to type; credit or concurrent registration in Journalism 300 and Communication 310W; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Specialized writing and editing techniques for news media. Field and laboratory practice.

420. Public Affairs News Reporting (3) I

One lecture and four hours of activity.

Prerequisites: Journalism 300, 315, and Communication 310W, with minimum grades of C (2.0) in each course; upper division standing; ability to type; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Field and laboratory practice in news gathering and writing, covering news beats including courts; local governments and other news sources. Emphasis on accuracy, clarity, comprehensiveness and interpretation.

425. Editorial and Critical Writing (3)

Prerequisites: Journalism 420; upper division standing; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Principles and practices in editorial and critical writing. Editorials, columns and commentary. Analysis and interpretation.

441. Magazine Article Writing (3) I, II

Prerequisites: Upper division standing; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Planning, gathering material, writing and marketing articles for specialized and general publications. Production of expository articles and marketing of at least one.

470. Radio-Television News Writing and Editing (3) I, II

One lecture and four hours of activity.

Prerequisites: Journalism 300, 315, and Communication 310W, with minimum grades of C (2.0) in each course; or Television, Film and New Media 110; upper division standing; ability to type; a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Application of radio and television news writing principles and techniques. Emphasis in news scriptwriting using audio and video.

490. Internship in Journalism (1-3) Cr/NC

Prerequisites: Upper division standing, consent of instructor, and Journalism 420.

Supervised work at news media organizations under the combined direction of practitioners and professors. Maximum credit three units.

496. Experimental Topics (1-3)

Prerequisites: Upper division standing and consent of instructor.

Selected topics. May be repeated with new content. See Class Schedule for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

499. Special Study (1-3)

Prerequisites: Upper division standing and consent of instructor.

Individual study or project, normally in a research area selected by the student. Maximum credit three units.

**UPPER DIVISION COURSES IN JOURNALISM
(Also Acceptable for Advanced Degrees)**

529. Investigative Reporting (3)

One lecture and four hours of activity.

Prerequisites: Journalism 420 with minimum grade of C (2.0); upper division standing; and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

Development of articles of substance and depth in specialized areas. Research, analysis and interpretation of complex issues in the news. Special problems of the sustained, reportorial effort. Field and laboratory practice.

530. Management of News Organizations (3)

Prerequisites: Senior standing and twelve upper division units in journalism.

Role of manager in journalism and journalism-related organizations. Interaction of news, entertainment, advertising, circulation, production, and promotion functions as related to economic demands.

550. News Production (3)

One lecture and four hours of activity.

Prerequisites: Journalism 420 with minimum grade of C (2.0); and a passing score on the Grammar, Spelling, and Punctuation (GSP) test.

News production principles and techniques. Field and laboratory practice.

**LOWER DIVISION COURSES IN TELEVISION,
FILM, AND NEW MEDIA
(TFM)**

110. Telecommunications and Film Writing (3) I, II

Prerequisites: Satisfaction of the English Placement Test and Writing Competency requirements. Ability to type. **Proof of completion of prerequisites required:** Copy of EPT or competency scores or verification of exemption; proof of Cr in Rhetoric and Writing Studies 97A or 97B, or notification from the Department of Rhetoric and Writing Studies. Limited to television, film and new media production majors.

Theory and practice in writing for electronic and film media. Audience analysis, problems of timing, aural style, and scripting techniques.

121. Audio Production (3) I, II

Two lectures and three hours of activity.

Prerequisite: Limited to television, film and new media production majors.

Theory of audio production, use of basic audio equipment, and basic sound production. Practical experience in University sponsored productions.

122. Basic 16MM Film Production (3)

Two lectures and three hours of activity.

Prerequisite: Limited to television, film and new media production majors.

Equipment and process of 16MM location film production, including video applications.

123. Basic Video and TV Production (3)

Two lectures and three hours of activity.

Prerequisite: Limited to television, film and new media production majors.

Equipment and process of video and TV production. Use of TV control room, studio, auxiliary equipment, and integration of film and electronic media in production of programs.

160. Cinema as Art and Communication (3) I, II

An appreciative survey of cinema in its diverse forms. Historical and stylistic influences on the aesthetic values and social implications of cinema. Illustrated by screen examples.

260. Intermediate 16MM Film Production (3)

Two lectures and more than three hours of activity.

Prerequisites: Television, Film and New Media 110, 121, 122, 123 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Production of scene studies. Principles of film technique and theory. Focus on director's work in relation to cinematographer, sound designer, editor, and producer. Casting and directing actors.

261. Intermediate Video and TV Production (3)

Two lectures and more than three hours of activity.

Prerequisites: Television, Film and New Media 110, 121, 122, 123 with grade of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript.

Practice of video and digital TV production. Includes application of film techniques into electronic media and basic television program types. Responsibilities of producer, director, and production staff.

UPPER DIVISION COURSES IN TELEVISION, FILM, AND NEW MEDIA (Intended for Undergraduates)

320. Film and Video Aesthetics (3) II

Prerequisite: Television, Film and New Media Production 160.

