

# Communication

In the College of Professional Studies and Fine Arts

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## Faculty

Emeritus: Andersen, J., Andersen, P., Hellweg, Lustig,  
Samovar, Sanders

Director: Snavely

Professors: Beach, Dionisopoulos, Geist-Martin, Snavely, Spitzberg  
Associate Professor: Lindemann

Assistant Professors: Chen, Goehring, Martinez, Record, Winslow

Lecturers: Cook-Whearty, Czech, Fallon, McHan, Rapp

## Offered by the School

Master of Arts degree in communication with a specialization in:  
communication studies.

Major in communication with the B.A. degree in liberal arts and  
sciences *OR* applied arts and sciences.

Major in health communication with the B.S. degree in applied arts  
and sciences.

Minor in communication.

Certificate in communication.

Certificate in health communication.

## General Information

The School of Communication, an academic unit within the College of Professional Studies and Fine Arts, emphasizes scholarly, creative, and professional aspects of communication studies. The school engages in teaching, research, and development of integrated, interactive, international, and intercultural communication for the twenty-first century. The School of Communication is committed to quality undergraduate and graduate education in the field of communication. We prepare students for civic life, professional careers, and further graduate study. We are committed to cutting edge research and instructional innovation which advances understandings of culture, health, institutions, interaction, politics, relationships, and rhetoric in everyday life. We are dedicated to serving San Diego State University, the College of Professional Studies and Fine Arts, and the diverse communities in the urban region in which we live and work.

Students majoring in communication learn different ways that communication has been conceptualized and investigated, as well as ways members of the communication discipline have used their knowledge and scholarship to engage a variety of social problems. Students will be given opportunities to study how effective communication enhances well-being, and relationships; promotes civic engagement; and allows for effective participation in a global community. Courses focus on organizing principles and patterns of social life through observation, analysis, and criticism of human interactions, communication behavior, mediated systems, and technological innovations. Communication graduates have often found positions in occupations such as sales, human resources, training, education, and consulting, or have pursued advanced academic or professional degrees in fields such as law, management, and marketing.

Students majoring in health communication learn how people individually and collectively understand and accommodate to health and illness and the role of communication in shaping professional health care messages and public acceptance of these messages. Courses include instruction in the development and analysis of health-related messages and media; the goals and strategies of health care promotion; relationships, roles, situations, and social structures in the context of health maintenance and promotion; and applications to disease prevention, health advocacy, and communication concerning treatments. Health communication graduates find positions in both profit and non-profit organizations such as public health agencies, hospitals, educational institutions, health insurance companies, and other corporations.

Both majors are firmly grounded in the liberal arts and sciences and are intended to prepare students to be effective members of society, as well as valued employees in whatever careers they may choose to pursue.

## Impacted Program

The communication and health communication majors are impacted programs. To be admitted to the communication or health communication major, students must meet the following criteria:

- Complete with a minimum grade point average of 2.75 and a grade of C (2.0) or better: six units selected from Communication 160, 201, 204, 245. These courses cannot be taken for credit/no credit (Cr/NC);
- Complete the general education oral communication requirement with a grade of C (2.0) or better. This course cannot be taken for credit/no credit (Cr/NC);
- Complete a minimum of 45 baccalaureate level semester units and a maximum of 90 semester units. (A minimum of 60 units are required for all transfer applicants.);
- Have a cumulative grade point average of 2.75 or better.

To complete the communication or health communication major, students must fulfill the degree requirements for the major described in the catalog in effect at the time they are accepted into the premajor at SDSU (assuming continuous enrollment).

## Major Academic Plans (MAPs)

Visit <http://www.sdsu.edu/mymap> for the recommended courses needed to fulfill your major requirements. The MAPs website was created to help students navigate the course requirements for their majors and to identify which General Education course will also fulfill a major preparation course requirement.

## Communication Major

**With the B.A. Degree in Liberal Arts and Sciences *OR* Applied Arts and Sciences**

**(Major Code: 15061) (SIMS Code: Liberal 668132; Applied 668131)**

All candidates for a degree in liberal arts and sciences or a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements." No more than 48 units in communication courses can apply to the B.A. degree in Liberal Arts and Sciences.

