Communication Studies

Overview

The role of communication in the workplace today has grown in importance, and workplace communication competencies are increasingly in demand. The number one skill identified by employers is the ability to communicate clearly in both oral and written form. The number two skill identified by employers as necessary is the ability to work effectively as a member of a team. A competitive workplace requires employees to exercise competence in interview skills, professional presentations, written communication, group problem solving, intercultural interactions, conflict management, and analytical reasoning. This transferable degree gives students a foundation that can be used in any career path, increasing one's preparation for employment and transferability to a university.

Degrees and Certificates Offered

A.A.-T. in Communication Studies
A.A. in Communication, Organizational Communication
Applied Communication Skills Certificate

Associate Degrees for Transfer

A.A.-T. in Communication Studies

The AA for Transfer in Communication Studies prepares students for graduation from Cosumnes River College as well as transfer to a four-year university, including lower division preparation for the major. Courses required for the degree provide students with a practical as well as theoretical foundation in the discipline and offer a critical perspective on human communication in a variety of contexts. Students completing this program will explore the history and interdisciplinary nature of human communication, develop communication competency for a variety of contexts, compose and critically evaluate oral, written and visual messages for diverse audiences, construct and defend arguments in support of a thesis, as well as demonstrate individual responsibility and integrity in all communication interactions.

Catalog Date: January 1, 2021

Degree Requirements

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>COURSE TITLE</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Core:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 301</td>
<td>Introduction to Public Speaking</td>
<td>3</td>
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<tr>
<td>Interactive Communication Skills:</td>
<td></td>
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</tr>
<tr>
<td>A minimum of 6 units from the following:</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>COMM 311</td>
<td>Argumentation and Debate (3)</td>
<td></td>
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<tr>
<td>COMM 321</td>
<td>Interpersonal Communication (3)</td>
<td></td>
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<tr>
<td>COMM 331</td>
<td>Group Discussion (3)</td>
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<tr>
<td>Communication Contexts:</td>
<td></td>
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<tr>
<td>A minimum of 6 units from the following:</td>
<td>6^1</td>
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</tr>
<tr>
<td>COMM 315</td>
<td>Persuasion (3)</td>
<td></td>
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<tr>
<td>COMM 321</td>
<td>Interpersonal Communication (3)</td>
<td></td>
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<tr>
<td>COMM 325</td>
<td>Intercultural Communication (3)</td>
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<td>COMM 331</td>
<td>Group Discussion (3)</td>
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<tr>
<td>COMM 361</td>
<td>The Communication Experience (3)</td>
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<tr>
<td>COMM 363</td>
<td>Introduction to Communication Theory (3)</td>
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</tbody>
</table>
### Written Communication, Digital Media and/or Social Science Perspectives:

A minimum of 3 units from the following:

<table>
<thead>
<tr>
<th>COURSE CODE</th>
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<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 310</td>
<td>Mass Media and Society (3)</td>
<td></td>
</tr>
<tr>
<td>RTVF 300</td>
<td>Mass Media and Society (3)</td>
<td></td>
</tr>
</tbody>
</table>

1. **COURSE CODE**
2. **COURSE TITLE**
3. **UNITS**

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**NOTE TO TRANSFER STUDENTS:**

The Associate in Arts in Communication Studies for Transfer (AA-T) degree may be obtained by completion of 60 transferable, semester units with a minimum 2.0 GPA, including (a) the major or area of emphasis described in the Required Program, and (b) either the Intersegmental General Education Transfer Curriculum (IGETC) or the California State University General Education-Breadth Requirements.

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### Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Design and relate messages clearly for effective and appropriate oral communication (PSLO-1).
- Apply effective listening skills to comprehend spoken messages, analyze information critically and consider multiple perspectives (PSLO-2).
- Compose ideas clearly in effective, appropriate and well-organized written messages (PSLO-3).
- Assess individual responsibility within one's ability to influence ethical, effective and appropriate communicate among diverse settings and people (PSLO-4).
- Define and identify various theoretical perspectives across the discipline of communication studies (PSLO-5).

