

COMMUNICATIONS (COMM)

COMM 1008 Strategies of Public Communication (3)

An introduction to public speaking and communication studies. Emphasis is placed on increasing the student's understanding of theory relating to the practice and criticism of public speaking, improvement of the student's public speaking and critical thinking skills, and an understanding of library research skills. This Foundational Skills course must be completed with a grade of C- or higher. Satisfies general education requirement Area A1 Oral Communication.

General Education Attribute(s): Fully Online, GE (A1) Oral Communications, GE (A1) Oral Communications, Fully Online, GE (A1) Oral Communications, GE (A1) Oral Communications

Typically Offered: Fall, Spring, Summer

COMM 2020 Introduction to Communication Studies (3)

Survey of the role of communication in daily life; concepts and contexts therein. Emphasis on the acquisition of media literacy skills and critique, as may be applicable, for upper division work in the discipline. Prerequisite: COMM 1008.

Requisite(s): Prerequisite: COMM 1008 or 108.

Typically Offered: Fall, Spring

COMM 2038 Visual Language (3)

Introduction and Exploration of the basic principles using visual language in communication and graphic design. Examines how visuals influence our attention, perspectives, and understanding. Students are introduced to the graphic design process while developing skills in industry-standard tools and techniques. Students will create images and illustrations to convey information that interpret, instruct, persuade, or entertain.

Requisite(s): Prerequisite A3

General Education Attribute(s): C1 Arts, GE (C1) Arts, Theme R: Rev Ideas & Innovatns

Typically Offered: Fall, Spring

COMM 2110 Issues and Practices in Journalism (3)

Study of the problems and techniques of journalism, including audiences and resources. Overview of history and development of print and digital news media. Examination of news sources, interviewing, reporting, writing, and ethics. Frequent exercises in news gathering and writing and preparing copy for publication.

Typically Offered: Fall, Spring

COMM 2160 News Production (3)

Production of The Runner, the student news laboratory at CSUB. Students report for the daily website and other digital channels, the biweekly printed newspaper, and the annual magazine Converge. Students gain practical experience in various aspects of news production such as news and feature writing, sports reporting, editing, photojournalism, broadcast-style video, podcasting, print design, illustrating, website management, social media reporting, advertising sales, marketing, circulation, and business management. May be repeated for credit up to a maximum of 6 units.

Repeatable for Credit: Yes, up to 6 units

Typically Offered: Fall, Spring

COMM 2210 Intro to Strategic Public Relations (3)

A study of the theory and practice of public relations with an emphasis on two-way communication, the four-step process of public relations, publics in public relations, and settings for public relations including business, education, labor, government, and other organizations. Explores the roles of public relations professionals in their organizations and the importance of public relations in contemporary organizations. Introduction to the basic tools of the public relations professional including the news release and other forms of public relations communications.

COMM 2310 Media Arts (3)

An examination of the major elements of film, video, video games, and immersive media, and the fundamentals of how to communicate using these forms. Time is shared between lecture/lab.

COMM 2518 Introduction to Film Studies (3)

An introduction to the richness and diversity of cinemas past and present through close viewing and active discussion of American and international films. Students learn about key critical approaches, cinematic innovation, and the foundations of cinematic language (including narrative, editing, sound, cinematography, and acting) in order to actively "read" movies within social, historical and aesthetic contexts. Prerequisite: ENGL 1109 or equivalent. Satisfies general education requirement Area C2 Humanities. This course carries credit in either COMM 2518 or ENGL 2518.

Requisite(s): Prerequisite: ENGL 1109 (GE A2) or the equivalent.

General Education Attribute(s): C2 Humanities, GE (C2) Humanities

Typically Offered: Fall, Spring

COMM 2600 Small Group Communication (3)

This course focuses on the principles and methods of communication in a small group setting. Group interactions such as problem solving, leadership, and decision-making will be analyzed. Students will develop individual and group communication skills to prepare for the workplace and other group communication situations. Ultimately, students will learn group communication competence. Field trips may be required.

COMM 3000 Theories of Communication (3)

How theories are constructed. Survey of theoretical approaches to communication drawing on the social sciences and humanities. Prerequisite: Comm 2020.

Requisite(s): Prerequisite: COMM 2020 or 274.

