

Definition

Communication Studies encompasses the areas of Human Communication, Mass Communication, Public Speaking and presentations in various formats, and Rhetoric. The intent of the program is to provide students with an understanding of theory, research, and application in various aspects of the communication process.

Staff

To access faculty and staff, dial (661) 722-6300, then the 4-digit extension.

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Program Description

All Communication Studies courses, whether they are broadly conceived courses in effective communication, critical inquiries into the nature of human communication or the media, or professionally-oriented exercises in writing and producing a newspaper, are aimed at developing critical discernment and equipping the student with the theoretical, aesthetic, and technical means to communicate these insights effectively to others.

COMM 101 helps students improve their formal speaking skills. It satisfies the Oral Communication requirement for transfer to the California State University system and the Communication and Analytical Thinking requirement for the associate degree. COMM 103 also fulfills the California State University system Oral Communication requirement for IGETC. COMM 105 gives students an overview of the breadth of Mass Communication and is required for transfer students to CSUN in Journalism and the Communication Studies Option.

Distinctive Features

The program allows students to explore the many contexts of communication. Students are exposed to many different teaching techniques and a variety of learning opportunities, both theoretical and practical. Critical thinking and collaborative learning are stressed.

Career Options

The ability to organize one's thoughts and present them with clarity and precision is an asset in all careers. Communication skills are especially applicable to the following occupations:

Advertising
Advocacy
Arbitration
Broadcasting: radio and television
Corporate Training
Counseling
Customer Service
Director of Registration (College)
Entertainment
Fundraising
Government/Politics
Health Communication
Human Resources
Journalist
Lawyer
Legal Support Services
Lobbyist
Marketing
Media Management
Motivational Speaking
Negotiation
Personnel Manager
Public Information Officer
Public Relations
Radio/TV Announcer
Religious Leadership
Sales
Speech-Writer
Sports Broadcaster/Communications/Reporting
Teacher (all levels and all disciplines)
TourGuide(s)
(Many of these careers may require education beyond the two-year college level.)

Program Learning Outcomes

1. Program majors will demonstrate and articulate professional verbal expression.
2. Through active listening, program majors will critically analyze verbal and non-verbal messages in a variety of contexts.
3. Program majors will make ethical communication decisions based on an understanding of cultural diversity.

Certificate Program

Certificate not applicable.

Associate Degree

Associate in Arts in Communication Studies for Transfer

The Associate in Arts in Communication Studies for Transfer (AA-T in Communication Studies) degree offers students a comprehensive course of study of the many facets of human communication. Public speaking and performance, interpersonal and group communication, argumentation, and mass media are some of the contexts studied. Students will enhance their own communication practices in professional and personal settings, as well as study theories and concepts that examine the impact of communication on relationships and society at large.

The Associate in Arts in Communication Studies for Transfer (AA-T in Communication Studies) degree meets the requirements of SB 1440 for Associate Degrees for Transfer (ADT). These degrees are intended to make it easier for students to transfer to California State University campuses, but do not exclude admittance to other colleges or universities.

To earn an Associate in Arts in Communication Studies for Transfer (AA-T in Communication Studies) degree a student must complete the following:

- (1) Completion of 60 semester units or 90 quarter units that are eligible for transfer to the California State University, including both of the following:
 - (A) The Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education – Breadth Requirements.
 - (B) A minimum of 18 semester units or 27 quarter units in a major or area of emphasis, as determined by the community college district.
 - (2) Obtainment of a minimum grade point average of 2.0.
- ADTs also require that students must earn a “C” or better in all courses required for the major or area of emphasis.

Required Courses: **units**
 *COMM 101, Introduction to Public Speaking 3

Required Electives A (6 units) **units**
 Select 6 units from the following:
 COMM 107, Introduction to Interpersonal Communication 3
 COMM 109, Small Group Communication 3
 COMM 115, Introduction to Argumentation and Debate 3

Required Electives B (6 units) **units**
 Select 6 units from the following or any course from List A not already used:
 COMM 105, Introduction to Mass Communication 3
 COMM 110, Persuasion 3
 COMM 112, Oral Interpretation 3
 COMM 114, The Art of Storytelling 3
 COMM 217, Gender and Communication 3
 COMM 219, Intercultural Communication 3

Required Electives C (3 units) **units**
 Select 3 units from the following or any course from List A or List B not already used:

*ANTH 102, Introduction to Cultural Anthropology	3
COMM 103, Process of Communication	3
COMM 215, Public Relations Communication	3
*ENGL 102, Critical Thinking and Literature	3
JOUR 121, Beginning Journalism	3
*PSY 101, General Psychology	3
*SOC 101, Introduction to Sociology	3

*Courses denoted with an asterisk will fulfill the completion requirements for both the major and general education.