Selecting the B.A. degree in liberal arts and sciences requires meeting the language requirement. Selecting the B.A. degree in applied arts and sciences requires the mathematics competency requirement.

Lower division preparation for the major courses may be satisfied by comparable courses in community colleges or other institutions with which the university has articulation agreements.

A minor is not required with this major but is strongly recommended.

**Preparation for the Major.** General Education oral communication requirement and six units selected from Communication 160, 201, 204, 245. (9 units) These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 2.75 and a grade of C (2.0) or better in each course. The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

**Language Requirement (Liberal Arts and Sciences).** Competency (successfully completing the third college semester or fifth college quarter) is required in one foreign language to fulfill the graduation requirement. Refer to section of catalog on "Graduation Requirements."

**Mathematics Competency Requirement (Applied Arts and Sciences).** Competency in mathematics must be satisfied by three semesters of college mathematics or a statistical sequence such as Statistics 250, 350A, 350B (highly recommended); or Sociology 201\*, 406\*, 407\*.

\* Additional prerequisites required.

**Graduation Writing Assessment Requirement.** Passing the Writing Placement Assessment with a score of 10 or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 36 upper division units to include Communication 300 and 350; nine "conceptualizing communication" units selected from Communication 321, 371, 415, 450, 492; three "investigating communication" units selected from Communication 420, 441, 462, 465; 15 "communication elective" units selected from Communication 301, 307, 406, 407, 421-428, 445, 446, 452, 470, 482, 484, 485, 496, 499, 508, 555, or other upper division three unit communication courses, with no more than nine units from Communication 421-428 (health communication courses); and Communication 495 in the last semester.

### Health Communication Major

**With the B.S. Degree in Applied Arts and Sciences**

**(Major Code: 06013) (SIMS Code: 661140)**

All candidates for a degree in applied arts and sciences must complete the graduation requirements listed in the section of this catalog on "Graduation Requirements."

Lower division preparation for the major courses may be satisfied by comparable courses in community colleges or other institutions with which the university has articulation agreements.

A minor is not required with this major but is strongly recommended.

**Preparation for the Major.** General Education oral communication requirement and six units selected from Communication 160, 201, 204, 245. (9 units) These prerequisite courses may not be taken Cr/NC and must be completed with a minimum grade point average of 2.75 and a grade of C (2.0) or better in each course. The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

**Graduation Writing Assessment Requirement.** Passing the Writing Placement Assessment with a score of 10 or Rhetoric and Writing Studies 305W with a grade of C (2.0) or better. See "Graduation Requirements" section for a complete listing of requirements.

**Major.** A minimum of 42 upper division units to include Communication 300, 321, 350, 495; six units selected from Communication 420, 441, 462, 465; 18 units selected from Communication 421, 422, 423, 424, 425, 426, 427, 428, 485; (three units may be selected from Communication 371, 415, 445, 492, 499, 555); and six units selected from Gerontology 360, 370, Health and Human Services 350, Nursing 350, Philosophy 330, 331, Public Administration 340, Public Health 353, 362, Social Work 430. (Three units selected from this list, except for Public Administration 340 and Social Work 430, will satisfy three units of the General Education requirement in IV. A., B., or C.)

### Communication Minor

**(Minor Code: 06011) (SIMS Code: 661119)**

The minor in communication consists of a minimum of 21 units to include six units selected from Communication 160, 201, 204, 245; Communication 300; six upper division units selected from Communication 371, 406, 415, 450, 470, 492; and six additional upper division units in communication. Admission to the communication minor requires completion of at least 45 units with a minimum grade point average of 2.75 overall; completion of the General Education Oral Communication requirement with a grade of C (2.0) or better; and six units selected from Communication 160, 201, 204, 245 with grades of C (2.0) or better. The General Education oral communication course will not be included in the computation of the required grade point average of 2.75.

