

# COMMUNICATION STUDIES

## Contact Information

**Division**  
Liberal Arts

**Dean**  
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## Overview

The Communication Studies program focuses on how people use messages and symbols to generate meaning, critique and relate to one another across various contexts, cultures, channels and media. Providing inquiry into performances of the self and our communities, attending to issues of power and diversity and producing works of media and performance toward social justice; communication is a diverse discipline that serves as the basis for an ever-expanding understanding of how we all communicate.

Students may transfer as Communication Studies majors to the university level and/or use their education as introductory training for careers in social science, media, journalism, broadcasting, public information, media research, public opinion analysis, government and multimedia design.

## Faculty

**Julie D. Bruno**  
**Professor, Communication Studies**  
B.A., San Francisco State University  
M.A., San Francisco State University

**Jenifer R. Vernon**  
**Assistant Professor, Communication Studies**  
B.A., The Evergreen State College  
M.A., University of Oregon  
Ph.D., University of California, San Diego

**Margaret M. Williams**  
**Professor, Communication Studies**  
B.A., California State University, Sacramento  
M.A., California State University, Sacramento  
Ed.D., University of California, Davis

**Nicholas A. Zoffel**  
**Professor, Communication Studies**  
A.A., Grossmont College  
B.A., San Jose State University  
M.A., San Jose State University  
Ph.D., Bowling Green State University

## Degrees/Certificates

### Associate Degrees for Transfer

Communication Studies for Transfer (p. 1)

- Journalism for Transfer (p. 2)

### Associate Degrees

- Communication Studies—General (p. 2)
- Communication Studies—Graphic Design/Multimedia (p. 3)
- Communication Studies—Mass Communication (p. 3)

## Communication Studies for Transfer

### AA-T Degree

Communication Studies is a broadly based discipline that includes public speaking, mass and mediated communication, journalism, interpersonal, intercultural and group communication. The degree program allows students to critically analyze information and arguments, evaluate and create effective oral and written messages, write and deliver effective presentations and formulate communication solutions to problems in professional and personal contexts. This degree program will prepare students to transfer as Communication Studies majors to the university level as well as use their education as an introduction to careers in fields such as journalism, public relations, fundraising, law, broadcasting, mediation, human resources, customer relations, business management and education.

The Associate in Arts in Communication Studies for Transfer degree (AA-T) prepares students to transfer into the CSU system to complete a bachelor's degree in Communication Studies or a major deemed similar by a CSU campus. Students earning an associate degree for transfer and meeting the CSU minimum transfer admission requirements are guaranteed admission with junior standing to the CSU system, but not to a particular campus or major. Upon transfer, students will be required to complete no more than 60 additional prescribed units to earn a bachelor's degree.

To earn the Associate in Arts in Communication Studies for Transfer degree, students must complete 60 CSU-transferable semester units with a minimum grade point average of 2.0, including both of the following:

- completion of all courses required for the major with grades of "C" or better; and
- completion of the California State University General Education Breadth (CSU GE) (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements>) pattern or the Intersegmental General Education Transfer Curriculum (IGETC) (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc>) pattern. (Students transferring to a CSU campus using IGETC must complete Area 1C Oral Communication to be eligible for admission.)

It is highly recommended that, prior to transferring, students complete courses that satisfy the CSU United States History, Constitution and American Ideals graduation requirement. In all cases, students should consult with a counselor for more information on university admission and transfer requirements.

**RESTRICTION:** International coursework from non-United States regionally accredited institutions cannot be applied to associate degrees for transfer.

