



Youngsters demonstrate their communication skills at the annual Peach Blossom Oral Interpretation Festival.

College of Arts and Humanities

Department of Communication

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B.A. in Communication

M.A. in Communication

Minor in Communication

Single Subject Teaching Credential in Speech/English

Communication Skills for Professionals Certificate

The Department

Our aim is to prepare you to compete in, understand, and provide leadership in a communication-oriented society. We offer a balance of humanistic and scientific instruction in communication skills people need to function effectively in teaching, business, law, the communication professions, public service and administration, the ministry, public relations, politics, and management. You have an opportunity to explore the full range of human communication.

Our major and minor are well grounded in interpersonal skills, problem-solving and decision-making methods, group and organizational leadership, and intercultural interaction. We study issues such as how we perceive events, express ourselves verbally and nonverbally, and how communication influences human behavior and social change. We develop competence in oral and written communication, statistics and research methods (including using computers), and how to employ these skills in specific career areas.

The Communication Skills for Professionals Certificate program recognizes development in such areas as presentational speaking, problem solving and decision making, leadership, and interpersonal communication.

Our program offers a variety of exciting activities to enrich your educational experience. We have a fine intercollegiate forensics program, which includes the Pro-

fessional Communication Association, and a national communication conference each spring that brings scholars and students from around the country.

We offer you personalized advising. Our major builds on a sound core of foundation courses and is completed by courses selected to meet your needs and career objectives. Our major requirements are flexible and easily integrated into a host of minors. We think your choice of an adviser is an important decision, and we encourage our students to pick their own adviser.

Career Opportunities

In the new millennium, a degree in communication opens a great number of career doors. Increasingly, we see a wide variety of job descriptions across professional disciplines which list *competence in communication* as the highest priority. An essential goal for us is to help you develop as a competent communicator.

In addition, we try to provide an educational base for our majors and minors for specific careers requiring competencies in oral and written communication and in interpersonal and managerial situations.

Communication graduates are employed as public relations consultants, personnel managers, political campaign directors, management analysts, teachers, counselors, lawyers, ministers, human resource specialists, and marketing representatives. We offer students a discipline widely suited to

today's uncertain job market. National placement studies reveal that communication majors are finding jobs with reasonably high job satisfaction and above average pay rates, and that their rate of promotion is significantly faster.

The pursuit of a career is of great concern to students today, but it is important to recognize that the quality of your education will determine your success in life as well as how to make a living. More than half of college graduates do not enter fields directly tied to their majors.

As you begin making decisions about your life and what you want to do with it, remember that we will be happy for you to join us in the most exciting and fundamental discipline of all — the study of human communication.

Faculty

Katherine L. Adams, *Chair*
 Kevin Ayotte Douglas Fraleigh
 Diane M. Blair Scott D. Moore
 Melanie M. Bloom Robert G. Powell
 Vincent L. Bloom David F. Quadro
 Hal W. Bochin Sally Tannenbaum
 John A. Cagle W. Richard Ullmann
 Connie J. Conlee

Communication

Bachelor of Arts Degree Requirements

Communication Major

The communication major is designed to develop broad-based competencies not only in oral and written communication, in critical analysis, and in statistics and research methods, but also emphasizes how to employ these skills in specific contexts such as business management, political persuasion, or public relations.

Units

Major requirements	42
Fundamental communication processes and skills	(6)
Select two from COMM 3, 4, 5, 7, 8	
Core competencies	(12)
COMM 100, 140, 142, 166	
Personal and professional communication	(18)
Select two courses in each area	
<i>Personal and relational settings:</i> COMM 108, 120, 150, 162, 164	
<i>Advocacy in public settings:</i> COMM 15/115, 103, 105, 146, 148, 149, 163, 170	
<i>Organizational and professional settings:</i> COMM 165, 167, 168, 171, 176, 179	
Electives in major	(6)
Select two upper-division courses from settings above and/or COMM 106, 107, 114, 115, 116, 160, 169, 188T, 189, 190	
General Education requirements	51
Electives and remaining degree requirements	27-33*
Total	120

* See *Advising Note 1*.

