**Communication**

1. Jump to level:
   1. 200s
   2. 300s
   3. 400s
   4. 500s

**100s**

**COMM 115 Fundamentals of Communication 3**
Basic course offering the student an opportunity to understand and improve communication skills. Performance, observation, and evaluation. May not be counted toward Communication major. Skill Area I

**COMM 140 Public Speaking 3**
Study of and practice in the principal forms of public address. Additional emphasis on the needs and expectations of persons preparing for business and professional careers. CSUS Common Course. Skill Area I

**200s**

**COMM 215 Introduction to Interpersonal Communication 3**
Introductory survey of interpersonal communication theories and the application of these theories in dyadic, group and organizational contexts. Study Area III

**COMM 220 Introduction to History of Film 3**
Survey of 100 years of movies from all over the world. Emphasizes the development of film as a narrative art, using films that are breakthroughs in creative expression and audience involvement. Cross-listed with CINE 220. No credit may be received by students who have received credit for CINE 220.

**COMM 227 Introduction to Television Production 3**
Introduce students to the terminology and workings of visual communication and broadcasting. Become acquainted with the structures and organization of TV stations and production houses. Practice basic hands-on production and storytelling and work across different media platforms. Learn about new trends in social media, run a youtube site and contribute to blogs.

**COMM 228 Introduction to Digital Film Production 3**
This course introduces students to filmmaking processes, techniques and technologies as powerful and creative tools for communication. Image creation, audio acquisition and post-production practices, conceive and investigate ideas, engage in a creative/critical process and utilize new media technologies to construct simple messages. Hands-on workshops, viewing of films and creating media.

**COMM 230 Introduction to Mass Media 3**
Study of the structure, roles and processes of the mass media. Primary emphasis is on radio, television and film. Examination of effects on society. CSUS Common Course. Study Area III

**COMM 231 Communication Technologies 3**
Hands-on introduction of new technologies within this evolving field, utilizing and exploring communication and publication technologies for print and/or online channels. Participation in the creative process while developing needed technical skills tied to design and content creation.

**COMM 234 Introduction to Public Relations 3**
Survey all aspects of public relations including theories of image-making, events planning, publicity, promotion, media campaigning, and crisis management.

**COMM 240 Survey of the Field of Communication 3**
Development of communication as a discipline and as an intellectual and practical field. Introduction to theories of rhetoric, public relations, broadcast journalism, media studies and organizational communication.

**COMM 245 Introduction to Rhetorical Studies 3**
Roots of communication as a discipline and as an intellectual and practical field. Basic principles of persuasion, rhetoric, genres and criticism.

**COMM 253 Introduction to Organizational Communication 3**
Introduction to the structure, function, and process of communication in organizational life and modern society. Fall.

**COMM 255 Visual Communication 3**
Introduces the codes and conventions of visual communication through the study of photography, paintings, advertising campaigns, television, video, film and the web. Addresses the role of visual culture in a (multi)media immersed public domain.

**COMM 256 Professional Communication 3**
Skills required to be a successful professional. Emphasizes understanding and becoming proficient in relationship management,
presentational speaking, interpersonal communication, written communication and communication in small groups. Spring. Skill Area I

**COMM 280 Business and Professional Speaking**

**COMM 296 Global Studies in Communication**
On-site group studies in Communication. This topics course normally involves travel outside the United States. [I]

300s

**COMM 301 Critical Thinking**
Prereq.: Sophomore standing (or higher). Development of critical thinking skills as a basis for thoughtful and effective communication. Analysis of arguments and persuasive appeals.

**COMM 302 Problem-Solving and Decision Making**
Prereq. Sophomore standing (or higher). Introduction to small group interaction processes with emphasis on fundamental forms of communication in all discussion settings. May require group meetings outside of class.

**COMM 315 Political Communication**
Examines the symbolic nature and dimensions of American politics and the American political system. Emphasis placed on the role, processes and effects of communication in political contexts. Fall.

