

# COMMUNICATION STUDIES

## Contact Information

**Division**  
Liberal Arts

**Dean**  
Anne Fleischmann

**Associate Deans**  
Patrick Marasso, Lynn Medeiros

**Division Office**  
W 107, Rocklin Campus

## 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

**Kimberly Cantrell**  
**Assistant Professor, Communication Studies**  
B.A., San Diego State University  
M.A., Arizona State University

**Tara Franks**  
**Assistant Professor, Communication Studies**  
B.A., California State University, Sacramento  
M.A., San Diego State University  
Ph.D., Arizona State University

**Jenifer R. Vernon**  
**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)

## 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/2019-2020/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/2019-2020/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.)

The exact wording of the law pertaining to associate degrees for transfer may be found in Education Code Section 66746.

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

Code	Title	Units
COMM 0001	Fundamentals of Public Speaking	3
<b>Select 6 units from the following:</b>		<b>6</b>
COMM 0002	Argumentation and Rhetorical Criticism	
COMM 0003	Small 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	Performance of Diverse Literatures	
COMM 0007	Intercultural Communication	
COMM 0010	Communication Theory, Methods, and Practice	
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 Foundations	
COMM 0012	Visual Communication (also AAD 0012)	
COMM 0071	Newswriting and Reporting Techniques	
COMM 0072	Multimedia Reporting	
<b>Total Units</b>		<b>18</b>

## 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/2019-2020/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/2019-2020/student-resources/general-education/intersegmental-general-education->

[transfer-curriculum-igetc](http://catalog.sierracollege.edu/archive/2019-2020/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.)

The exact wording of the law pertaining to associate degrees for transfer may be found in Education Code Section 66746.

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

Code	Title	Units
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	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 and Rhetorical Criticism	
COMM 0003	Small Group Communication	
COMM 0006	Performance of Diverse Literatures	
COMM 0008	Interpersonal Communication	
COMM 0010	Communication Theory, Methods, and Practice	
<b>Total Units</b>		<b>18</b>

## Courses

Understanding course descriptions (<http://catalog.sierracollege.edu/archive/2019-2020/student-resources/course-information/understanding-course-descriptions>)

### COMM 0001. Fundamentals of Public Speaking

Units: 3

Prerequisite: Eligibility for ENGL N

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

An introduction to the theory and techniques of public speaking in a democratic society including essential principles and skills of public speaking. Discovery, development, and criticism of popular speaking in public discourse through research, reasoning, creative expression, culture, organization, composition, and presentation including informative, persuasive, and storytelling modes. Research and formal outlines are required for all major speeches. (C-ID COMM 110) (CSU, UC- with unit limitation)

**COMM 0002. Argumentation and Rhetorical Criticism***Units: 3*

Prerequisite: Eligibility for ENGL 1A

Hours: 54 lecture

An exploration of argumentation and the influence of rhetoric on thought in theory and cultural practice. Includes critical evaluation of claims, how to conduct expertise-based research, share evidence, engage in reasoning and critical thinking, and recognize popular forms of communication fallacies. (C-ID COMM 120) (CSU, UC)

**COMM 0003. Small Group Communication***Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

Principles of communication in a variety of small group contexts. Explores theory, application, and evaluation of small group communication processes. Topics critically engage the nuances of problem solving, conflict management, decision making, and leadership in relational and cultural settings. Content may include some individual public speaking and speech outlining. (C-ID COMM 140) (CSU, UC)

**COMM 0005. Communication Foundations***Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

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

**COMM 0006. Performance of Diverse Literatures***Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

Introduction to performance studies and issues of diversity and social justice through a focus on key texts that bring these issues to light. Through the analysis, selection, and interpretation of genres such as poetry, oral history, prose, and dramatic works, students deepen their appreciation for literature, gain skill in performance, and insight into the role of voice, identity, and social justice. Focus on critiquing performance in context and the application of oral interpretation techniques, analysis of literature for themes, script writing, delivery, and the production of solo and group performance events. (C-ID COMM 170) (CSU, UC)

**COMM 0007. Intercultural Communication***Units: 3*

Advisory: Eligibility for ENGL 1A

Hours: 54 lecture

Emphasis on knowledge and skill to develop greater competence in intercultural communication at both global and local levels. A study of research and theory of communication between cultures. Topics of examination include social and historical processes that have influenced cultures, 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

Exploration of relationships through the principles and theories of interpersonal communication. Analysis and study includes an examination of (non)verbal transactions, dynamics of communication in personal and professional contexts, as well as development of ability to participate competently in relationships formed with others and in groups. (C-ID COMM 130) (CSU, UC)

**COMM 0010. Communication Theory, Methods, and Practice***Units: 3*

Advisory: Eligibility for ENGL 1A; completion with grade of "C" or better or concurrent enrollment in COMM 1 or 5

Hours: 54 lecture

Study of communication theory and practice through an examination of critical approaches, key concepts, and methods that serve as specializations to the field. Application of methods through hands-on research and a culminating capstone project. (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)

Use of digital cameras for producing short form video projects. Introduction to principles, techniques and the terminology of video production and digital filmmaking. Guided classroom exercises and projects, including pre-production planning, video and audio recording techniques, on-location set-ups and studio set-ups, lighting for filmmaking, and basic video editing and output. (CSU)

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

Formerly known as COMM 15

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

Hours: 54 lecture

Survey of mass communication focused on juxtapositions of media, society, and journalism. Examines the historical connections between race/class/gender/sex and other various identity positions, and how we analyze and critique media as part of national and international cultures. (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, storytelling, and research to produce content and define context. Addresses 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. 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

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. One unit of credit is equal to each 60 hours of non-paid work, or each 75 hours of paid work. 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.