COMMUNICATION STUDIES (COMS)

COMS Courses

COMS 101. Public Speaking. 4 units
GE Area A2
Term Typically Offered: F,W,SPSU
Introduction to the principles of public speaking. Practical experience in the development, presentation, and critical analysis of speeches to inform, to persuade, and to actuate. Not open to students with credit in COMS 102. 4 lectures. Crosslisted as COMS/HNRS 101. Fulfills GE A2; for students admitted Fall 2016 or later a grade of C- or better is required to fulfill GE Area A2.

COMS 102. Principles of Oral Communication. 4 units
GE Area A2
Term Typically Offered: F,W,SP
Introduction to the fundamentals and principles which underlie effective oral communication. Practical experience in various types of speaking situations: informative speaking, persuasive speaking, and panel discussion. Not open to students with credit in COMS 101. 4 lectures. Crosslisted as COMS/HNRS 102. Fulfills GE A2; for students admitted Fall 2016 or later a grade of C- or better is required to fulfill GE Area A2.

COMS 126. Argument and Advocacy. 4 units
GE Area A3
Term Typically Offered: F,W,SP
Prerequisite: Completion of GE Area A1 with a grade of C- or better. Recommended: Completion of GE Area A2.

The nature of critical thinking as applied in written and oral argument. Analysis of inductive and deductive reasoning. Analysis of reasoning, argument, forms of support and fallacies of argument and language. Instruction in and practical experience in writing sound persuasive arguments and engaging in oral argumentation assignments. 4 lectures. Fulfills GE A3; for students admitted Fall 2016 or later a grade of C- or better is required to fulfill GE Area A3.

COMS 145. Reasoning, Argumentation, and Writing. 4 units
GE Area A3
Term Typically Offered: W,SP
Prerequisite: Completion of GE Area A1 with a grade of C- or better. Recommended: Completion of GE Area A2.

The principles of reasoning in argumentation. Examination of rhetorical principles and responsible rhetorical behavior. Application of these principles to written and oral communications. Effective use of research methods and sources. 4 lectures. Crosslisted as COMS/ENGL/HNRS 145. Fulfills GE A3; for students admitted Fall 2016 or later a grade of C- or better is required to fulfill GE Area A3.

COMS 201. Advanced Public Speaking. 4 units
Term Typically Offered: F
Prerequisite: Completion of GE Area A2 with a grade of C- or better.

Further consideration of the principles of public address. Advanced practice in manuscript, extemporaneous, and impromptu speaking. 4 lectures.

COMS 202. Performance of Literature. 4 units
GE Area C3
Term Typically Offered: F,W,SP
Prerequisite: Completion of GE Area A with grades of C- or better; and completion of GE Area C1.

Poetry, prose, nonfiction and dramatic literature performed to communicate the levels of meaning within each work to the audience. 4 lectures. Fulfills GE Area C3.

COMS 212. Interpersonal Communication. 4 units
Term Typically Offered: F,W,SP
Prerequisite: Completion of GE Area A2 with a grade of C- or better.

Introduction to the interaction process in two-person (dyadic) communication settings. Emphasis on the functions of varying messages in the initiation, development, maintenance and termination of personal and professional relationships. 4 lectures. Crosslisted as COMS/HNRS 212.

COMS 213. Organizational Communication. 4 units
Term Typically Offered: F,W,SP
Prerequisite: Completion of GE Area A2 with a grade of C- or better.

Introduction to communication within the organization and between the organization and its environment. Effects of networks, superior/subordinate message patterns, team building, climate, message flow patterns and distortion on organizational effectiveness. 4 lectures.

COMS 217. Small Group Communication. 4 units
Term Typically Offered: F,W,SP
Prerequisite: Completion of GE Area A2 with a grade of C- or better.

Theories, principles and skills for small group communication and teamwork. Topics include creativity, failure, problem-solving, (dis)functional decision-making, group development, leadership, power, norms, conflict management, and group presentation. 4 lectures.

COMS 218. Media, Self and Society. 4 units
GE Area D4; GE Area E
Term Typically Offered: F,W,SPSU
Overview of the interaction between mass media and individuals in American society. Drawing on theoretical perspectives from mass communication and psychology to explore how individuals develop a coherent understanding of self within a highly mediated world. The power and influence of media messages and practices. Individual responsibility in an information society. 4 lectures. Crosslisted as COMS/JOUR 218. Fulfills GE Area D4 or GE Area E.