Ways cinematic texts (films and video) work as language systems and complex cultural products. Major film and video theorists analyzed according to their contribution to the field.

321. Sound Design for Video and Film (3)

Two lectures and two hours of activity.

Prerequisites: Communication 200, Television, Film and New Media 260.

Audio post-production and synchronization with the visual image for video, TV, and film. Includes field acquisition, Foley, editing, and assembling.

324. Staging and Art for Television and Film (3)

Two lectures and three hours of activity.

Aesthetic considerations and technical practices in staging, lighting, and graphics for television and film. Practical experience in university sponsored productions. (Formerly numbered Television, Film and New Media 250.)

325. Video and Film Production for Non-Majors (3) I, S

Two lectures and three hours of laboratory.

Prerequisite: Upper division standing.

Technical and aesthetic principles and practices applicable to non-fictional and fictional presentations by video and film. Practical experience in basic video and film production and postproduction techniques. Not open to television, film and new media production majors.

327. Film and Video Editing (3)

One lecture and four hours of activity.

Prerequisites: Television, Film and New Media 122 and 123.

Theory and practice of film and video editing. Execution of postproduction in film as well as classical and modern editing theories.

363. International Cinema (3) I, II

Prerequisite: Completion of the General Education requirement in Foundations II.C., Humanities required for nonmajors.

Foreign feature films as expression of national cultures. Maximum credit six units of which three units may be applicable to General Education. May be repeated with new content. See Class Schedule for specific content.

364. Film Classics (3) I, II

Prerequisite: Upper division standing.

Viewing and analysis of those American and foreign theatrical films, particularly of the sound era, which represent milestones in the development of the cinema. May be repeated with new content. See Class Schedule for specific content. Maximum credit six units.

390. Broadcast and Film Performance (3) II

Two lectures and three hours of activity.

Prerequisite: Theatre 110.

Preparation and delivery of materials before the microphone and camera.

401. Business Aspects of Television and Film Production (3) I,II

Prerequisites: Television, Film and New Media 260 or 261 or 325. Usually taken concurrently with Television, Film and New Media 560 or 561. **Proof of completion of prerequisites required:** Copy of transcript.

Financing, preproduction planning, and postproduction of television and film.

UPPER DIVISION COURSES IN TELEVISION, FILM, AND NEW MEDIA (Also Acceptable for Advanced Degrees)

510. Script Writing for Television and Film (3)

Prerequisites: Television, Film and New Media 110, 260 or 261; and satisfaction of the English Placement Test and Writing Competency requirements.

Scripting of dramatic original and adaptation forms, and the documentary. (Formerly numbered Television, Film and New Media 410.)

522. Film and Television Cinematography (3) I

Two lectures and three hours of laboratory.

Prerequisites: Television, Film and New Media 122 and 123. **Proof of completion of prerequisites required:** Copy of transcript.

Advanced theory and practice of cinematography for film and television production. Practicum in cinematography problems related to control of light and image for television and film, including use of specialized equipment, film and videotape stock, location and studio shooting, and complex blocking problems.

550. Art Direction for Television and Film (3) II

One lecture and four hours of activity.

Prerequisites: Television, Film and New Media 324, 260 or 261 or 325, and consent of instructor. **Proof of completion of prerequisites required:** Copy of transcript.

Aesthetic, technical, and administrative aspects of design for television and film. Experience in scenic design, construction, decoration, lighting, and special effects.

551. Production Design for Television and Film (3)

Prerequisites: Television, Film and New Media 324 and credit or concurrent registration in Television, Film and New Media 401.

Theory and analysis of production design concepts for television and film. Determination of stylistic and technical requirements for fictional and nonfictional productions.

560. Advanced Film (3)

Two lectures and more than three hours of activity.

Prerequisites: Television, Film and New Media 260, 261, and 510 with grade of B (3.0) or better in each and consent of instructor. **Proof of completion of prerequisites required:** Copy of transcript.

Practicum in direction and production of dramatic and nondramatic film and video. Cameras, lighting, design, sound techniques, experience in University sponsored productions. Completion of a short film.

561. Advanced Television (3)

Two lectures and more than three hours of activity.

Prerequisites: Television, Film and New Media 260, 261, and 510 with grade of B (3.0) or better in each and consent of instructor.

Program development, stylistic techniques, and individual projects in producing and directing. Documentary production.

562. Documentary and Propaganda Film/Television (3)

Prerequisite: Television, Film and New Media 160.

Analysis through viewing of persuasive concepts, techniques, and forms in international, documentary film and television programs, and special effects.

565. Animated Film and New Media Techniques (3) II

Two lectures and more than three hours of activity.

Screening of representative examples and production of an animated motion picture and practical experience in digital technologies.

569. Advanced Projects in Film and Video (3)

Two lectures and more than three hours of activity.

Prerequisites: Television, Film and New Media 510, and 560 or 561. Original and creative work demonstrating significant achievement in film and video production. Maximum credit six units. (Formerly numbered Television, Film and New Media 469.)

GRADUATE COURSES

Refer to Bulletin of the Graduate Division.
