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# Communication

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In the College of Professional Studies and Fine Arts

## Faculty

William F. Eadie, Ph.D., Professor of Communication,  
Director of the School of Communication  
Susan A. Hellweg, Ph.D., Professor of Communication, Associate  
Director of the School of Communication  
Janis F. Andersen, Ed.D., Professor of Communication,  
Interim Dean of the Graduate Division  
Peter A. Andersen, Ph.D., Professor of Communication  
Wayne A. Beach, Ph.D., Professor of Communication  
Glen M. Broom, Ph.D., Professor of Communication  
George N. Dionisopoulos, Ph.D., Professor of Communication  
David M. Dozier, Ph.D., Professor of Communication  
Patricia J. Geist-Martin, Ph.D., Professor of Communication  
(Graduate Adviser to Specialization in Communication Studies)  
Martha M. Lauzen, Ph.D., Professor of Communication  
Myron W. Lustig, Ph.D., Professor of Communication  
Barbara Mueller, Ph.D., Professor of Communication  
Brian H. Spitzberg, Ph.D., Professor of Communication, Director of  
Graduate Studies, School of Communication  
K. Tim Wulfemeyer, Ed.D., Professor of Communication  
Diane L. Borden, Ph.D., Associate Professor of Communication,  
Executive Assistant to the President  
Joel J. Davis, Ph.D., Associate Professor of Communication  
(Graduate Adviser to Specializations in Mass Communication and  
Media Studies)  
Donald R. Martin, Ph.D., Associate Professor of Communication,  
Associate Dean of the College of Professional Studies and Fine Arts  
Valerie R. Renegar, Ph.D., Assistant Professor of Communication  
Joseph E. Spevak, Ph.D., Assistant Professor of Communication  
Mei Zhong, Ph.D., Assistant Professor of Communication  
John M. Eger, J.D., The Lionel Van Deerlin Professor of  
Communication and Public Policy

## Associateships

Graduate students are employed in the School of Communication in teaching, research, and other areas. Graduate teaching associateships in communication are available to a limited number of qualified students. A limited number of graduate assistantships also are available in the School of Communication for those with academic or professional experience in various research and creative areas. Contact the Graduate Director or any of the graduate advisers for further information. Applications are available online at <http://www.sdsu.edu/soc>. Submit application to the chair of the temporary hiring committee by March 1 for the subsequent fall semester and October 1 for the subsequent spring semester.

## General Information

The School of Communication offers graduate study leading to the Master of Arts degree in communication. The Master of Arts degree in communication prepares students either for additional graduate work leading to a doctoral degree or for various careers in industry.

## Master of Arts Degree in Communication

The Master of Arts degree in communication provides advanced studies in two areas of specialization, to include communication studies, mass communication and media studies. Each specialization prepares students for one of three career paths: 1) Rigorous theoretical and methodological studies prepare students for additional graduate work at the doctoral level. 2) Studies in specific content areas prepare students for leadership positions in key communication industries and professional areas. 3) Combining studies in communication with selected courses in the College of Education prepares students for teaching careers at the community college level. Placement of communication graduates in doctoral programs is excellent; communication professors recently rated this program as one of the top three master's programs in the nation. Other graduates occupy leadership positions in advertising, human resource development, media and telecommunications management, new media, organizational communication, organizational training, public relations, and telecommunications policy.

Research interests of faculty and students include conversation analysis, interpersonal communication, rhetorical criticism, relational communication, group communication, organizational communication, social influence processes, communication message and program strategies, instructional processes, media organizations and professionals, audience uses of media, media history, media production, media ethics, media law, new media studies and technologies, media criticism, media management, political communication, communication regulation and policy, international communication and intercultural communication.

Graduate students in the School of Communication have access to computer equipment to support research endeavors. Master's degree students are encouraged to work with faculty on research projects and to develop their own research programs.

## Admission to Graduate Study

Students will be admitted for the fall and spring semester. For fall admission, application packages must be received and complete by the previous March 1. For spring admission, application packages must be received and complete by October 1 (or August 31 for international students).

In addition to meeting the general requirements for admission to the University with classified graduate standing as outlined in Part Two of this bulletin, students applying for admission to the Master of Arts degree in communication are evaluated according to the following criteria:

1. Undergraduate major or minor in advertising, communication, film studies, journalism, radio-television, speech communication, public relations, or a related communication discipline. Those lacking adequate undergraduate preparation may be admitted conditionally to the program and are required to take

one or more proficiency courses identified for each specialization, as determined by the graduate adviser for that specialization. Proficiency courses do not count toward the 30 units of a student's graduate program.