Advising Notes

1. This total indicates that 6 units of COMM 3, 5, 7 and/or 8 also may be applied to fulfill General Education Foundation A1 and A3 requirements.
2. No more than 3 units from COMM 15 and 115 can count toward fulfillment of the communication major.
3. *CR/NC* grading is not permitted in the communication major with the exception of COMM 179 (Internship).

4. No more than 6 units of COMM 179 (Internship) may be applied toward completion of the communication major.
5. Students in the major are allowed only 3 units of COMM 190 and no more than 6 units toward the baccalaureate degree.
6. No General Education Multicultural/International course offered by the Communication Department may be used to satisfy the General Education requirements for majors in the department.

Teaching Credential Program Speech/English*

The following 62-unit course of study, referred to as the Speech/English Single Subject Waiver Program, will be accepted by the department as a major in communication. Teacher education students will take the following courses:

Units

Lower Division Core**	12
COMM 3, 4, 8; DRAMA 22	
Core Courses	23
COMM 5, 7, and 114 (CI 158); ENGL 189, 183T or 193T; LING 100, 146	
Electives	15
ENGL 161, 163, or 164; ENGL 154 or 155; ENGL 112, 113, 114, 146, 147, 150, 151, 152, 153, 154, 155, 156, 167, 168, 169, 183T, 193T, or 194; LING 138, DRAMA 131 or 136	
Breadth Courses	12
COMM 100 or 115; COMM 160 or 164; COMM 108 or 162; and any upper-division speech course not used not used in previous electives	

* This program of study is recognized as the Single Subject Waiver for a Speech/English credential. Total units may vary from 56-62 depending on General Education courses.

** Since COMM 3, 5, 7 and/or 8 also may be applied to fulfill General Education Breadth A1 and A3 requirements, the number of elective units for the degree will vary.

See *Kremen School of Education and Human Development* for additional professional education requirements for a credential.

Students wishing to pursue a course of study leading to a teaching credential should see the departmental director of teacher education for advising early in their programs as state requirements change frequently.

Communication Minor

Increasingly, oral and written communication, problem solving and decision making, leadership, and conflict resolution skills are being recognized as vital skills for professionals in all fields of work. The Communication Minor is designed to develop these competencies in order to help students better meet their particular career goals. While a specific minor is recommended, you may wish to consult with your department adviser about designing a minor to suit your special objectives.

Units

Core requirements	15
COMM 5, 7, 8, 100, 140	
Electives	6
Approved upper-division communication courses	
Total	21

Note: The Communication Minor also requires a 2.0 GPA and 6 upper-division units in residence.

Communication Skills for Professionals Certificate

Proficiency in communication skills is essential in virtually any professional career. The Communication Program offers a structured sequence of courses leading to a certificate of special study recognizing the focused development of professional communication skills in such areas as presentational speaking, problem solving and decision making, leadership, and interpersonal communication. Upon completion of the certificate requirements, the department will award a certificate.

Certificate Prerequisites: upper-division standing and completion of the General Education basic speech requirement.

Certificate Requirements. Check with department prior to beginning certificate requirements regarding program status.

	<i>Units</i>
Communication Theory: COMM 100	3
Professional Writing Skills: IS 105W, ENGL 164, 166, MCJ 10	3-4
Business and Professional Speaking: COMM 170	3
Communication Training and Development: COMM 176	3
Elect 6 units from COMM 103, 108, 162, 167, 168, 169	6
Total	18-19

The new Communication Skills for Professionals Certificate Program is designed to enable students to achieve recognition of development in such areas as presentational speaking, problem solving and decision making, leadership, and interpersonal communication.

Graduate Program

The Master of Arts degree program in Communication is designed to be a comprehensive program reflecting the history and breadth of the communication discipline. Four objectives serve as measures for competent M.A. graduates of the program. First, all graduates will have a comprehensive understanding of the historical and philosophical assumptions of the communication discipline, as well as the various theoretical perspectives underlying scholarship in the discipline. Second, all graduates will recognize and be able to use appropriate communication strategies in formal, informal, professional, and personal contexts. Third, all graduates will understand quantitative and qualitative methods of research in communication. Fourth, all graduates will understand various communication perspectives and will have a clear understanding of their own personal perspective and ideologies.

Master of Arts Degree Requirements

The graduate program in communication is designed to extend the competencies of students in the study of human communication. Graduate assistantships in forensics and a teaching assistantship program for teaching provide students with opportunities for financial assistance and additional educational experiences.