COMS 226. Applied Argumentation. 4 units
Term Typically Offered: SP
Prerequisite: Completion of GE Area A with grades of C- or better.

Intermediate level course in the theory and practice of everyday argument. Select theories of argumentation, and practical experience arguing in a wide variety of contexts. 4 lectures.

COMS 250. Forensic Activity. 2 units
Term Typically Offered: F,W,SP
Prerequisite: Completion of GE Area A2 with a grade of C- or better.

Introduction to competitive debate activities. Research, analysis, and debating about contemporary issues. Any student who wishes to receive academic credit for participation in such activities during the quarter should enroll. Total credit limited to 6 units. 2 laboratories.
COMS 270. Selected Topics. 1-4 units
Term Typically Offered: TBD
Prerequisite: Consent of instructor.
Directed group study of selected topics. The Class Schedule will list topic selected. Total credit limited to 8 units. 1 to 4 lectures.

COMS 301. Business and Professional Communication. 4 units
Term Typically Offered: F, W, SP
Prerequisite: Completion of GE Area A2 with a grade of C- or better.
Communication skills and functions for all levels of organizational employees. Interviewing, oral briefings, motivational and conference speaking. 4 lectures.

COMS 308. Group Performance of Literature. 4 units
GE Area C4
Term Typically Offered: W, SP
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; completion of one course in GE Area B1 with a grade of C- or better; and completion of GE Area C3.
Examination and experience in the various modes of group performance of literature: Readers Theatre, Chamber Theatre, Story Theatre. Scripting; directing; performing and critiquing of group performance of literature. 4 lectures. Fulfills GE Area C4.

COMS 311. Communication Theory. 4 units
Term Typically Offered: F, W, SP
Prerequisite: Completion of GE Area A with grades of C- or better.
Survey of human communication theories including interpersonal, small group, organizational, persuasion, nonverbal, intercultural, and media. Philosophical foundations for understanding communication from a social science perspective. 4 lectures.

COMS 312. Communication Research Methods. 4 units
Term Typically Offered: F, W, SP
Prerequisite: COMS 311 and STAT 217, junior standing; for COMS majors only.
Exploration of communication research strategies and methodologies. Basic methods of designing research in empirical communication studies. 4 lectures.

COMS 315. Intergroup Communication. 4 units
Term Typically Offered: F
Prerequisite: Completion of GE Area A with grades of C- or better.
Survey of theory and research concerning language and communication between various social groups (e.g., age, sex, race, sexual orientation), with an emphasis on understanding the role verbal, nonverbal, and mass communication plays in identity formation and differentiating group members. 4 lectures.

COMS 316. Intercultural Communication. 4 units
GE Area D5; USCP
Term Typically Offered: FW,SP,FSP
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; completion of one course in GE Area B1 with a grade of C- or better; and one lower-division course in GE Area D.
Cultural aspects of communication within and among diverse groups. Particular focus on U.S. culture and history and the diversity of ethnic, subcultural, and co-cultural groups. Development of nuanced understanding of the role of culture and communication in human thought, behavior, and interaction. Not open to students with credit in COMS 416. Course may be offered in classroom-based or online format. 4 lectures. Fulfills GE Area D5 and USCP.

COMS 317. Technology and Human Communication. 4 units
Term Typically Offered: SP
Prerequisite: Completion of GE Area A with grades of C- or better.
Impact of technological change upon human communication. Past, present, and future technological developments that have affected how humans communicate. Emphasis on new communication technologies. 4 lectures.

COMS 319. Critical Cultural Studies and Communication. 4 units
Term Typically Offered: SP
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.
Analysis and integration of theories and methods of Cultural Studies as an interdisciplinary mode of critical qualitative inquiry. Emphasis on the role of communication in differential power relations, particularly on issues of identity, struggle, and representation in a diverse culture. 4 lectures.

COMS 322. Persuasion. 4 units
Term Typically Offered: F, W, SP
Prerequisite: Completion of GE Area A with grades of C- or better.
Theory of persuasion with particular emphasis upon social psychological principles of influence. Analysis of various forms of persuasion, social influence and propaganda. 4 lectures.