Courses in the minor may not be counted toward the major but may be used to satisfy preparation for the major and general education requirements, if applicable. A minimum of six upper division units must be completed at San Diego State University.

### Communication Certificate

**(SIMS Code: 668133)**

The certificate program in communication emphasizes scholarly, creative, and professional aspects of communication studies. Coursework includes instruction that provides understanding of culture, health, institutions, interaction, politics, relationship, and rhetoric in everyday life. The focus is placed on how effective communication enhances well-being and relationships; promotes civic engagement; and allows for effective participation in a global community.

To be admitted to the certificate program, students must be enrolled at San Diego State University or through the College of Extended Studies.

The certificate requires 12 units from Communication 201, 245, 300, 371. Coursework must be completed with a GPA of 2.0.

Courses in the certificate may not be counted toward the major or minor in the School of Communication.

Contact the school director for additional information.

### Health Communication Certificate

**(SIMS Code: 661141)**

The certificate program in health communication focuses on how people understand and communicate about health and illness. Coursework includes instruction in health-related and care-related messages, the goals and strategies of health care promotion, the relationships, roles, situations, and social structures in health maintenance and promotion, and the communication surrounding wellness, illness, and health care in personal and professional relationships.

To be admitted to the certificate program, students must be enrolled at San Diego State University or through the College of Extended Studies.

The certificate requires 12 units to include Communication 321 and nine units selected from Communication 421, 422, 423, 424, 425, 426, 427, 428. Coursework must be completed with a GPA of 2.0.

Courses in the certificate may not be counted toward the major or minor in the School of Communication.

Contact the school director for additional information.

## Courses (COMM)

Refer to Courses and Curricula and University Policies sections of this catalog for explanation of the course numbering system, unit or credit hour, prerequisites, and related information.

### LOWER DIVISION COURSES

#### COMM 103. Oral Communication (3) [GE]

One lecture and two hours of recitation.

Training in fundamental processes of oral expression; method of obtaining and organizing material; outlining; principles of attention and delivery; practice in construction and delivery of various forms of speeches. Not open to students with credit in Africana Studies 140 or Chicana and Chicano Studies 111A.

#### COMM 160. Argumentation (3)

Argument as a form of discourse; organizing, supporting, presenting and refuting arguments in a variety of formats; evaluating argument, including common fallacies in reasoning.

#### COMM 201. Communication and Community (3)

Prerequisite: Communication 103.

Communication as an academic and professional discipline, its associations and journals, history and traditions, relationships to other disciplines, research methodologies, and careers for graduates.

#### COMM 204. Advanced Public Speaking (3)

Prerequisite: Communication 103.

Practice in extemporaneous speaking on subjects of current interest, both national and local, with stress on organization and delivery.

#### COMM 245. Interpersonal Communication (3) [GE]

Theory and practice of interpersonal communication focuses on the role of communication in initiating, developing, and transitioning through everyday relationships. Emphasis on verbal and nonverbal messages, contexts, and challenges of managing interpersonal communication.

#### COMM 296. Experimental Topics (1-4)

Selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

### UPPER DIVISION COURSES (Intended for Undergraduates)

#### COMM 300. Conceptualizing Communication (3)

Prerequisite: Admission to a major, minor, or certificate program in the School of Communication.

Communication theory, concepts, principles, and practices. Communication as art and process on micro and macro levels, integrates understanding of sources, messages, transmission, and feedback in creating meaning and culture.

#### COMM 301. Intercollegiate Speech and Debate Competition (1-3) Cr/NC

Two to six hours of activity.

Prerequisite: Communication 103.

Competitive intercollegiate debate and/or individual speaking events. Apply communication theory to comprehensively analyze relevant contemporary issues. Weekend travel to competitive tournaments required. Travel expectation commensurate with units. May be repeated with maximum credit three units applicable to the communication major.

#### COMM 307. Communication in Professional Settings (3)

Prerequisites: Admission to a major or minor in the School of Communication.

Communication principles in professional contexts including interviewing and technical and nontechnical oral presentations. Skill in meeting management.