Typically Offered: Fall, Spring

COMM 3008 Technical and Report Writing (3)

Extensive practice in writing clearly and persuasively in technical and specialized forms such as reports of experiments, abstracts, business reports and proposals, letters, memoranda. Prerequisite: junior standing or higher and completion of GE A2. Satisfies general education requirement Graduate Writing Assessment Requirement.

Requisite(s): Prerequisite: Junior or higher and completion of A2.

General Education Attribute(s): Graduation Writing Assessment Requirement

Typically Offered: Fall, Spring, Summer

Course Fee: Yes

COMM 3010 Mass Media Law (3)

Designed to broaden the student's understanding of laws that pertain to the mass media. Philosophical appreciation of the legal framework within which the mass media operates and pragmatic familiarity with the legal problems most often encountered by journalists and related professionals is anticipated. The course will examine the development of the law regarding the First Amendment to the U.S. Constitution and such related legal areas such as libel, obscenity, censorship, privacy, free press and fair trial, journalist's privilege, the right of access to government information, access to the press, the doctrine of commercial speech (advertising), and copyright.

Typically Offered: Fall, Spring

COMM 3020 Ethical Issues in the Media (3)

This course provides an analysis of ethical issues in the news media, with emphasis on news-gathering and reporting and the impact of the internet, advertising, and entertainment. Topics covered include an evaluation of the ethical cultures of newsrooms, codes of ethics, objectivity, privacy, fairness, honesty, and the public's right to know. Case studies will be examined, as well as other means by which students will learn how to recognize and resolve ethical conflicts. This course carries credit in either COMM 3020 or PHIL 3320.

Requisite(s): Prerequisite: Completion of GE A2 and GE A3 or equivalent.

COMM 3028 Graphic Design from Prehistory to AI (3)

Explore the evolution of graphic design from its origins to contemporary practices. Student will learn and analysis the graphic design works from illustrated manuscript to AI imagery. Students will be introduced to the designers that had major impacts on graphics and their innovations. Student will also gain the understanding of the ethical implications of technology.

Requisite(s): A2 & A3 pre or coreq

General Education Attribute(s): C2 Humanities, GE (C2) Humanities, Theme R: Rev Ideas & Innovatns

Typically Offered: Fall, Spring

COMM 3038 Video Game Analysis (3)

Analysis of video games by examining design, criticism, and theory of video games. This course will focus on video game structure and major topics in the areas of interactivity. Prerequisites: at least 45 units and completion of LD Area C. Satisfies general education upper division Area UDC and Theme R: Revolutionary Ideas and Innovations.

Requisite(s): Prerequisites: At least 45 units and completion of LD Area C.

General Education Attribute(s): Theme R: Rev Ideas & Innovatns, Upper Division C

COMM 3048 Art of Film (3)

Study of the principles by which film and video texts create meaning through screenings, lectures, and readings, with emphasis on major film theories and examination of narrative and documentary forms. Prerequisites: at least 45 units and completion of LD Area C. Satisfies general education upper division Area UDC and Theme R: Revolutionary Ideas and Innovations.

Requisite(s): Prerequisites: At least 45 units and completion of LD Area C.

General Education Attribute(s): Theme R: Rev Ideas & Innovatns, Upper Division C

Typically Offered: Spring

COMM 3050 Interpersonal Communication (3)

Analysis of the process of communication as it occurs between individuals and in small groups in everyday life. Attention is given to communication interactions within the family, in social situations, in organizations, and institutions. Both verbal and nonverbal codes considered.

COMM 3058 Intercultural Communication (3)

This course is designed to enhance the student's understanding of the importance of culture in human interaction and the linkages between communication and culture. Interdisciplinary approaches examine the influence different cultural backgrounds have on communication in everyday life, social service encounters, business, and international services. Prerequisites: at least 45 units and completion of LD Area C. Satisfies general education upper division Area UDC and Theme S: Sustainability and Justice.

Requisite(s): Prerequisites: At least 45 units and completion of LD Area C.