COMS 330. Classical Rhetorical Theory. 4 units
Term Typically Offered: F, W, SP
Prerequisite: Completion of GE Area A with grades of C- or better.
Early development of rhetorical theory in Greco-Roman civilization. Analysis of the canons of rhetoric. Rhetorical thought of Sophists, Isocrates, Plato, Aristotle, Cicero and Quintilian. 4 lectures.

COMS 331. Contemporary Rhetorical Theory. 4 units
Term Typically Offered: SP
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.
Rhetoric’s role in contemporary culture. Issues: political advocacy; science, technology and mass persuasion; ethics and rhetoric. Representative theorists: Burke, Weaver, Richards, Toulmin and McLuhan. 4 lectures.
COMS 332. Rhetorical Criticism. 4 units
Term Typically Offered: F, W, SP
Prerequisite: Junior standing, COMS 330.

Theory and method used in the analysis and evaluation of rhetorical discourse. Study of critical essays. Practice in interpreting and evaluating persuasive discourse. 4 lectures.

COMS 350. Advanced Forensic Activity. 2 units
Term Typically Offered: F, W, SP
Prerequisite: COMS 250.

Advanced participation in intercollegiate speech activities. Intercollegiate tournament competition, judging speech competition and other communication-related public service on campus and in the community. Total credit limited to 6 units. 2 laboratories.

COMS 384. Media Effects. 4 units
GE Area D5
Term Typically Offered: F, W, SP
Prerequisites: Junior standing; completion of GE Area A with grades of C- or better; completion of one course in GE Area B1 with a grade of C- or better; and one lower-division course in GE Area D. Recommended: COMS 218 or JOUR 218.

Effects of media on individuals and society. Influence of mass media message producers and content on perceptions of social norms, violence, sexuality, gender, race, and ethnicity. Empirical approaches in media studies and literacy development. 4 lectures. Fulfills GE Area D5. Formerly COMS 419.

COMS 385. Media Criticism. 4 units
Term Typically Offered: F, W
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.

Theory and method used in analyzing media from critical, rhetorical, and cultural perspectives. Practice in interpreting and evaluating news, advertising, prime-time television, the Internet, and other mass-mediated texts, with special attention to relationships among media, identity, and political action. 4 lectures.

COMS 386. Communication, Media, and Politics. 4 units
GE Area D5
Term Typically Offered: F, SU
Prerequisite: Junior standing; completion of GE Area A with grades of C- or better; completion of one course in GE Area B1 with a grade of C- or better; and one lower-division course in GE Area D. Recommended: COMS 218 or POLS 112.

Political communication and the U.S. mass media system, including role of the media in democratic society; news norms, government regulation of media, and media ownership; the changing media landscape and implications for news construction, polarization, and selective exposure; and incivility and bias. Course may be offered in classroom-based or online format. 4 lectures. Fulfills GE Area D5.

COMS 390. Environmental Communication. 4 units
Term Typically Offered: W
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better. Recommended: Completion of GE Area B2 or B3.

Recent developments in the field of environmental communication, including how and with what effect environmental messages are transmitted among scientists, policymakers, and the public. Critical/rhetorical and mediated perspectives that inform contemporary understandings of the human-nature relationship are addressed. 4 lectures.

COMS 395. Science Communication. 4 units
Term Typically Offered: F
Prerequisite: Completion of GE Area A with grades of C- or better and completion of one GE Area B course.

Examination of science communication in a variety of contexts. Issues covered may include: scientific journal articles, boundary-work, information deficit models, public understanding/awareness of science, accommodated science, mediated science, popular science. 4 lectures.

COMS 400. Special Problems for Advanced Undergraduates. 1-2 units
Term Typically Offered: F, W, SP
Prerequisite: Consent of instructor and junior standing.

Individual investigation, research, studies, or surveys of selected problems. Total credit limited to 4 units.

COMS 404. Video Games & Society. 4 units
Term Typically Offered: F
Prerequisites: Junior standing and completion of GE Area A with grades of C- or better.

Influence of video games on individuals and society. Emphasis on why people play video games, how games influence players, and broader cultural impacts of gaming. Examines franchises, characters, gamers, avatars, gamification, and digital interactions. 4 lectures.

COMS 413. Advanced Organizational Communication. 4 units
Term Typically Offered: W
Prerequisite: Junior standing. Recommended: COMS 213 or COMS 301.