Except in cases of a prerequisite requirement, it is not required to take courses in exactly this sequence; they are recommended in this order to facilitate success.

Recommended Plan of Study

First Semester	units
COMM 101, Introduction to Public Speaking (CSU GE A1)	3
CSU GE requirement Area B4	3
CSU GE requirement Area A2	3
CSU GE requirement Area D	3
CSU GE requirement Area C1	3
Total	15

Second Semester	units
Required Elective A	3
Required Elective A	3
CSU GE requirement Area A3	3
CSU GE requirement Area B1/B3	3
CSU GE requirement Area C2	3
Total	15

Third Semester	units
Required Elective B	3
Required Elective B	3
CSU GE requirement Area B2/B3	3
CSU GE requirement Area C	3
CSU GE requirement Area D	3
Total	15

Fourth Semester	units
Required Elective C	3
CSU GE requirement Area E	3
CSU GE requirement Area D	3
*CSU Transferable Electives	6
Total	15

CSU GE or IGETC Pattern 55-58
CSU Transferable Elective Units to reach Degree Total 60

*Electives should be taken from other courses within the major.

Transfer

Students planning to continue studies at a four-year college or university after AVC should visit the Transfer Resource Center and consult with a counselor as soon as possible. Additional information on official transfer articulation agreements from

AVC to many CSU/UC campuses can be found at the following Web site: www.assist.org

Prerequisite Completion

If a course is listed as a prerequisite for another course, that prerequisite course must be completed with a satisfactory grade in order to enroll in the next course. According to Title 5, Section 55200(d), a satisfactory grade is a grade of "A," "B," "C" or "P". Classes in which the Pass/No Pass option is available are indicated with an asterisk (*) before the course title. See "Pass/No Pass Option" in the catalog for full explanation.

Communication Studies Courses

COMM 101 *INTRODUCTION TO PUBLIC SPEAKING

3 units

3 hours weekly

Advisory: Eligibility for ENGL 101.

The basic course in public speaking provides instruction in the principles of the strategic uses of oral communication and gives students practical experience in organizing and analyzing their ideas, critiquing the oral messages of others and active listening. (C-ID: COMM 110) (CSU, UC, AVC)

COMM 103 *PROCESS OF COMMUNICATION

3 units

3 hours weekly

Advisory: Eligibility for ENGL 101.

An analysis of the theories, practices and processes of culture, language, listening, and nonverbal human communication. Additionally, the role of language and ethics in human behavior as it applies to interpersonal, small group and leadership, and public speaking skills to a live audience. (CSU, UC, AVC)

COMM 105 *INTRODUCTION TO MASS COMMUNICATION

3 units

3 hours weekly

Advisory: Eligibility for ENGL 101.

This course provides a survey of the growth and development of mass media in America from historical and analytical perspectives. The course summarizes the principles of the mass communication process and illustrates how that process affects the average consumer of the media. Students will be exposed to mass media problems of the past and present as well as the trends that will shape the twenty-first century. Areas of study include: book and magazine publishing, photojournalism, newspapers, radio, recorded music, film, television, online media, advertising, public relations, ethics and law. (C-ID: JOUR 100) (CSU, UC, AVC)

COMM 107 *INTRODUCTION TO INTERPERSONAL COMMUNICATION

3 units

3 hours weekly

Advisory: Eligibility for ENGL 101.

The study of interpersonal communication principles and theories. The course will emphasize communication in family, friendship, romantic, and workplace relationships. Focus will be on improving interpersonal competence. (C-ID: COMM 130) (CSU, UC, AVC)

COMM 109 *SMALL GROUP COMMUNICATION

3 units

3 hours weekly

Advisory: Eligibility for College Level Reading and ENGL 101.

This course is designed to develop effective communication and leadership skills by exploring techniques for productive group discussion. Students will participate in group role playing, problem solving, decision making, projects, and panel discussions. Methods for creating positive communication climates and dealing with group conflict will also be examined. (C-ID: COMM 140) (CSU, UC, AVC)

COMM 110 *PERSUASION

3 units

3 hours weekly

This course provides an understanding of historical and contemporary theories of persuasion in media, interpersonal, intercultural, political, group, organizational, and public communication contexts. It also examines the ethics of persuasion and how to prepare, present, and evaluate persuasive messages. (CSU, AVC)

COMM 112 *ORAL INTERPRETATION

3 units

3 hours weekly

Advisory: Eligibility for ENGL 101.