The graduate program in communication assumes undergraduate preparation equivalent to a California State University, Fresno major or minor in communication. The Communication Department offers a 30 unit Master of Arts degree with coursework in three areas of human communication: rhetoric and public address, communication, and applied communication. Coursework in these areas provides preparation for a variety of career opportunities including teaching and doctoral work in communication and rhetoric,* business and industry, public service, law, and government.**

Program Requirements

Admission Requirements for Classified Standing. See *Admission to Graduate Degree Programs with Graduate Standing* in the *Division of Graduate Studies* of this catalog.

	<i>Units</i>
COMM 241 and 262	6
COMM 205, 214, 215, 242M, 243, 244, 262, 263, 264M, 265, 266, 268, 276 or 290	12
Electives	3-9
Culminating experiences	3-6
Select one of the following:	
A. <i>Comprehensive Examination</i> (take at least 3 units of approved communication electives)	
B. <i>COMM 298: Graduate Project</i> (3-6 units; additional approved communication electives if needed)	
C. <i>COMM 299: Thesis</i> (3-6 units; additional approved communication electives if needed)	
Minimum total	30

* For those individuals pursuing careers in teaching and doctoral work, the Communication Department highly recommends selecting 12 units from among the following core requirements: COMM 205, 215, 242M, 243, 244, 214, 263, 264M, 265, and 266.

** For those individuals pursuing professional careers such as business and industry, public service, law, and government, the Communication Department highly recommends selecting 12 units from among the following core requirements: COMM 214, 215, 263, 264M, 265, 266, 268, and 276.

Advising Notes

1. At least 21 units in the student's program of study must be in 200-level (seminar) courses.
2. One methods seminar (COMM 242M or 264M) is required in every program.
3. Successful completion of one of these classes also fulfills the graduate writing skills requirement: COMM 241, 242M, 262 or 264M.
4. At least 3 units of electives must be an upper-division or seminar course in a department other than communication. Any other elective requirements can be met by any approved communication seminar, upper-division communication course, or appropriate course outside the department. Elective requirements are approved by the graduate student's graduate committee and the graduate coordinator.

COURSES

Communication (COMM)

AR. Study Skills Development (2)
Development of communication skills necessary for successful learning in a university, including reading, library research, control of anxiety, critical analysis, listening, oral and written reports. *CR/NC* grading only; not applicable toward baccalaureate degree requirements. (Formerly SPCH AR)

3. Fundamentals of Public Communication (3)
Theories of human communication and their function in contemporary public settings; experiences designed to enhance fundamental communication skills — research, organization, reasoning, listening, and problem solving — through a series of oral presentations. G.E. Foundation A1. (CAN SPCH 4) (Formerly SPCH 3)

4. Introduction to Interpersonal Communication (3)
Introduction to various theories of interpersonal communication; participation in experiences designed to enhance competence in interpersonal relationships. (CAN SPCH 8) (Formerly SPCH 4)

5. Argumentation (3)
Logical analysis, evidence, reasoning, and proof used in arriving at rational decisions as demonstrated through presentation of public speeches and debates. G.E. Foundation A3. (CAN SPCH 6) (Formerly SPCH 5)

Communication

7. Persuasion (3)

Analysis and practice of the use of persuasion as a social tool for resolving controversy and forming opinions from the perspectives of both the persuader and the persuaded. G.E. Foundation A1. (Formerly SPCH 7)

8. Group Discussion (3)

Communication in group thinking and problem solving through preparation and presentation of panels and symposia on public issues. G.E. Foundation A1. (Formerly SPCH 8)

10T. Topics in Communication

(1-3; max total 9)

Contemporary problems and issues in communication; sections include such topics as freedom of speech, parliamentary procedure, special communication skills, rhetoric of protest and response, and communication processes. (Formerly SPCH 10T)

15. Forensics Laboratory

(1-2; max total 4)

Experience in the presentation of debates, oral interpretation programs, persuasive and expository speaking. Intramural and intercollegiate competition in forensics. (Formerly SPCH 15)

100. Theories of

Human Communication (3)