Describing and measuring the organization’s human message system. Planning and implementing communication training and development for the organization. New functions, careers and opportunities for the communication professional. 4 lectures.

COMS 418. Health Communication. 4 units
Term Typically Offered: F
Prerequisite: Junior standing and completion of GE Area A with grades of C- or better.

Communication in health contexts. Topics include interpersonal communication (e.g., health professional/patient), group and organizational communication (e.g., health-related groups), and mass communication (e.g., persuasive health campaigns). Open to all majors and valuable to laypersons who are consumers of health care, and pre-health professionals. 4 lectures.
COMS 420. Nonverbal Communication. 4 units  
Term Typically Offered: W  
Prerequisite: Completion of GE Area A with grades of C- or better.  
Influence of kinesic, proxemic, artifactual, olfactory, paralinguistic and  
environmental factors in human communication. Theory, research and  
practice in nonverbal communication. 4 lectures.

COMS 421. Gender and Communication. 4 units  
Term Typically Offered: SP  
Prerequisite: Junior standing and completion of GE Area A with grades of  
C- or better.  
Explores the theory and practice of how gender is created, maintained,  
and transformed through communication; examines how gender roles are  
enacted and interpreted in various public and private contexts. 4 lectures.

COMS 422. Rhetorics of Science, Technology, and Medicine. 4 units  
Term Typically Offered: SP  
Prerequisite: Junior standing and completion of GE Area A with grades of  
C- or better.  
Examination of rhetorical strategies and persuasive techniques used  
within scientific, technical, and medical discourses. Topics include  
genre features of scientific articles, rhetorical topoi in scientific  
discourse, pop-culture depictions of science, the scientific ethos, and risk  
communication. 4 lectures.

COMS 428. Family Communication. 4 units  
Term Typically Offered: SP  
Prerequisite: Completion of GE Area A with grades of C- or better; and  
COMS/PSY 212.  
Communication theory and practice within family structures. Examination  
of relationship communication in marital/partnership, parent/child,  
intergenerational, and sibling relationships. Topics include family  
communication regarding identity, attachment, conflict, relational  
dialectics, storytelling/narratives, family transitions, cultural influences,  
and family support. 4 lectures.

COMS 435. American Political Rhetoric. 4 units  
Term Typically Offered: F, W  
Prerequisite: Junior standing.  
Role of oratory in American political and social history since Lincoln.  
Historical and rhetorical analyses of important political speeches  
delivered by presidents, activists, demagogues, and leaders of social  
movements. 4 lectures.

COMS 430. Selected Advanced Topics. 1-4 units  
Term Typically Offered: TBD  
Prerequisite: Junior standing and completion of GE Area A with grades of  
C- or better.  
Directed group study of selected topics for advanced students. Open to  
undergraduate and graduate students. The Class Schedule will list topic  
selected. Total credit limited to 8 units. 1 to 4 lectures.

COMS 435. American Political Rhetoric. 4 units  
Term Typically Offered: F, W  
Prerequisite: Completion of GE Area A with a grade of C- or better.  
Apply human-centered design practices to address a social or an  
environmental challenge, specific to a local community. Achieve  
revenue-generating social impact through innovative business models.  
Practice team competencies including problem-solving, interviewing,  
brainstorming, prototyping, and written, visual, and oral communication. 4  
lectures. Crosslisted as BUS/COMS 458.

COMS 460. Undergraduate Seminar. 1 unit  
CR/NC  
Term Typically Offered: F, W, SP  
Prerequisite: Communication Studies major; COMS 312; COMS 332; and  
junior standing.  
Discussion and design of individual projects, oral reports on material in  
current professional writings. Credit/No Credit grading only. 1 seminar.

COMS 461. Senior Project. 3 units  
Term Typically Offered: F, W, SP  
Prerequisite: COMS 460; for COMS majors only.  
Completion of approved project under faculty supervision. Project results  
are presented in a formal written report. Minimum 90 hours total time.

COMS 470. Cooperative Education Experience. 6 units  
CR/NC  
Term Typically Offered: F,W,SPSU  
Prerequisite: 2.5 GPA and consent of instructor.  
Part-time work experience in business, industry, government, and other  
areas of student career interest. Positions are paid and usually require  
relocation and registration in course for two consecutive quarters. Formal  
report and evaluation by work supervisor required. Major credit limited to  
4 units; total credit limited to 12 units. Credit/No Credit grading only.