A course in theory and practice of effective oral presentations. Training in selection, editing, and analysis of various genres of literature. Techniques of physical and oral expression. (C-ID: COMM 170) (CSU, UC, AVC).

COMM 114 *THE ART OF STORYTELLING

3 units

3 hours weekly

Advisory: Eligibility for College Level Reading and ENGL 101.

This course is a study of the history, theory, and practice of the oral art of storytelling. The historical and current practice of the oral tradition will be covered using a multicultural approach. Students will find, prepare, and perform stories from a variety of cultures (e.g., African American, Native American, Euro American, African, South American, etc.) as well as different genres of storytelling literature. (CSU, UC, AVC)

COMM 115 *INTRODUCTION TO ARGUMENTATION AND DEBATE

3 units

3 hours weekly

Advisory: Eligibility for ENGL 101.

The special skills of critical thinking and reasoning are an important part of daily reactions to what we hear, think and read. This course is designed to enable students to create valid and well-supported arguments; to understand and improve their own reasoning processes; and to effectively critique the arguments presented by others. This course teaches formal debating skills as well as informal strategies for advocating and arguing positions. (C-ID: COMM 120) (CSU, UC, AVC)

COMM 116 *FORENSICS

3 units

3 hours weekly

Advisory: Completion of COMM 101 or COMM 112, and Eligibility for College Level Reading and ENGL 101.

A course in competitive public speaking. Students may choose to compete in oral interpretation or platform speaking events at intercollegiate speech tournaments. (C-ID: COMM 160B) (CSU, UC, AVC)

COMM 199 *OCCUPATIONAL WORK EXPERIENCE

1–8 units

hours vary

Prerequisite: To participate in work experience, students must have a job or internship which is either paid or voluntary and have the approval of the supervisor and instructor supervising work experience in the specific subject area. PRIOR TO ENROLLING, students must attend a scheduled orientation or meet individually with the supervising instructor for an individual orientation.

Occupational Work Experience Education is supervised employment designed to provide students a realistic learning experience through work. The ultimate goal is to teach students those skills and attitudes that will equip them to function and adapt as an employee in a variety of situations and jobs. Occupational Work Experience Education is supervised employment extending classroom-based occupational learning at an on-the-job learning station related to the student's educational major or occupational goal. Credit may be accrued at the rate of one to eight units per semester. For the satisfactory completion of all types of Cooperative Work Experience Education (WE 197 and WE 199), students may earn up to a total of sixteen semester credit hours. (CSU, AVC) (R3)

COMM 214 *STUDIES IN STORYTELLING

3 units

3 hours weekly

Prerequisite: Completion of COMM 114.

Advisory: Eligibility for College Level Reading and ENGL 101.

This course is designed for students who have completed COMM 114 and desire further study in storytelling. Students will refine their oral storytelling skills and will strengthen their ability to research the historical, cultural, and literary sources of folktales. Students will have the opportunity to perform stories outside of class. (CSU, AVC)

COMM 215 PUBLIC RELATIONS COMMUNICATION

3 units

3 hours weekly

Prerequisite: Completion of ENGL 101.

This course introduces theory-based communication concepts (such as Source-Message-Channel-Receiver) and presents methods for disseminating information to the public. Composition methods for print, electronic, and graphic communication media are taught. Skill in basic math computation, public speaking, art, and computer literacy are recommended. Furthermore, the course is applications-based and designed for those students desiring practical public communication applications training and study. (CSU, UC, AVC)

COMM 217 *GENDER AND COMMUNICATION

3 units

3 hours weekly

Prerequisite: Completion of ENGL 101.

Advisory: Eligibility for College Level Reading.

Students will examine gendered patterns of communication and how society, media, and culture influence us in our relationships in a variety of contexts. The course will analyze historical movements of gendered identities such as feminism and LGBTQ rights, and how verbal and nonverbal communication define and challenge gender roles. (CSU, UC, AVC)

COMM 219 *INTRODUCTION TO INTERCULTURAL COMMUNICATION

3 units

3 hours weekly

Prerequisite: Completion of ENGL 101.

Advisory: Eligibility for College Level Reading.

The course introduces students to intercultural communication in U.S. and international contexts. Foundational and contemporary theories of intercultural communication will be examined to understand how we communicate cultural identities in personal, group, professional, and mediated settings. Practical strategies will also be developed to address intercultural conflict and ethical cross-cultural communication. (C-ID: COMM 150) (CSU, UC, AVC)