### Required Courses

COMM 0001	Fundamentals of Public Speaking	3
<b>Select 6 units from the following:</b>		<b>6</b>

COMM 0002	Argumentation	
COMM 0003	Group Communication	
COMM 0008	Interpersonal Communication	
<b>Select 6 units from the following or unused course from the preceding area:</b>		<b>6</b>
COMM 0006	Oral Interpretation of Diverse Literatures	
COMM 0007	Intercultural Communication	
COMM 0010	Survey of Communication Studies	
COMM 0070	Mass Communication: Media and Society	
<b>Select 3 units from the following or any unused course from the preceding areas:</b>		<b>3</b>
COMM 0005	Communication Experience	
COMM 0012	Visual Communication (also AAD 0012)	
COMM 0071	Newswriting and Reporting Techniques	
COMM 0072	Ethnographic Multimedia Reporting	
Total Units		18

## Journalism for Transfer

### AA-T Degree

The Associate in Arts in Journalism for Transfer (AA-T) degree program provides students with a strong foundation in Journalism by engaging, researching and producing works in a variety of accepted media, journalistic (AP) and performance-based styles.

The Associate in Arts in Journalism for Transfer degree (AA-T) prepares students to transfer into the CSU system to complete a bachelor's degree in Journalism, Communication with a Journalism or Media Studies concentration, or a major deemed similar by a CSU campus. Students earning an associate degree for transfer and meeting the CSU minimum transfer admission requirements are guaranteed admission with junior standing within the CSU system. Students are also given priority admission consideration to their local CSU campus but not to a particular campus or major. Upon transfer, students will be required to complete no more than 60 additional prescribed units to earn a bachelor's degree.

To earn the Associate in Arts in Journalism for Transfer degree, students must complete 60 CSU-transferable semester units with a minimum grade point average of 2.0, including both of the following:

- completion of all courses required for the major with grades of "C" or better; and
- completion of the California State University General Education Breadth (CSU GE) (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements>) pattern or the Intersegmental General Education Transfer Curriculum (IGETC) (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc>) pattern. (Students transferring to a CSU campus using IGETC must complete Area 1C Oral Communication to be eligible for admission.)

It is highly recommended that, prior to transferring, students complete courses that satisfy the CSU United States History, Constitution and American Ideals graduation requirement. In all cases, students should

consult with a counselor for more information on university admission and transfer requirements.

**RESTRICTION:** International coursework from non-United States regionally accredited institutions cannot be applied to associate degrees for transfer.

### Required Courses

COMM 0070	Mass Communication: Media and Society	3
COMM 0071	Newswriting and Reporting Techniques	3
COMM 0078	KSCM: Media Practicum I	3
<b>Select 3 units from the following:</b>		<b>3</b>
COMM 0012	Visual Communication (also AAD 0012)	
COMM 0072	Ethnographic Multimedia Reporting	
COMM 0079	KSCM: Media Practicum II	
<b>Select 6 units from the following:</b>		<b>6</b>
COMM 0001	Fundamentals of Public Speaking	
COMM 0002	Argumentation	
COMM 0003	Group Communication	
COMM 0006	Oral Interpretation of Diverse Literatures	
COMM 0008	Interpersonal Communication	
COMM 0010	Survey of Communication Studies	
Total Units		18

## Communication Studies—General

### AA or AS Degree

(formerly Communication Studies—Oral Concentration)

The AA/AS degree in Communication Studies—General Concentration requires 27-28 units in the major. In all cases, students should consult with a counselor for more information on university admission and transfer requirements. Students must fulfill the following major requirements with grades of "C" or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/associate-degree-requirements>);
- California State University General Education Breadth (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements>) pattern;
- Intersegmental General Education Transfer Curriculum (IGETC) (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc>).

### Required Courses

COMM 0001	Fundamentals of Public Speaking	3
COMM 0002	Argumentation	3
COMM 0003	Group Communication	3
COMM 0006	Oral Interpretation of Diverse Literatures	3
COMM 0008	Interpersonal Communication	3