Survey of major theories of human communication, philosophical issues, and applications; theories include interpersonal, group, organizational, intercultural, linguistic, and persuasion. (Formerly SPCH 100)

103. Advanced Public Speaking (3)

Advanced principles of expository and persuasive speaking; development of skills through analysis, preparation, organization, and delivery of various types of speech. (Formerly SPCH 103)

105. Argumentation Theory (3)

Analysis of the theories and techniques of argumentation, including models of argument, relationships between persuasion and argumentation, and the effects of argumentative discourse. (Formerly SPCH 105)

106. Statistical Applications

in Communication (3)

Introduction to elementary statistical concepts, correlation analysis, parametric and nonparametric tests; emphasis on the application of statistical procedures to communication research. (Formerly SPCH 106)

107. Critical Thinking

in the Age of Information (3)

Examines the relationships between communication and critical thinking in the age of information. Topics include the relationship between communication and cognition, models of argument, the media and critical thinking, and methods for enhancing critical thinking competence. (Formerly SPCH 107)

108. Communication

and the Small Group (3)

Analysis of group communication theories and their application to small group behavior in specific variables such as leadership, power, conflict-resolution, conformity, cohesiveness, and related group processes. (Formerly SPCH 108)

114. Communication

and Learning (3)

(Same as CI 158.) The nature of communication and its relationship to learning and instruction; management of oral communication strategies in the educational setting. (Formerly SPCH 114)

115. Advanced Forensics

Laboratory (1-2; max total 6)

Experience in the presentation of debates, oral interpretation programs, persuasive and expository speaking. Intramural and intercollegiate competition in forensics. (Formerly SPCH 115)

116. Communication and Humor (3)

Develop your sense of humor and learn to incorporate humor into your world by examining humor theories, social and personal functions of humor. Focuses on (1) stand-up comedy, writing, and presentation, or (2) application of techniques for management, sales, marketing, teaching, and health related fields. (Formerly SPCH 116)

120. Gender Communication (3)

Exploration of gender variables that affect human communication behaviors, focusing on behaviors that have some mythical or factual bases in sex similarities and differences. (Formerly SPCH 120)

140. Rhetorical Theory (3)

An examination and analysis of significant theories and theorists of rhetoric from the classical to the modern period. Emphasis on preparation of research papers reflecting rhetorical principles of communication. (Formerly SPCH 140)

142. Communication Criticism (3)

An examination of historical and contemporary communication events using principles of critical evaluation from rhetorical, artistic, and media perspectives. Written papers and presentations of analyses utilizing critical principles from these perspectives. (Formerly SPCH 142)

146. British Political

Communication (3)

A systems approach to the study of British institutions and communication. Study of government, press, broadcasting, education, and the criminal justice system to facilitate instruction in the evaluation of political messages. Emphasis given to the 18th, 19th, and 20th centuries. (Formerly SPCH 146)

148. American Public Address (3)

An examination of significant American speakers and speeches set in an environment of social and political history. The course is designed to acquaint students with the role of public address within the forces of American history. (Formerly SPCH 148)

149. Freedom of Speech (3)

Examines the tradition of freedom of speech and expression in the American democracy. Focuses upon the First Amendment to the Constitution and major case laws which impact contemporary standards for public discourse, politics, broadcast, and journalism. (Formerly SPCH 149)

150. Communication and Aging (3)

(Same as GERON 150.) Focusing on the communication aspects of the aging process, organized around the major communication components of intrapersonal, interpersonal, and mass communication with addition of such topics as attitudes, stereotypes, nonverbal, and the communication aspects of health care. (Formerly SPCH 150)

160. Meaning, Language, and Communication (3)

A review and analysis of the various approaches to the study of human symbolic behavior, with focus on such theories as: General Semantics, Psycholinguistics, Sociolinguistics, Epistemology, and other philosophical and scientific enquiries into the nature of language and meaning. (Formerly SPCH 160)

161. Family Communication (3)

Introduction to communication phenomena in the family setting. The goal is to understand how we develop, maintain, enhance, or disturb family relations. Discusses verbal/nonverbal skills in relation to healthy family communication. (Formerly INTD 184)

162. Interpersonal Communication (3)

An examination, analysis, and application of communication theories and variables involved in interpersonal contexts such as acquaintanceships, courtships, friendships, and families. Attention is given to communicative practices involved in the effective management of interpersonal relationships over time. (Formerly SPCH 162)