**COMM 319 Filmmic Narrative**
Explores the most relevant elements used in filmic narrative to create meaning. The course further helps students identify ideological contents behind and beyond the audiovisual discourse. Cross-listed with CINE 319. No credit may be received by students who have received credit for CINE 319.

**COMM 320 History of African-American Speakers**
Survey of African-American speakers from the end of the 18th century to the present. Examination of the lives and texts of both the famous and lesser-known speakers and how they contributed to our nation's culture. Spring.

**COMM 327 TV Production**
Prereqs.: COMM 227 (C- or higher). This course offers an introduction to field studio production. Foundations of television production (use of equipment, lighting, audio, scripting, new media, pre-production, production and post production editing).

**COMM 328 Digital Film Production**
Prereqs.: COMM 228 (C- or higher) Expands and explores the creation of ideas, characters and conflicts through the production process. Students advance their methods of visual coverage, engage in audio acquisition, while also testing and developing their ideas through the pre-production, production and post production process. This course is geared for those interested in documentary production, independent filmmaking and/or commercial advertising.

**COMM 329 Screenwriting**
Investigates fundamental elements of theme, structure, story, character, setting, conflict and rhythm through writing exercises, film screenings and readings. Culminates in the development and completion of an original short screenplay.

**COMM 332 Web Publishing**
Prereq.: Majors only. Theoretical and practical knowledge tied to using digital technologies to create messages for different target audiences. Focuses upon the radical novelties that the Web introduces in the field of Mass Communication and the implication in the creation of meaning.

**COMM 334 Public Relations Strategies and Techniques**
Prereq.: COMM 234 (C- or higher). Public relations strategies and techniques through analysis and practical applications.

**COMM 335 Communication Management**
Communication management in broadcast, cable, closed-circuit, or related environments. Facility planning, scheduling, personnel supervision, programming, sales, marketing strategies, and government regulations are explored.

**COMM 336 Media Literacy**
Prereq.: COMM 230 (C- or higher). A review of current changes in philosophy, content, and processes in media use and application as this use affects society and its value system.

**COMM 338 Analysis of News**
Prereq.: COMM 230 (C- or higher). Broad array of critical and interpretive skills that can be used to analyze the news. Examines economic, social and political underpinnings in the manufacturing of the news, and the processes affecting the formal and structural characteristics of the news. Substantial practical experience in the process of news analysis. Fall.

**COMM 344 Models of Intercultural Communication**
Study and discussion of models of intercultural communication in various contexts. Spring.

**COMM 345 Writing for the Electronic Media**
Prereq.: COMM 230, 330 (both with C- or higher). How to research, create, write, and produce news stories and narratives for broadcast and web-based media. Fall.
COMM 353 Interviewing Theory and Practice 3
Study and practice of different interview formats (excluding counseling) as a unique context of communication. Special attention given to interviews for employment, appraisal, and information gathering.

COMM 380 Women and Film 3
Examines selected films with regard to the representation of women on screen, women's filmmaking as a critical practice, and issues in feminist film theory and criticism. Includes perspectives on Hollywood and independent American and international cinema. Cross-listed with CINE 380. No credit may be received by students who have received credit for CINE 380.

COMM 382 American Cinema 3
Examines the film industry in the United States. The genres of Hollywood cinema and independent films will be studied as unique economic, industrial, aesthetic, and cultural institutions. Cross-listed with CINE 382. No credit may be received by students who have received credit for CINE 382.

COMM 384 Nonverbal Communication 3
Research-based class focused on understanding the various forms of nonverbal messages and their impact on perception, individuals, and communication. Spring.

400s

400-LEVEL CLASSES ARE FOR UNDERGRADUATE CREDIT ONLY, EXCEPT WHERE NOTED WITH "[GR]"

COMM 405 Principles and Processes of Mass Communication 3
Prereq.: COMM 230 (C- or higher). Explanation of the theories, principles and processes of mass communication.