#### COMM 321. Introduction to Health Communication (3) [GE]

Prerequisites: Completion of the General Education requirement in Communication and Critical Thinking I.1, Oral Communication or I.3., Intermediate Composition and Critical Thinking; and completion of the General Education requirement in Foundations of Learning II.B., Social and Behavioral Sciences required for nonmajors. Open to majors and nonmajors.

Health communication topics to include patient-provider communication, health communication campaigns, supportive relationships, and public policy. Research methodologies, theories, and best practices in health communication. Required of all health communication majors prior to 400-level coursework.

#### COMM 350. Investigating Communication (3)

Prerequisite: Admission to a major or minor in the School of Communication.

Study of human communication, from methodological and epistemological perspectives.

#### COMM 371. Intercultural Communication (3) [GE]

Prerequisites: Communication 103; and completion of the General Education requirement in Foundations of Learning II.B., Social and Behavioral Sciences required for nonmajors. Open to majors and nonmajors.

Study of communication with emphasis on influence of cultural background, perception, social organization, language and nonverbal messages in the intercultural communication experience.

#### COMM 405. Performance as Communication (3)

Prerequisites: Communication 300 and 350.

Performance as a tool to investigate aspects of identity. Performance ethnography, performance in everyday life, and personal narrative.

#### COMM 406. Organizational Communication (3)

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

The organization as a communication system; role of the organization in persuasive campaigns; communication strategies and problems within the organizational structure.

#### COMM 407. Communicative Perspectives on Interviewing (3)

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Application of communicative theory to interviewing situations. Emphasis on perception, source, message, and receiver variables, defensive communication, feedback. Phrasing of questions, ways to enhance respondent participation, and formulation of behavioral objectives. Classroom simulation, supplemented by out-of-class interviews.

#### COMM 415. Nonverbal Communication (3)

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Theory and research on nonverbal aspects of communication, with emphasis on codes and functions.

#### COMM 420. Quantitative Methods in Communication (3)

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Quantitative research in communication. Construction and analysis of surveys and experiments.

#### COMM 421. Health Communication and Community Based Service Learning (3)

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

How people understand, share ideas about, and adjust to health and illness. Personal, interactional, cultural, and political complexities of health beliefs, practices, and policies in the context of community-based service learning project.

#### COMM 422. Politics of Health Communication (3)

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

How communicating about health is culturally and politically charged. Contemporary concerns in health communication to include how ethnicity, gender, disability, social class, and sexual orientation inform our understandings of health, fitness, and illness.

### **COMM 423. Patient-Provider Communication (3)**

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

Primary communication activities organizing medical interviews in clinical settings to include techniques for raising and responding to concerns about life, illness, and disease; implications for quality of care, healing outcomes, and medical education.

### **COMM 424. Health Communication and Relationships (3)**

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

Influences of institutional, social, and personal relationships on health. Influences of health on development of human relationships, interaction between relationships, health practices, and outcomes.

### **COMM 425. Theory and Research in Health Communication Campaigns (3)**

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

Theory and research on effective health communication campaigns in various settings to promote healthy lifestyles, nutrition, exercise, health screening, disease and injury prevention behavior.

### **COMM 426. Communication in Health Risk and Crises (3)**

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

Role of communication in preventing, responding to, and coping with community health crises; principles of competent communication in health related risks and crises.

### **COMM 427. Health Communication and Cultural Communities (3)**

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

Diversity of cultural perspectives on communicating health, illness, and prevention. Understanding cultural knowledge patients, families, providers, and communities bring to communicating health.

### **COMM 428. Communicating Health and Well-Being at Work (3)**

Prerequisite: Communication 321. Admission to a major, minor, or the health communication certificate program in the School of Communication.

Research and theory regarding communication topics that restrict well-being at work to include stress, bullying, sexual harassment, and injustice. Concepts and trends that alleviate or eliminate stress to include social support, spirituality, and wellness programs at work.

### **COMM 441. Foundations of Critical and Cultural Study (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Central concepts, examples, theories, and experiences of critical studies of communication in culture through cultural, rhetorical, and media literature and cases.