General Education Attribute(s): Theme S: Sustainability & Just, Upper Division C

Typically Offered: Fall, Spring

COMM 3060 Communication in the Organization (3)

The nature and flow of communication in organizations and institutions. Theory and techniques of solving communication problems in organizations; practical experience in writing and speaking. Among topics discussed is the organization as a communication system, theory of organization, analytical techniques for evaluating the quality of organizational communication, the use of communication skills to facilitate organizational change.

Requisite(s): Prerequisite: sophomore standing or higher.

COMM 3068 Film & Society (3)

An exploration of the impact of social issues through film. Questions surrounding gender, race, and class will be explored from the examination of stereotypes to films that strive to break through them, to create a cinema of inclusion. Prerequisites: at least 45 units and completion of LD Area C. Satisfies general education upper division Area UDC and Theme Q: Quality of Life.

Requisite(s): Prerequisites: At least 45 units and completion of LD Area C.

General Education Attribute(s): Theme Q: Quality of Life, Upper Division C

Typically Offered: Fall, Spring, Summer

COMM 3070 Health Communication (3)

The role of communication in disease prevention and control. Offers guidance for planning, implementing, and assessing the effectiveness of communication programs for public health and how existing health knowledge can be effectively communicated to inform, influence, and motivate institutional or public audiences.

Typically Offered: Fall, Spring

COMM 3077 Special Topics (1-3)

Analysis of the public communicator in action and the laws, strategies, and situations that influence the process of public persuasion. Specific topic determined by instructor. May be repeated for credit with different topics up to a maximum of 3 units.

Repeatable for Credit: Yes, up to 3 units

COMM 3078 Mass Media and Society (3) 🦋

Analysis of the development and impact of media technology as it transforms the ways in which we generate, transmit, assess, and understand mediated messages in contemporary American society. Evaluation of the impact of media technology on the role of communication in information processing, values acquisition and personal behavior, social construction of reality, group dynamics, and social interaction. Emphasis on mass communication. Prerequisites: at least 45 units and completion of LD Area C. Satisfies general education upper division Area UDC and Theme R: Revolutionary Ideas and Innovations.

Requisite(s): Prerequisites: At least 45 units and completion of LD Area C.

General Education Attribute(s): Theme R: Rev Ideas & Innovatns, Upper Division C

Typically Offered: Fall, Spring

COMM 3088 Gender and Communication (3) 🦋

This course introduces students to differences in gender communication; analyzes how institutional, personal, and group factors affect the messages we produce and the meanings we assign to messages. It also assesses the extent to which gender can both enrich and complicate human communication, particularly in personal and professional environments. Particular attention paid to how the mass media depicts gender. The course subscribes to an interdisciplinary approach that relies heavily on literature both inside and outside the field of communication. Prerequisite: complete at least 45 units; prerequisite or corequisite GE A2. Satisfies general education requirement Junior Year Diversity and Reflection.

Requisite(s): Prerequisites: Complete at least 45 units; prerequisite or corequisite GE A2.

General Education Attribute(s): Junior Year Diversity Reflection

Typically Offered: Fall, Spring

COMM 3089 Communication and the Environment (3) 🦋

Designed to enable students examine, analyze and contribute to environmental discourse at the local, national and global level. Students will explore topics, such as the influence of human communication on perceptions about the environment, contexts that influence interpretations or environmental discourse, grassroots environmental advocacy and social justice, as well as how environmental issues are framed or constructed in the media. Prerequisites: at least 45 units and completion of LD Area C. Satisfies general education upper division Area UDC and Theme S: Sustainability and Justice.

Requisite(s): Prerequisites: At least 45 units and completion of LD Area C.

General Education Attribute(s): Theme S: Sustainability & Just, Upper Division C

Typically Offered: Spring

COMM 3090 Strategic Social Media (3)

This course will introduce students to the analysis of effective social media. It will help students stay abreast of current and future developments in social media design and use. The course will enable students to assess comprehensive and effective social media campaigns for corporations, government agencies, and non-profit organizations. Through a combination of case study analysis, lecture, project work, and simulations, students will develop expertise in social media planning, campaign management, production, and analysis to craft an authentic and effective voice for their organizations and communities on current and developing social media platforms. The design part of the course will allow students to build social media content, using professional-level software.