COMM 406 Case Studies in Public Relations 3
Prereq.: Junior or senior status. COMM 234 (C- or higher). Case studies of public relations/promotions principles and practices in variety of internal and external, public and private, for-profit and non-profit contexts. This is a link course with COMM 506. Spring. (E)

COMM 410 Public Opinion 3
Prereq.: Junior or senior standing. Dissects the social-psychological phenomenon of public opinion to understand its nature as well as to explore its social function. Goes in depth into the most important public opinion research methodologies. Cross-listed with JRN 410. No credit given to students who have received credit for JRN 410. Spring.

COMM 416 Gender and Communication 3
Prereq.: Junior standing or higher. Examines different theoretical approaches to gender and the implications these have for our understanding of communication theories and practices. Winter, Spring.

COMM 420 Principles of Digital Photography for Convergent Media 3
Prereq.: COMM 255 or 336 (either with C- or higher). Overview of the concepts, skills, and foundations of digital photography and its relevance and utility for convergent technologies such as the world wide web, streaming, podcasting, television production. Further explores its integration into media industries. Fall.

COMM 427 Studio Production 3
Prereq.: COMM 327 (C- or higher). This studio-based course enhances production skills in both the field and studio. Emphasis on story conception, development and scripting. Enhance skills in cinematography, directing, lighting design, non-linear editing and audio acquisition in such genres as news, graphics, animation and other aspects of live television.

COMM 428 Digital Film Production II 3
Prereq.: COMM 328 (C- or higher). Advance and diversify storytelling techniques, filmmaking skills and methods of collaboration through field production and scripted recreation. Confronting and overcoming complicated issues and obstacles of live production, while also incorporating aspects of directed work, develops a filmmakers technical, aesthetic and critical abilities within both documentary and fictional filmmaking. Students cast, collaborate, explore, interview and direct truthful, thematically relevant and visually rich recreations. This work also includes aspects of sound design, style and ethical issues related to interpretation.

COMM 431 Mass Media and Society 3
Prereq.: COMM 230, 330 (both with C- or higher). Examines the place of the mass media in society. Specifically, how the mass media affect and are affected by social, economic, cultural and political forces. Spring. (O)

COMM 434 Campaign Development Methods 3
Prereq.: COMM 234 (C- or higher). Objectives and methods of archival, focus group and survey research, analysis of data using SPSS and report writing procedures in the context of designing an actual strategic public communication campaign. Spring.

COMM 435 Images of Gender in the Media 3
Prereq.: Junior standing or higher. Examines media constructions and representations of femininity and masculinity. Focus on popular forms of media including television, film, and advertising. Cross listed with WGSS 435. No credit will be give to students with credit WS or WGSS 435. Spring.

COMM 436 Streaming Media in Web Publishing 3
Prereq.: COMM 332 (C- or higher) and Majors only, or permission of instructor. Strategies and techniques for integrating audiovisual messages in Web-projects. Explores the potential of Internet to integrate different media formats and enhance the interactivity with the audiences. Further studies the current use of Web-publishing in specific professional fields, such as public relations, political communication, journalism, or education. Spring.
COMM 443 Communication and Social Influence 3
Prereq.: Junior standing or higher. Principles and processes of influencing attitudes, beliefs and behavior. Practical illustrations drawn from advertising, speeches, and other communicative settings. Spring.

COMM 445 Advertising and Society 3
Prereq.: Junior or above standing. Examines advertising as a cultural and economic force in mass society. Emphasis will be on concepts and methods that enable a critique of advertising campaigns and strategies. Irregular.

COMM 450 Communication Skills for Training and Development 3
Prereq.: Junior standing or higher. For graduate students, COMM 500 (may be taken concurrently). Application of communication strategies for training and development in public and private corporate and institutional settings. Additional written work will be required for graduate students. Irregular. [GR]

COMM 451 Environmental Communication 3
Prereq.: Junior standing or above. Knowledge, attitude, and behavior-change strategies related to environmental and natural resource conservation issues. Coercive, incentive based, and communication-based change strategies will be contrasted. Additional written work will be required for graduate students. On demand. [GR]

COMM 453 Organizational Communication 3
Prereq.: COMM 253 (C- or higher). Study of communication theory and processes within organizational contexts. Spring.