163. Social Influence and Attitude Change (3)

Seminar on the nature and effects of social influence, with special emphasis on attitude formation and change, conformity, behavior, "brain washing," prejudice, and propaganda as functions of communication. (Formerly SPCH 163)

164. Intercultural Communication (3)

Prerequisites: G.E. Foundation and Breadth Area D. Analysis of cultural variables and factors in the communication process and strategies for the resolution of intercultural problems; consideration of implications for education and programs necessarily involving intercultural communication. G.E. Multicultural/International MI. (Formerly SPCH 164)

165. Computer Applications in Communication (3)

Survey of information technologies and computer applications in human communication professions, including word processing, spreadsheets, graphics, presentation visuals, e-mail, and Internet. Advanced techniques for creating Web pages, reports, training, presentations, brochures, and newsletters. (Formerly SPCH 165)

166. Communication Research Methods (3)

Application of behavioral research principles to problems in quantification, design, and analysis of data in communication research. (Formerly SPCH 166)

167. Leadership in Groups and Organizations (3)

Theory and practice of selected leadership variables in groups and organizations; functions of leadership in formal and informal structures, understanding and analysis of role-playing techniques. (Formerly SPCH 167)

168. Communication in Organizations (3)

Examination of organizational communication from a multiple discipline perspective. Through the study of theory and experiential learning in simulations, students develop skills necessary for planning, staffing, developing, decision-making, and problem-solving in organizations. (Formerly SPCH 168)

169. Communication and Conflict (3)

Examination of the role of communication in conflict in interpersonal, small groups, organizational, and societal settings. Through experiential learning, case study analyses, and practice of intervention skills, students address conflict styles, strategies, tactics, third-party intervention, and mediation techniques. (Formerly SPCH 169)

170. Business and Professional Speaking (3)

Development of communication skills necessary for success in business, government, and the professions. Includes theory and practice of interviewing, job instruction training, work group leadership, and proposal presentations. Class activities are adapted to students' career goals. (Formerly SPCH 170)

171. Communication and Planning Change in the Social System (3)

Provides students with an understanding of the communication processes involved in the evolution of social systems. Students will examine a full range of social settings (small groups, organizations, cultures, etc.) from a variety of theoretical and analytical perspectives. (Formerly SPCH 171)

176. Communication Consulting and Training (3)

Development of skills necessary for effective communication consulting in business, government, and the professions. Includes theory and practice of needs assessments, planning and conducting training activities, and evaluation of educational activities; topics relating to adult education and client-consultant relationships. (Formerly SPCH 176)

179. Internship (1-6; max total 12)

Prerequisites: major in communication, at least 75 units completed and permission of instructor. Supervised work experience in government, business, social agencies, or nonprofit organizations. *CR/NC* grading only. (Formerly SPCH 179)

188T. Topics in Communication (1-3; max total 9)

Selected topics in communication. (Formerly SPCH 188T)

189. Projects in Communication (1-3; max total 6)

Prerequisite: permission of instructor. Projects in communication. (4 hours activity) (Formerly SPCH 189)

190. Independent Study (1-3; max total 6)

See *Academic Placement — Independent Study*. Approved for *RP* grading. (Formerly SPCH 190)

GRADUATE COURSES

(See *Course Numbering System*.)

Communication (COMM)

205. Seminar in Argumentation (3)

Prerequisite: COMM 105, 140, or permission of instructor. Examination of traditional and contemporary argumentation theory and research. Analysis of argument fields, theories of argument, argument as epistemic, argument and persuasion, argument and critical thinking. (Formerly SPCH 205)

214. Seminar in Instructional Communication (3)

An examination of the relationships of learning theories to communication study and research. Research in instructional communication, teaching strategies in communication education, and techniques for applying these concepts in educational and training settings. (Formerly SPCH 214)

Communication

215. Seminar in

Communication Arts (3; max total 9)

Research and individually directed work within one area of specialization. Approved for *RP* grading. (Formerly SPCH 215)

241. Seminar in Rhetorical Theory (3)

Prerequisite: COMM 140, equivalent, or permission of instructor. A seminar which deals with the development of specific principles by selected theorists. (Formerly SPCH 241)