2. Minimum grade point average of 2.75 (when A equals 4.0) in the last 60 semester (90 quarter) units attempted (this calculation may not include lower division courses taken after award of a baccalaureate degree).
3. All applicants must post a Graduate Record Examination (GRE) verbal score of 450 or higher; a GRE quantitative score of 450 or higher; a combined GRE verbal and quantitative score of 950 or higher; and a GRE writing assessment (GRE-W) of level 4 or higher.
4. For international applicants for whom English is not their first language, TOEFL paper scores of 550 (or 213 online) or higher and a Certificate in Advanced English (CAE), indicating successful passage of the reading, writing, listening, and English usage test offered by the Cambridge English for Life (EFL) testing program; or a score of 50 or higher on the Test of Spoken English (TSE) offered by the Educational Testing Service.
5. Three letters of recommendation from academic or professional references that speak to the student's ability to succeed in graduate studies.
6. A personal statement of purpose composed by the applicant that: 1) identifies the degree specialization that provides the best fit with the applicant's objectives, 2) describes the applicant's undergraduate and/or professional preparation for graduate studies in the program and specialization, and 3) articulates the personal and/or career objectives that graduate studies in communication will help the applicant pursue.
7. Students seeking transfer from the Master of Arts degree in television, film and new media production into the Master of Arts degree in communication must meet the admission requirements above.

### Advancement to Candidacy

In addition to meeting the general requirements for advancement to candidacy described in Part Two of this bulletin, students seeking the Master of Arts degree in communication must complete Communication 600A and 600B with a B grade or better prior to advancement.

### Specific Requirements for the Master of Arts Degree

(Major Code: 06011)

In addition to meeting the requirements for the Master of Arts degree as described in Part Two of this bulletin and the requirements for one of the following two communication specializations, the student must complete a minimum of 30 units in courses acceptable in master's degree programs. Unless otherwise approved by the graduate adviser, all students must complete Communication 600A during their first semester of graduate study with a grade of B or better and must complete Communication 600B by the end of the second semester of graduate study with a grade of B or better. At least 18 units of the total program must be in courses numbered 600-799. Approval of the graduate adviser is required for all courses numbered 500-599. With the approval of the graduate adviser, students may take up to six units of graduate coursework in departments other than the School of Communication. Students may not repeat any course in their program of study without consent of the graduate adviser and instructor.

### Specialization in Communication Studies

This specialization provides advanced study of language, interaction and communication in relational, cultural, and societal contexts. Individuals in the specialization draw from international developments in critical and cultural studies to explore culture and communication; develop a deeper understanding of the intercultural and international dimensions of communication; and explore communication as an interactive process across diverse social relationships, activities and contexts. The program of study within the specialization prepares students for scholarly or applied careers in communication.

**Proficiency Requirements.** Individuals must demonstrate relevant undergraduate coursework for their desired area of focus within the specialization. Individuals without adequate preparation will be asked to take up to three proficiency courses. Specific proficiency courses will be determined in consultation with the graduate adviser after admission to the program.

**Graduate Courses.** Students may select Plan A, thesis, by completing Communication 799A (3 units) or, if Plan B is selected, the student must complete three units of 600-700 level coursework in the School of Communication and pass the Comprehensive Examination in Communication. The remaining 27 units of the program must include completion of Communication 600A and 600B with a grade of B or better; six units selected from Communication 610, 620, 640, 660, 665; nine units selected from Communication 503, 580, 589, 591, 696, 701, 706, 715, 721, 735, 740, 747, 750, 755, 766, 771, 792, 798, Television, Film and New Media 562, 615, 660, 700; and six units relevant to the specialization selected with the approval of the graduate adviser. No more than six units may be taken outside the School of Communication. No more than six units may be taken as special study (798).

### Specialization in Mass Communication and Media Studies

This specialization offers advanced studies for individuals seeking additional knowledge of advertising, public relations, journalistic practices, emerging communication technologies, or the impact of mass communication practices on individuals, groups and society as a whole. The program of study within this specialization is appropriate for individuals who seek a career in the applied communication fields (journalism, advertising, public relations), who wish to pursue careers involving new media communication industries, who wish to teach at the community college level or who wish to continue studies of mass communication and media at the doctoral level.