COMM 3098 World Film History (3) 🦋

Survey of the institutional, aesthetic, political and cultural history of motion pictures around the world, from the pre-history of the medium to 21-century digital cinema. Issues in current film studies regarding globalization, diaspora, cinematic style, national identity, and visual culture will also be examined. Prerequisites: At least 45 units and completion of LD Area C. Satisfies general education upper division Area UDC and Theme R: Revolutionary Ideas and Innovations.

Requisite(s): Prerequisites: At least 45 units and completion of LD Area C.

General Education Attribute(s): Theme R: Rev Ideas & Innovatns, Upper Division C

COMM 3120 Digital Journalism (3)

Study of contemporary journalism techniques and their influence on the audience they serve. Exercises in news gathering, multimedia reporting, writing for the web, audio and video production, digital photography, and web publishing.

Typically Offered: Spring

COMM 3130 Feature Writing (3)

Study of newspaper feature stories-their resources, their methods, and their appeal. Frequent exercises in the art of writing feature stories, with concentration on the human-interest feature. Prerequisite: ENGL 1109 or equivalent with a grade of "C" or better and upper division standing.

Requisite(s): Prerequisite: Grade of C or better in ENGL 1109 or 110 or its equivalent and upper division standing.

COMM 3150 Photojournalism (3)

Examination of major theories and techniques of photojournalism combined with practice in their application. Uses digital and film equipment to create and process photographic images for various genres. Course includes lecture, discussion, and activities that enhance students' perspectives of photographic images.

COMM 3160 Broadcast Writing, Reporting and Production (3)

Beginning broadcast news writing, reporting and production for radio, television and the Web. Emphasis on developing news judgment, field reporting, script writing, vocal skills, video and audio editing, and producing broadcast news pieces.

COMM 3170 Design for Print and Digital Media (3)

Analysis of the ways in which typography, color, illustration, photography, and other graphic elements work together to enhance effective communication in print and on the Web. Comparative discussion of design elements of magazines, newspapers, newsletters, websites, blogs and social media pages. Frequent exercises in design layout using publishing software and open source Web platforms.

Typically Offered: Fall, Spring

COMM 3220 Public Relations Writing and Strategy (3)

Study and application of strategies and tactics used in the public relations profession with an emphasis on written communication through news releases, brochures, newsletters, annual reports, magazines, media kits, and other public relations communication tools. Discussion of media relations and placement. Emphasis on the planning and execution of public relations communication. Discussion and application of communication theories that inform public relations writing and communication.

Requisite(s): Prerequisite/Corequisite: COMM 2210

Typically Offered: Spring

COMM 3230 Public Relations Research (3)

Learning multiple research methods (case study, field research, survey, focus group, content analysis, experiment, etc.) executed in different contexts of public relations practices. From the basic to the advanced knowledge, study of systematic research applicable in the entire public relations planning and practice process.

Requisite(s): Prerequisite: COMM 2210 Intro to Strategic Public Relations

Typically Offered: Spring

COMM 3240 Public Relations Management (3)

Analysis and application of public relations management strategies, with an emphasis on public relations research. Focus on the four-step process of public relations and current management practices in the profession including the use of research to identify organizational goals and objectives in public relations planning and research. Emphasizes crisis communications and issues management. Also addresses other important management elements of the profession and the advisor/counselor role of the public relations professional. Prerequisite: COMM 3210.

Requisite(s): Prerequisite: COMM 2210 Intro to Strategic Public Relations

COMM 3270 Public Relations Practicum (3)

This course is designed to provide Public Relations Major students with the opportunity to integrate their public relations education through supervised application of these skills in a public relations setting. It covers three general areas: PR practice in applied learning; experience; and evaluation. Lecture/lab. Corequisite: 3 units of a 3000-level Public Relations course.

Requisite(s): Corequisite: 3 units of a 3000-level Public Relations course.

COMM 3320 Digital Video Production (3)

Introduces the fundamental technical abilities and conceptual approaches to communication via moving images and sound. Emphasis on cinematic language and basic interpersonal skills of production. Lecture/lab. Prerequisite: COMM 2310 or instructor approval.

Requisite(s): Prerequisite: COMM 2310 or instructor approval.