COMM 0070	Mass Communication: Media and Society	3
<b>Select 9-10 units from the following:</b>		9-10
COMM 0007	Intercultural Communication	
COMM 0010	Survey of Communication Studies	
COMM 0012	Visual Communication (also AAD 0012)	
COMM 0028	Independent Study	
COMM 0071	Newswriting and Reporting Techniques	
or COMM 0072	Ethnographic Multimedia Reporting	
COMM 0095	Internship in Communication Studies (up to 4 units)	
CIS 0100	Software for Dynamic Presentations	
DRMA 0010A	Fundamentals of Acting	
or DRMA 0010B	Advanced Acting	
Total Units		27-28

### Communication Studies—Graphic Design/Multimedia

#### AA or AS Degree

(formerly Communication Studies—Graphic Design Concentration)

The AA/AS degree in Communication Studies—Graphic Design/Multimedia Concentration requires 26-30 units in the major. Students must fulfill the following major requirements with grades of “C” or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/associate-degree-requirements>) ;
- California State University General Education Breadth (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements>) pattern;
- Intersegmental General Education Transfer Curriculum (IGETC) (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc>) .

#### Required Courses

COMM 0001	Fundamentals of Public Speaking	3
or COMM 0005	Communication Experience	
COMM 0006	Oral Interpretation of Diverse Literatures	3
COMM 0012	Visual Communication (also AAD 0012)	3
COMM 0070	Mass Communication: Media and Society	3
COMM 0071	Newswriting and Reporting Techniques	3
or COMM 0072	Ethnographic Multimedia Reporting	
<b>Select 5-7 units from the following:</b>		5-7
COMM 0010	Survey of Communication Studies	
COMM 0031A	Introduction to Digital Filmmaking	
AAD 0020	Portfolio Development and Presentation	
AAD 0028	Independent Study	
or COMM 0028	Independent Study	

AAD 0061	Graphic Design II: Digital Design and Production	
AAD 0095	Internship in Applied Art and Design (up to 4 units)	
or COMM 0095	Internship in Communication Studies	
<b>Select 6-7 units from the following:</b>		6-7
AAD 0052	Publication Design I	
AAD 0060	Graphic Design: Principles and Process	
AAD 0062	Graphic Computer Illustration	
AAD 0070	Introduction to Digital Design	
AAD 0075	Introduction to Digital Imaging (also PHOT 0075)	
AAD 0085	Introduction to Web Design	
AAD 0090	Interactivity and Animation for the Web	
ART 0006C	Color Theory	
Total Units		26-29

### Communication Studies—Mass Communication

#### AA or AS Degree

(formerly Communication Studies—Mass Communication/Multimedia Concentration)

The AA/AS degree in Communication Studies—Mass Communication Concentration requires 27-30 units in the major. Students must fulfill the following major requirements with grades of “C” or better, complete a minimum of 60 degree-applicable semester units (12 of which must be completed at Sierra College) with a grade point average of at least 2.0 and complete one of the following three general education patterns:

- Sierra College Associate Degree Requirements (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/associate-degree-requirements>) ;
- California State University General Education Breadth (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/california-state-university-general-education-breadth-requirements>) pattern;
- Intersegmental General Education Transfer Curriculum (IGETC) (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/general-education/intersegmental-general-education-transfer-curriculum-igetc>) .

#### Required Courses

COMM 0001	Fundamentals of Public Speaking	3
or COMM 0005	Communication Experience	
COMM 0002	Argumentation	3
COMM 0008	Interpersonal Communication	3
COMM 0070	Mass Communication: Media and Society	3
COMM 0078	KSCM: Media Practicum I	3
<b>Select 12-15 units from the following:</b>		12-15
COMM 0003	Group Communication	
COMM 0006	Oral Interpretation of Diverse Literatures	
COMM 0007	Intercultural Communication	
COMM 0010	Survey of Communication Studies	
COMM 0012	Visual Communication (also AAD 0012)	
COMM 0028	Independent Study <sup>1</sup>	

or COMM 0095	Internship in Communication Studies	
COMM 0071	Newswriting and Reporting Techniques	
COMM 0072	Ethnographic Multimedia Reporting	
COMM 0079	KSCM: Media Practicum II	
Total Units		27-30

<sup>1</sup> Only 3 total units may be taken from COMM 0028 and COMM 95.