**Proficiency Requirements.** Individuals must demonstrate relevant undergraduate coursework for their desired area of focus within the specialization. Individuals without adequate preparation will be asked to take up to three proficiency courses. Specific proficiency courses will be determined in consultation with the graduate adviser after admission to the program.

**Graduate Courses.** Students may select Plan A, thesis, by completing Communication 799A (3 units) or, if Plan B is selected, the student must complete three units of 600-700 level coursework in the School of Communication and pass the Comprehensive Examination in Communication. The remaining 27 units of the program must include completion of Communication 600A and 600B with a grade of B or better; six units selected from Communication 610, 620, 640, 660, 665; nine units selected from Communication 502, 503, 505, 506, 540, 555, 560, 574, 575, 580, 581, 585, 589, 591, 596, 696, 701, 708, 750, 764, 766, 771, 780, 785, 792, 798, Television, Film and New Media 562, 615, 660, 700, 761; and six units relevant to the specialization selected with the approval of the graduate adviser. No more than six units may be taken outside the School of Communication. No more than six units may be taken as special study (798).

**Courses Acceptable on Master's Degree Programs in Communication (COMM) (JOUR)**

**Communication (COMM)  
UPPER DIVISION COURSES**

**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.

**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 general communication studies program 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.

Prerequisites: Communication 310W and 440 with grades of C (2.0) or better. **Proof of completion of prerequisites required:** Copy of transcript. Limited to Media Management majors and minors, Major Code: 06032.

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

**545. Communication and Rhetorical Movements (3)**

Prerequisite: Completion of preparation for the general communication studies program or admission to the graduate program.

Historical perspective of role of communication in social change in rhetorical movements and social change.

**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 general communication studies program 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: Limited to Major Codes: 06011, 06021, 06031, 06032, 06041, 05992, 06033, 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)**

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.

**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.

## **Communication (COMM) GRADUATE COURSES**

### **600A. Seminar: Introduction to Communication Graduate Studies (3)**

Prerequisite: Classified or conditionally classified graduate standing in the School of Communication.

Contemporary and emergent communication theory. Extensive writing from exercises in bibliographical techniques, database searches, reference works, scholarly journals, and research proposal. Required for first semester of graduate work; prerequisite for advancement to candidacy. May not be repeated more than once.

### **600B. Seminar: Communication Research Methods (3)**

Prerequisite: Classified or conditionally classified graduate standing in the School of Communication.

Methods and tools of inquiry in communication research. Survey/experimental methods, conversation analysis, ethnographic, theoretical, critical and rhetorical studies. Required for first semester of graduate work; prerequisite for advancement to candidacy. May not be repeated more than once.

### **610. Seminar: Advanced Communication Theory (3)**

Prerequisite: Communication 600A.

Advanced methods of theory construction, explication, and evaluation in communication, including alternatives to traditional communication science.

### **620. Seminar: Quantitative Methods in Communication Research (3)**

Prerequisites: Communication 540, 560, and 581 or Communication 600A and 600B.

Advanced applications of survey methodology; evaluation of experimental and quasi-experimental procedures; methods of statistical inference and research design; application of computer statistical package.

### **640. Seminar: Critical and Rhetorical Methods in Communication (3)**

Prerequisites: Communication 600A and credit or concurrent registration in Communication 600B.

Methodologies for textual, rhetorical, semiotic, narrative, and reception research. Use of case studies, focus groups, and interpretive methods.

### **660. Seminar: Ethnographic Methods in Communication Research (3)**

Prerequisites: Communication 600A and 600B.

Historical and contemporary assumptions of ethnographic inquiry, including research design, data collection, and analysis of field materials.

### **665. Seminar: Conversation Analysis in Communication Research (3)**

Prerequisites: Communication 600A and 600B.

Assumptions and practices of conversation analysis. Repeated examinations of diverse recordings and transcriptions as resources for analyzing distinctive, methodological, and ordered nature of communication contexts.

### **696. Special Topics (1-3)**

Prerequisites: Communication 600A, 600B, and graduate standing.

Intensive study in specific areas of communication. May be repeated with new content. See Class Schedule for specific content. Maximum credit six units applicable to a master's degree. Maximum combined credit of six units of 596 and 696 applicable to a 30-unit master's degree.

### **701. Seminar: Mass Communication Problems (3)**

Prerequisites: Communication 600A and 600B.

Reading, investigation, and research concerning current topics in problems of mass media. May be repeated with new content. Maximum credit six units.