### **COMM 445. Relational Communication (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Theory and application of effective relational communication principles in both intimate and nonintimate contexts. Theoretical and empirical evidence on communication strategies and behaviors in relationship initiation, development, and termination. Relationship of communication behaviors to relational goals.

### **COMM 446. Communication and Rhetorical Movements (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Historical perspectives of role of communication in social change in rhetorical movements and social change.

### **COMM 450. Rhetorical Theory (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Development of rhetorical theory as a mechanism for generating and understanding public discourse. Theories from ancient Greece to the present.

### **COMM 452. Interaction and Gender (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Contemporary research and theory on communication and gender. Examination of gender as ongoing interactional achievement. Gender displays and myths across diverse relationships, institutions, media, and society.

### **COMM 462. Ethnography and Communication (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Naturally occurring interactions drawn from a variety of communication settings. Primary methods of gathering data include: participant observation, interviewing, document and artifact analysis, and other forms of communication.

### **COMM 465. Conversational Interaction (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Sequential organization of naturally occurring conversational practices. Reliance on recordings and transcriptions for detailed examinations of interactants' methods for achieving social actions and organizing interactional occasions.

### **COMM 470. Argumentation Theory (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Approaches to argument and the patterns and problems in argument. Consideration of implications for society. Written and oral reports.

### **COMM 482. Communication and Politics (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Contemporary political communication events and processes, with a focus on speeches, debates, and campaigns.

### **COMM 484. Language Dynamics and Human Interaction (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Powerful role of language on perception, interpretation, reaction, and response to environmental stimuli. Language choices on the nature of interpersonal relationships. Language in establishing and maintaining groups, societies, and cultures.

### **COMM 485. Communicating Leadership (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Current theory and research in leadership and communication. Understanding yourself, role of leadership, and selection of appropriate communication strategies for leadership.

### **COMM 490. Internship (1) Cr/NC**

Prerequisites: Communication 300 and 350; junior or senior standing. Admission to a major or minor in the School of Communication.

Students work at approved agencies off-campus under the combined supervision of agency personnel and instructors. Internship hours to be arranged. Maximum credit three units.

### **COMM 492. Persuasion (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Key variables and theories in the persuasion process; persuasive sources, messages, receiver variables, propaganda, brainwashing, cognitive, behavioral, and social theories of persuasion.

### **COMM 495. Communication Capstone: Conceptualizing and Investigating Communication (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication. Communication majors must have completed conceptualizing (9 units) and investigating (3 units) requirements. Health communication majors must have completed investigating (6 units) and two upper division health communication courses beyond Communication 321 (6 units).

Capstone survey, analysis, and comparison of theories, methods, and discipline of communication.

**COMM 496. Experimental Topics (1-4)**

Experimental topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree.

**COMM 499. Special Study (1-3)**

Prerequisite: Approved special study contract required prior to enrollment.

Approved individual study, project or research under supervision of faculty member. Maximum credit three units.

**UPPER DIVISION COURSES**

(Also Acceptable for Advanced Degrees)

**NOTE: Communication courses numbered 500 to 599 are not acceptable for the Master of Arts degree in Communication.**

**COMM 508. Media Literacy (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Role played by video texts in shaping culture including information distribution, entertainment, and socio-cultural influence exercised by television. Emphasis on audience/medium relationship and to developing critical skills.

**COMM 555. Conflict Management Communication (3)**

Prerequisites: Communication 300 and 350. Admission to a major or minor in the School of Communication.

Approaches to conflict communication in international, societal, group, institutional, and interpersonal contexts.

**COMM 596. Selected Topics (1-4)**

Prerequisite: Senior standing or above.

Specialized study in selected topics. May be repeated with new content. See *Class Schedule* for specific content. Limit of nine units of any combination of 296, 496, 596 courses applicable to a bachelor's degree. Maximum credit of six units of 596 applicable to a bachelor's degree. Credit for 596 and 696 applicable to a master's degree with approval of the graduate adviser.

**GRADUATE COURSES**

Refer to the *Graduate Bulletin*.