## Courses

Understanding course descriptions (<http://catalog.sierracollege.edu/archive/2016-2017/student-resources/course-information/understanding-course-descriptions>)

### COMM 0001. Fundamentals of Public Speaking

*Units: 3*

Prerequisite: Eligibility for ENGL 50 or ENGL N

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

An introduction to essential principles and skills of public speaking. Preparing, presenting, and critiquing several speech types, particularly informative and persuasive speeches - with emphasis on the selection and organization of supporting material, reasoning, audience adaptation, persuasive strategies and elements of delivery. Formal written outlines are required for all major speeches. (C-ID COMM 110) (CSU, UC-with unit limitation)

### COMM 0002. Argumentation

*Units: 3*

Prerequisite: Eligibility for ENGL 1A

Hours: 54 lecture

A course in argumentation theory and practice including critical evaluation of claims, research, evidence, reasoning, refutation, and rebuttal. Basic principles of argument structure and case building are applied, both in written and oral form, in a variety of problem solving and debate situations. (C-ID COMM 120) (CSU, UC)

### COMM 0003. Group Communication

*Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

Theory and practice in small group communication. Topics include dynamics of the small group communication process, individual accountability in groups, problem solving, conflict management, leadership, creative and critical thinking. Requires group and individual presentations and typed outlines. (C-ID COMM 140) (CSU, UC)

### COMM 0005. Communication Experience

*Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

An introduction to concepts and skills needed for effective communication in a variety of contexts. Includes practical experiences in interpersonal, intercultural, and small group communication. Requires classroom public speaking. (CSU, UC-with unit limitation)

### COMM 0006. Oral Interpretation of Diverse Literatures

*Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

Introduction to field of performance studies and issues of diversity through oral interpretation of literature. Through research, analysis and performance of poetry, prose, and dramatic works of diverse social and cultural groups, students gain insight into the role of voice, identity, and social justice in literature and performance. Focus on theories of interpretive performance, selection and analysis of literature for themes, audience analysis with attention to diversity, script writing, delivery, technique, solo and group performance events, and critical post-performance reflection and assessment. (C-ID COMM 170) (CSU, UC)

### COMM 0007. Intercultural Communication

*Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

A study of research and theory of communication between cultures. Emphasis on knowledge, motivation, and skill to recognize and achieve competence in intercultural communication in a variety of contexts: academic, professional and personal. Topics of examination include historical influences of cultures, cultural patterns, societal perspectives, and contexts for theoretical and practical application of intercultural communication skills. (C-ID COMM 150) (CSU, UC)

### COMM 0008. Interpersonal Communication

*Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

An investigation of the principles and theories of interpersonal communication. Analysis of the dynamics of one-on-one communication to improve competence. Areas of study include perception, self-concept, verbal and nonverbal communication, listening, conflict management, and relationship stages. (C-ID COMM 130) (CSU, UC)

### COMM 0010. Survey of Communication Studies

*Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

An introductory survey of the communication field, covering the theoretical study of the development of communication and its interrelationship with society. Includes the history of communication study, communication theory, and an overview of interpersonal, intercultural, small group, public, and organizational communication, as well as how communication takes place through the fine arts and mass media. (C-ID COMM 180) (CSU, UC)

### COMM 0012. Visual Communication

*Units: 3*

Also known as AAD 12

Hours: 54 lecture

Study of visual communication including design principles, aesthetics, visual perception, non-verbal messages, relationship to verbal communication, audience analysis, mass media and persuasion. Historical overview of visual media as well as current trends and technology. (C-ID JOUR 170) (CSU, UC)

### COMM 0028. Independent Study

*Units: 1-3*

Designed for students interested in furthering their knowledge at an independent study level in an area where no specific curriculum offering is currently available. Independent study might include, but is not limited to, research papers, special subject area projects, and research projects. See Independent Study page in catalog. (CSU)