### **706. Seminar: Organizational Communication (3)**

Prerequisites: Communication 600A and 600B.

Functions, forms, and consequences of communicating in organizations in a changing work world. Topics such as culture groups, networks, leadership, conflict, and decision making.

### **708. Seminar: Mass Communication and Society (3)**

Prerequisites: Communication 600A and 600B.

Rights, responsibilities, and characteristics of mass media and mass communication practitioners. Characteristics and responsibilities of audiences and society.

### **715. Seminar: Nonverbal Communication (3)**

Prerequisites: Communication 600A and 600B.

Nonverbal human behavior, including body movements, gesture, gaze, touch, and integration of vocal and nonvocal activities in human interaction.

### **721. Seminar: Interaction and Health (3)**

Prerequisites: Communication 600A and 600B.

Personal, interactional, cultural, and political dimensions of communication about health and illness. Assumptions, practices, and structures of discourse across boundaries of family, social, and institutional contexts. May be repeated with new content. Maximum credit six units.

### **735. Seminar: Relational Communication (3)**

Prerequisites: Communication 600A and 600B.

Contemporary theory and research addressing interpersonal verbal and nonverbal communication in intimate and non-intimate relationships.

### **740. Seminar: Rhetorical Theory (3)**

Prerequisites: Communication 600A and 600B.

Leading figures in rhetorical theory from Plato to contemporary theorists. Application of theory to public address.

### **747. Seminar in Argumentation (3)**

Prerequisites: Communication 600A and 600B.

Process and theory of argumentation including argument fields, spheres, and evaluation of contexts such as conversation, history, public policy-making.

### **750. Seminar in Selected Topics: Communication Contexts (3)**

Prerequisite: Communication 600A.

Intensive study in specific contextual forms of communication such as legal interaction, gender, group communication, international journalism, and the dark side of communication. See Class Schedule for specific content. May be repeated with new content. Maximum credit nine units applicable to a master's degree in communication.

**755. Seminar: Public Address (3)**

Prerequisites: Communication 600A and 600B.

Case studies of rhetorical events which illustrate rhetorical theory. May be repeated with new content. See Class Schedule for specific content. Maximum credit six units applicable to a master's degree.

**764. Seminar: Telecommunication Technology and Policy (3)**

Prerequisites: Communication 600A and 600B.

Contemporary trends in telecommunication and information technology, implications of trends for public policy and affected businesses. Interaction between technology, implications of trends for public policy and affected businesses. Interaction between technology and regulation.

**765. Seminar: Conversational Interaction (3)**

Prerequisites: Communication 600A and 600B.

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.

**766. Seminar: Telecommunication Issues and Trends (3)**

Prerequisites: Communication 600A and 600B.

Issues and trends important to coming decade, resulting from rapid evolution of telecommunications and related technologies, and their applications in society.

**771. Seminar: Intercultural Communication (3) I, II**

Prerequisites: Communication 571, 600A, and 600B.

Analysis of cultural influences on human communication acts. Emphasis on cultural values, perception, social organizations, language, and nonverbal codes.

**780. Seminar: Public Relations Research (3)**

Prerequisites: Communication 581, 600A, and 600B.

Analysis and critique of contemporary public relations programs and theory. Development of a comprehensive public relations project involving original research.

**785. Seminar: Advertising Research (3)**

Prerequisites: Communication 560, 600A, and 600B.

Advanced topics in theory, design, and utilization of advertising research.

**792. Seminar: Persuasion (3) I, II**

Prerequisites: Communication 600A and 600B.

Contemporary theories and models of persuasion, methods of assessing persuasive effect, and analysis of research literature.

**798. Special Study (1-3) Cr/NC/RP**

Prerequisites: Communication 600A and 600B.

Contract required. Arranged with graduate coordinator in area of study. Individual study. Maximum credit six units applicable to a master's degree.

**799A. Thesis or Project (3) Cr/NC/RP**

Prerequisites: An officially appointed thesis committee and advancement to candidacy.

Preparation of a project or thesis for the master's degree.

**799B. Thesis or Project Extension (0) Cr/NC**

Prerequisite: Prior registration in Thesis or Project 799A with an assigned grade symbol of RP.

Registration in any semester or term following assignment of RP in Course 799A in which the student expects to use the facilities and resources of the university; also student must be registered in the course when the completed thesis or project is granted final approval.

**Journalism (JOUR)  
UPPER DIVISION COURSES**

**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.

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