COMM 454 Communication and Social Change 3
Prereq.: Junior standing or above. For graduate students, COMM 500 (may be taken concurrently). Study of the relationship between communication and social change and the impact of socio-political and communication strategies on the achievement of effective community development and social change objectives. Additional written work will be required for graduate students. Fall. [GR]

COMM 455 Global Visual Communication 3
Prereq.: COMM 255 (C- or higher). Examines visual communication and culture as well as visual competence and media literacy within a global perspective. Studies the impact of globalization on the circulation of messages via new technologies, and the circulation of consumer goods, brand packaging and the significance of gender. Spring. [I]

COMM 456 Corporate Communication 3
Prereq.: Junior standing or higher. Examines the origins and nature of corporate communication and how it is carried out within businesses, associations, agencies, and the government. Investigates the communication of an organization with its various shareholders, including investors, customers, employees, and the press. Fall. (E)

COMM 485 Topics in Media and Culture 3
Prereq.: Junior standing (or higher). Study of selected topics using critical and interpretive approaches to Media. May be repeated once with a different topic. Irregular.

COMM 486 Topics in Film and Aesthetics 3
Prereq.: Junior standing (or higher). Study of selected topics in Film & Aesthetics. May be repeated once with a different topic. Irregular.

COMM 487 TV Documentary 3
Prereq.: COMM 327 (C- or higher) Building upon a broad overview of the history of television documentary, both in the United States and overseas, the projects in the course are production centered: two mini documentaries will be produced by individuals in the class. Students are asked to also analyze chosen documentary examples to develop a deeper understanding of the subject matter.

COMM 488 Film Documentary 3
Prereq.: COMM 428 (C- or higher) Course is an advanced level production class in which students create an original, individually conceived documentary video. Project development, production, and editing techniques that are specific to documentary. Students learn advanced techniques of shooting and editing, audio and microphone techniques, field lighting, interviewing techniques, and documentary story structure. Students also learn how to develop voice and point-of-view as well as understand how to work within the various documentary genres.

COMM 490 Internship Study 1 TO 6
Prereq.: Permission of faculty advisor and department chair. Work in approved organization. Series of consultations and assigned readings and a final paper describing practical experiences in relation to theory are required. Majors and minors only.

COMM 491 Independent Study 1 TO 3
Prereq.: Permission of advisor and department chair. Reading and research in approved topic under guidance of a faculty member of the Communication Department. May be repeated with different topics for a maximum of 6 credits. Majors and minors only. On demand.

COMM 492 Political/Legislative Intern Experience 3 OR 6
Prereq.: Junior standing or higher; permission of faculty and department chair. Major or minors only. Can be taken concurrently with COMM 490. Work in the State Legislature or other political contexts. In addition, a series of seminars, assigned readings, and completion of a substantial research project are required.

COMM 495 Special Topics in Communication 3
Prereq.: Junior or senior standing or permission of instructor. Study of selected topics in Communication. May be repeated once with a different topic. Majors and minors only.

COMM 496 Field Studies in Communication 3
Prereq.: Junior or senior standing or permission of instructor. On-site group studies in communication. This course normally involves travel
outside the United States. May be repeated for a maximum of nine credits. [I]

500s

COMM 500 Introduction to Graduate Studies in Communication 3
Introduction to the theoretical, mythological, and philosophical perspectives that constitute the study of organizational communication and public relations. Fall.

COMM 501 Theories of Human Communication within an Organizational Context 3
Prereq.: COMM 500. Critical review of theoretical traditions in communication and information sciences with emphasis on major causal, systems, and rules approaches to the study of organizational and managerial communication. An examination of human communication from the perspective of the social and behavioral sciences, the natural sciences, and the humanistic traditions. Spring.

COMM 503 Research Methods in Communication 3
Prereq.: Completion of 18 credits in COMM graduate courses. Quantitative and qualitative methodologies including survey, experimental, focus group, ethnographic, and contents analysis. Students develop a research proposal including a literature review and research questions/hypotheses. Spring.