**COMM 0031A. Introduction to Digital Filmmaking***Units: 3*

Also known as AAD 79

Hours: 90 (36 lecture, 54 laboratory)

Introduction to principles, techniques and the terminology of video production and post-production. Guided classroom exercises and projects, including pre-production planning, video and audio recording techniques, remote (field) system set-ups and studio set-ups, lighting for single camera video shoots, and basic video editing and output. (CSU)

**COMM 0070. Mass Communication: Media and Society***Units: 3*

Formerly known as COMM 15

Hours: 54 lecture

Survey of mass communication and the interrelationships of journalism and media with society including history, structure, performance and journalistic trends in a digital age. Discussion of theories and effects, economics, technology, law and ethics, global media, media literacy, and social issues, including race, gender, sexuality, cultural diversity, the impact of media on the self, culture, social and political discourse. (C-ID JOUR 100) (CSU, UC)

**COMM 0071. Newswriting and Reporting Techniques***Units: 3*

Formerly known as COMM 21

Prerequisite: Eligibility for ENGL 1A

Hours: 54 lecture

An introduction to gathering, synthesizing/organizing and writing news in various journalistic and media styles across multiple platforms. Includes role journalists play in relating voice and agency, as well as evaluating legal issues and ethical implications. Introduction to the role of reporting and writing based on original interviews, story telling, and research to produce content and define context. Covers the history of journalism and the effects of mass communication and media on the self and broader cultures and society. (C-ID JOUR 110) (CSU, UC)

**COMM 0072. Ethnographic Multimedia Reporting***Units: 3*

Formerly known as COMM 30

Prerequisite: Eligibility for ENGL 1A

Hours: 54 lecture

Introduction to multimedia storytelling with a journalism emphasis. Techniques explored include use of video, photos, audio, animation, and text to convey interactive news and feature stories through the Internet and other electronic media. Also includes techniques in digital research, critical thinking, and synthesis. (C-ID JOUR 120) (CSU)

**COMM 0078. KSCM: Media Practicum I***Units: 3*

Prerequisite: Eligibility for ENGL 1A

Advisory: Completion of ENGL 1A with grade of "C" or better

Hours: 72 (36 lecture, 36 activity)

Application of the principles of Journalism and Communication Studies to develop work for distribution to a campus and community audience. Includes weekly assignments to access a variety of student media across multiple platforms, including print, podcast, radio, and online, to develop news and non-fiction feature products. Practical experience in visual communication, online setting, multimedia journalism and emerging mass-communication technologies. (C-ID JOUR 130) (CSU)

**COMM 0079. KSCM: Media Practicum II***Units: 3*

Prerequisite: Completion of COMM 78 with grade of "C" or better

Advisory: Completion with grade of "C" or better, or concurrent enrollment in ENGL 1B or 1C

Hours: 72 (36 lecture, 36 activity)

Intermediate student media practicum that regularly produces a news or feature non-fiction product with a communication and/or media emphasis by and for students and distributed to a campus or community audience. Includes weekly news assignments that provide practical experience in design/layout, visual, online, multimedia journalism, emerging technologies and performance. May include a variety of student media across multiple platforms, including print, broadcast, podcast, radio, and online. (C-ID JOUR 131) (CSU)

**COMM 0095. Internship in Communication Studies***Units: 0.5-4*

Designed for advanced students to work in an area related to their educational or occupational goal. Provides new on-the-job technical training under the direction of a worksite supervisor, allowing students to expand knowledge and skills in the chosen field. Mandatory orientation session and faculty approval to determine eligibility. Students may earn up to a total of 16 units in internship courses (any course numbered 95 and PDEV 94). (CSU-with unit limitation)

## Program Student Learning Outcomes (PSLOs)

- Perform in relation to individuals and audiences in a variety of communication contexts.
- Recognize and engage culture, power, and the diversity of human experience in communication.
- Critique symbolic and relational communicative processes through face-to-face and digital interaction.
- Produce works of media and performance toward social justice.