Typically Offered: Spring

COMM 3330 Game Design (3)

Analysis of the theory and practice of game design as interactive media and communication tool, particularly aligning with key skills in interaction design and spatial communication. Stresses the conceptual, aesthetic, critical, and technical concerns of interactivity in video game.

Requisite(s): Prerequisite: COMM 2310 or Instructor approval.

Typically Offered: Spring

COMM 3340 Sound Design for Media Production (3)

Theory and practice of sound/image relationships in film, video and interactive media. Emphasis on the development of conceptual and design tools as well as technical ability. Time is divided between lecture and lab. Prerequisite: COMM 2310 or instructor approval.

Requisite(s): Prerequisite: COMM 2310 or Instructor approval.

Typically Offered: Spring Even Year

COMM 3350 3D Animation (3)

Exploration of modeling, rigging, and animation techniques for video and games. Students will examine aesthetics, story development, and workflows for gaming and video. One-hour lecture, two hours lab. Prerequisite: COMM 2310 or ART 2210.

Requisite(s): Prerequisite: COMM 2310 or ART 2210.

Typically Offered: Spring

COMM 3360 Nonfiction Media Production (3)

Exploration of the various functions of documentaries and other nonfiction media in society. Emphasis on the creation and development of student projects, and the styles and strategies that are available to nonfiction forms. Prerequisite: COMM 2310 or instructor approval.

Requisite(s): Prerequisite: COMM 2310 or Instructor Approval.

Typically Offered: Spring

COMM 3370 Media Writing (3)

Exploration of writing for media projects for film, video, and interactive works. Students will examine structures and story development for linear and non-linear structures while working on screenplays and game design documents.

Requisite(s): Prerequisite: ENGL 1109 or the equivalent with a grade of "C-" or better.

Typically Offered: Spring Odd Year

COMM 3600 Advanced Public Speaking (3)

An advanced study of the principles and processes of effective communication in public contexts and public communication. The course will build on your foundational skills to further your development as a public speaker in a variety of settings. Emphasis is on preparing and delivering extemporaneous speeches that are appropriate and effective for a particular audience, purpose, and context. Pre-requisite: COMM 1008

COMM 3610 Rhetorical Theory and Criticism (3)

Introduction to methods employed in the description, interpretation and evaluation of discursive and non-discursive rhetorical artifacts. Survey of a range of rhetorical perspectives: traditional, experiential, dramaturgical, sociological, and postmodern. Students will engage in seminar discussion and complete written rhetorical analyses. Emphasis will be placed on the comprehensive and application of rhetorical perspectives/tools in written criticism.

COMM 4077 Special Topics in Communication (1-3)

Study, analysis, and/or production in various media or in speech communication. Specific course content to be determined by instructor. May include directed field study in technical communication. May be repeated for credit with different topics.

Repeatable for Credit: Yes, up to 20 units

COMM 4140 Public Affairs Reporting (3)

Detailed investigation of covering public affairs, including reporting on public and government agencies, researching public records, and writing clear articles. Students will be trained in Data Literacy. Study of structure and function of state and local government, state open meeting and public records laws, structure of judicial and criminal justice systems. Students will adopt a local government agency, attend meetings, establish news sources within the agency, and write articles about agency meetings and issues. Prerequisite: COMM 2110.

Requisite(s): Prerequisite: COMM 2110.

Typically Offered: Spring

COMM 4160 News Production (3)

Production of The Runner, the student news laboratory at CSUB. Students report for the daily website and other digital channels, the biweekly printed newspaper, and the annual magazine Converge. Students gain practical experience in various aspects of news production such as news and feature writing, sports reporting, editing, photojournalism, broadcast-style video, podcasting, print design, illustrating, website management, social media reporting, advertising sales, marketing, circulation, and business management. May be repeated for credit up to a maximum of 6 units.

Requisite(s): Prerequisite: sophomore standing or higher.

Repeatable for Credit: Yes, up to 6 units

Typically Offered: Fall, Spring

COMM 4170 News Management & Marketing (3)

Field experience in management of The Runner, the student news laboratory at CSUB. Emphasizes leadership, collaboration, editing and production of the newspaper, its website, magazine, podcasts, video channel, and social media. Includes goal-setting and assessment. Intended for students in leadership positions at The Runner. May be repeated for a maximum of 6 units. Prerequisite: COMM 4160 or equivalent or consent of Instructor.