COMM 504 Organizational Communication Audits 3
Prereq.: COMM 500 or permission of instructor. Study of information/communication flow and patterns, and formal/informal networks. Case studies of relational, environmental, and structural communication problems form a basis for discussion. Fall. (E)

COMM 505 Persuasive Communication 3
Prereq.: COMM 500 (may be taken concurrently) or permission of department chair. Theories and empirical research related to the influence of audiences external to an organization. Fall.

COMM 506 Case Studies in Public Relations 3
Prereq.: COMM 500 or permission of instructor. Case studies of public relations/promotions principles and processes in variety of internal and external, public and private, for-profit and non-profit contexts. This is a link course with COMM 406. No credit given to students with credit for COMM 406. Spring. (E)

COMM 507 Campaign Planning and Evaluation 3
Prereq.: COMM 500 or permission of instructor. Methods and procedures used to plan, monitor, and evaluate communication campaigns. Both quantitative and qualitative methodologies are explored. Fall. (E)

COMM 508 Public Relations Writing Strategies 3
Prereq.: COMM 500 or permission of department chair. Critically examines most common writing tools and formats used in the professional practice of Public Relations. Techniques focus on developing press releases, feature stories, pitch letters, op-eds, and newsletters. Irregular.

COMM 512 Communication & Change 3
Prereq.: COMM 500. Examination and critical analysis of existing theories and paradigms of communication and development (social change) and evaluation of current approaches and methods to the use of communication (Interpersonal, Folk/Traditional, Group and Mass Media) for development/social change objectives. Irregular.

COMM 522 Corporate Communication 3
Prereq.: COMM 500. Communication of an organization with its investors, customers, and employees. Interpersonal communication, media campaigns, and training programs are among the strategies examined. Focus will be on the use of media in public relations and corporate advertising processes and related theoretic and empirical research. Spring. (E)

COMM 543 Intercultural Communication 3
Study and critical examination of theories regarding how communication in and between multinational organizations must be modified to cope with cross-cultural differences. Such cross-cultural differences as those involved in conflict resolution, motivation, and managerial styles and their communication implications may be considered. Fall. (O)

COMM 544 Strategies in Negotiation and Conflict Resolution 3
Prereq.: COMM 500. Study of the theories and empirical research regarding negotiation and conflict resolution strategies and appropriate communication patterns unique to each approach and their impact on an organization's effectiveness. Fall. (O)

COMM 551 Policy Issues in Organizational Communication 3
Prereq.: COMM 500. Examines communication's impact on decision-making, planning, organizational policy, and ethics. Spring. (E)

COMM 562 Communication and High-Speed Management 3
Prereq.: COMM 500. Study of theory and empirical research which delineates the communication patterns necessary for the effective use of new high-speed management tools. Complex coordination patterns peculiar to processes of communication among managers and employees resulting from the application of these tools will be examined. Fall. (O)

COMM 585 Special Topics 3
Prereq.: COMM 500. Study of selected topics in organizational and managerial communication. May be repeated once with different topic. Irregular.

COMM 586 Graduate Field Studies in Communication 3
Prereq.: COMM 500 or permission of instructor. On-site group studies in communication. Involves travel outside the United States. May be repeated under different topics for a maximum of six credits. Irregular.
COMM 590 Independent Study 1 TO 3
Prereq.: Completion of Communication Core or permission of instructor. Reading and research in an approved topic under the guidance of a faculty member in the Communication department. May be repeated with different topics for a maximum of six credits. On demand.

COMM 597 Special Project 3
Prereq.: COMM 500 and a 3.00 overall GPA. Preparation of a special project under the supervision of an advisor. Students must have 24 credits completed or in progress in the M.S. Communication program. On demand.

COMM 599 Thesis 3
Prereq.: COMM 500 and a 3.00 overall GPA. Preparation of the thesis under the supervision of the thesis advisor. Students must have 24 credits completed or in progress in the M.S. Communication program. On demand.