242M. Seminar in

Contemporary Criticism (3)

Prerequisite: COMM 142, equivalent, or permission of instructor. The role of rhetorical criticism in contemporary society. (Formerly SPCH 242M)

243. Seminar in the History of American Public Address (3)

Prerequisite: COMM 142, 146, 148, equivalent, or permission of instructor. A detailed study of selected men and women who have influenced political, religious, and social problems in American history. (Formerly SPCH 243)

244. Seminar in

Contemporary Public Address (3)

Prerequisite: COMM 142, 146, 148, equivalent, or permission of instructor. The study of contemporary figures in public address who have influenced political, religious, economic, and social problems in the 20th century. (Formerly SPCH 244)

262. Seminar in Communication Theory and Research (3)

Prerequisite: COMM 100, equivalent, or permission of instructor. An examination and evaluation of mathematical, philosophical, sociological, psychological, and rhetorical theories of human communication. Emphasis upon the assumptions and implications of various theories, models, and constructs. (Formerly SPCH 262)

263. Seminar in

Group Communication (3)

Prerequisite: COMM 108, equivalent, or permission of instructor. A critical examination of the scientific research and theories in group communication including research variables and methodologies. Implications of research findings for contemporary communication problems. (Formerly SPCH 263)

264M. Seminar in

Strategies and Applications of Communication Research (3)

Prerequisite: COMM 106, 166, equivalent, or permission of instructor. Application of quantitative and qualitative methodologies to a variety of problems studied in human communication. Discussion of design, instrumentation, and analysis of quantitative and qualitative data. (Formerly SPCH 264M)

265. Seminar in

Interpersonal Communication (3)

Prerequisite: COMM 162, equivalent, or permission of instructor. An examination of current quantitative and qualitative theory and research in interpersonal communication. Implications and applications to various kinds of human relationships and various aspects of those relationships, e.g., stages, relational communication, attraction, conflict, self-disclosing. (Formerly SPCH 265)

266. Seminar in

Intercultural Communication (3)

Prerequisite: COMM 164, equivalent, or permission of instructor. An examination of current quantitative and qualitative theory and research in intercultural communication. Implications and applications to various kinds of human relationships and various aspects of those relationships, e.g., interpersonal, organizational, national, international, communication competence, and acculturation. (Formerly SPCH 266)

268. Seminar in

Organizational Communication (3)

Prerequisite: COMM 168, equivalent, or permission of instructor. Theory and application of organizational communication, including interpersonal and group communication in planning, staffing, development and decision making in complex organizations; organizational systems and environments; recognizing, diagnosing, and solving organizational problems. (Formerly SPCH 268)

276. Seminar in Communication Training and Development (3)

Prerequisite: COMM 176, equivalent, or permission of instructor. In-depth view and application of approaches to training in communication skills in organizations including needs assessment for training, workshop and seminar development, and evaluation of interventions. (Formerly SPCH 276)

290. Independent Study (1-3; max total 6)

See *Academic Placement — Independent Study*. Approved for *RP* grading. (Formerly SPCH 290)

298. Project (2-6; max total 6)

Prerequisite: prior advancement to candidacy, appropriate methodological tools (COMM 242M or 264M), equivalent, or permission of student's committee. See *Criteria for Thesis and Project*. Preparation, design, conduct, and evaluation of project applying rhetorical and communication theories; e.g., communication campaign for public agency, communication audit of corporate organization, extensive consulting or training activities, etc. Requires scholarly report similar in format to thesis and final oral defense. Approved for *RP* grading. (Formerly SPCH 298)

299. Thesis (2-6; max total 6)

Prerequisite: appropriate methodological tools (COMM 242M or 264M), equivalent, or permission of student's committee. See *Criteria for Thesis and Project*. Preparation, completion, and submission of an acceptable thesis for the master's degree. Approved for *RP* grading. (Formerly SPCH 299)

Note: Students must have earned at least a C in all courses considered as meeting the prerequisite requirements.

IN-SERVICE COURSE

(See *Course Numbering System*.)

Communication (COMM)

303. Topics in Communication (1-3; max total 12; repeatable with different topics)

Prerequisite: permission of instructor. Application of the theories in communication. (Formerly SPCH 303)