Requisite(s): Prerequisite: COMM 4160 or equivalent or consent of Instructor.

Repeatable for Credit: Yes, up to 6 units

Typically Offered: Fall, Spring, Summer

COMM 4210 Public Relations Campaigns (3)

This course involves the application of public relations concepts and theories, in the service of the development of public relations campaigns. Students will gain experience working with clients. Prerequisites: COMM 3210 and COMM 3220.

Requisite(s): Prerequisites: COMM 2210 and COMM 3220.

Typically Offered: Spring

COMM 4320 Media Production Techniques (3)

This course examines the use of technology and emerging technologies in the execution of media projects. The focus will be on the use of various media tools to prepare and create projects for various distribution platforms. Time is split between lecture and lab. Prerequisite: COMM 2310 or instructor approval.

Requisite(s): Prerequisite: COMM 2310 or Instructor approval.

Typically Offered: Fall Even Year

COMM 4600 Negotiation (3)

Theoretical understanding of the communications concepts of bargaining and negotiation in diverse contexts-business, politics, industry, and labor. Practical skills in communication techniques commensurate with successful negotiating, e.g., role playing, problems solving, interpersonal communication, argumentation, arbitration, and principled negotiation. Emphasis on verbal messages, authority, suggestion, deadlines, timing.

COMM 4840 Student-To-Student Tutorial (1-3)

Learning through teaching and tutoring. Work may include contact hours with tutees, tutorial preparations, consulting with instructors, reporting-analysis-evaluation of tutorial experiences, and participation in university programs for tutors. A maximum of three units may count toward the degree. Prerequisite: permission of the department and 3.0 GPA. May be repeated for credit up to a maximum of 3 units.

Requisite(s): Prerequisite: permission of the department and 3.0 GPA.

Repeatable for Credit: Yes, up to 3 units

COMM 4850 Individual Study (3)

Special projects developed by the individual student in consultation with the designated instructor. Prerequisite: Admission with consent of department chair. No retroactive credit will be allowed.

Repeatable for Credit: Yes, up to 10 units

COMM 4860 Internship in Applied and Professional Communication (1-3)

Designed to permit the student to gain practical experience in the field of professional communication, primarily at an off-campus site. Students are assigned to various business firms or agencies and work under joint supervision of supervisors and the course instructor-internship coordinator. Requires participation in staff and internship conferences, assigned readings/projects where appropriate. Offered only on a credit, no-credit basis. (Arrangements should be made with the internship coordinator well in advance of the semester in which the internship is to be taken, as the number of available internships is limited.) Prerequisite: Students must have a minimum 3.0 GPA and have completed 15 or more units in residence. No retroactive credit will be allowed.

Repeatable for Credit: Yes, up to 15 units

COMM 4870 Cooperative Education (1)

The Cooperative Education program offers a sponsored learning experience in a work setting, integrated with a field analysis seminar. The field experience is contracted by the Cooperative Education office on an individual basis, subject to approval by the department. The field experience, including the seminar and reading assignments, is supervised by the cooperative education coordinator and the faculty liaison (or course instructor), working with the field supervisor. Students are expected to enroll in the course for at least two semesters. The determination of course credits, evaluation, and grading are the responsibility of the departmental faculty. Offered on a credit, no-credit basis only; no retroactive credit will be allowed.

COMM 4890 Experiential Prior Learning (1-20)

Evaluation and assessment of learning which has occurred as a result of prior off-campus experience relevant to the curriculum of the department. Requires complementary academic study and/or documentation. Available by petition to the department only on a credit/no credit basis. Not open to post-graduate students. Interested students should contact the department office. May be repeated.

Repeatable for Credit: Yes, up to 20 units

COMM 4908 Senior Seminar (3) 

An advanced course in analysis and application of communication research methods. Specific topics will vary. Individual student research projects and reports. When possible, students contribute to ongoing faculty research. Students will submit a portfolio demonstrating skills and knowledge gained in the Communications major. Prerequisite: At least 90 units and completion of JYDR. Satisfies general education requirement Senior Capstone.

Requisite(s): Prerequisite: At least 90 units and completion of JYDR.

General Education Attribute(s): Capstone