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### Career Information

Transfer: Courses offered by the Communication Department meet a wide range of lower division transfer requirements for CSU and UC universities. The department offers many courses designed to prepare students for transfer to a variety of disciplines including Business, Communication Studies, Criminal Justice, Education, Liberal Arts, Pre-Law, Mass Media, Management, Psychology, Sociology, and Social Work. Upon completion of a baccalaureate degree after transfer, students will gain opportunities for employment and promotion in fields including Public Information; Human Resources Development; Corporate Training; Motivational Speaking; Political Speech Writing; Radio & Television; Advertising; Public Relations; College & University Instruction; Organizational Administration; Negotiation & Mediation Services; Writing for Publication; Personnel Management; Customer Service; Social Science Research; Corporate Imaging; Campaign Management; Marketing; Community Relations; and Grant Writing. NOTE TO TRANSFER STUDENTS: The Associate Degree for Transfer program is designed for students who plan to transfer to a campus of the California State University (CSU). Other than the required core, the courses you choose to complete this degree will depend on some extent on the selected CSU for transfer. In addition, some CSU-GE Breadth or IGETC requirements can also be completed using courses required for this associate degree for transfer major (known as “double-counting”). Meeting with a counselor to determine the most appropriate course choices will facilitate efficient completion of your transfer requirements. For students wishing to transfer to other universities (UC System, private, or out-of-state), the Associate Degree for Transfer may not provide adequate preparation for upper-division transfer admissions; it is critical that you meet with a CRC counselor to select and plan the courses for the major, as programs vary widely in terms of the required preparation.

### Associate Degrees

#### A.A. in Communication, Organizational Communication

The role of communication in the workplace today has grown in importance, and workplace communication competencies are increasingly in demand. The number one skill identified by employers is the ability to communicate clearly in both oral and written form. The number two skill identified by employers as necessary is the ability to work effectively as a member of a team. A competitive workplace requires employees to exercise competence in interview skills; professional presentations; written communication; group problem solving; intercultural interactions, conflict management, and analytical reasoning. This transferable degree gives students a foundation that can be used in any career path, increasing one's preparation for employment and transferability to a university.

**HIGHLIGHTS**

- Transfer requirements simultaneously met while pursuing degree
- Many of the courses required for this degree can also be used to fulfill transfer general education requirements for the CSU system.
- Our courses are interdisciplinary in nature. Communication Studies offers students an opportunity to explore coursework in oral communication, critical thinking, social sciences, multicultural studies, and living skills.

- Students will find this background helpful and applicable to their everyday pursuits. Students intending to transfer to a university will have a solid base of courses that will interface with further, focused study in a major. For those wishing to pursue a university degree in the field of communication, degrees can be earned with emphasis in the following areas:
Degree Requirements

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<thead>
<tr>
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<tbody>
<tr>
<td>COMM 301</td>
<td>Introduction to Public Speaking</td>
<td>3</td>
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<td>COMM 311</td>
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<td>3</td>
</tr>
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<td>COMM 321</td>
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<tr>
<td>COMM 331</td>
<td>Group Discussion</td>
<td>3</td>
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<tr>
<td>JOUR 310</td>
<td>Mass Media and Society (3)</td>
<td>3</td>
</tr>
<tr>
<td>COMM 341</td>
<td>Organizational Communication</td>
<td>3</td>
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<tr>
<td>COMM 315</td>
<td>Persuasion (3)</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 330</td>
<td>Managing Diversity in the Workplace (3)</td>
<td>3</td>
</tr>
<tr>
<td>or SGVT 315</td>
<td>Dynamics of Leadership (3)</td>
<td>3</td>
</tr>
<tr>
<td>ENGWR 300</td>
<td>College Composition</td>
<td>3</td>
</tr>
<tr>
<td>ENGWR 302</td>
<td>Advanced Composition and Critical Thinking (3)</td>
<td>3</td>
</tr>
<tr>
<td>or BUS 310</td>
<td>Business Communications (3)</td>
<td>3</td>
</tr>
<tr>
<td>or JOUR 300</td>
<td>Newswriting and Reporting (3)</td>
<td>3</td>
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<tr>
<td>or JOUR 301</td>
<td>Advanced Newswriting and Reporting (3)</td>
<td>3</td>
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Total Units: 30

1 Or 3 units earned through any department approved internship - internships may be arranged through the CRC Co-op Work Experience program, and credit may be received by enrolling in WEXP 498, Work Experience in (Subject).

The Communication, Organizational Communication Associate in Arts (A.A.) degree may be obtained by completion of the required program, plus general education requirements, plus sufficient electives to meet a 60-unit total. See CRC graduation requirements.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Design and relate messages clearly for effective and appropriate oral communication (SLO-1).
- Apply effective listening skills to comprehend spoken messages, analyze information critically and consider multiple perspectives (SLO-2).
- Compose ideas clearly in effective, appropriate and well-organized written messages (SLO-3).
- Analyze and formulate critical thinking within the evidence and reasoning of spoken and written messages (SLO-4).
- Assess individual responsibility within one’s ability to influence ethical, effective and appropriate communication among diverse settings and people (SLO-5).
- Define and identify various theoretical perspectives across the discipline of communication studies (SLO-6).

Career Information

Public Information; Human Resources Development; Corporate Training; Motivational Speaking; Political Speech Writing; Radio & Television; Advertising; Public Relations; College & University Instruction; Organizational Administration; Negotiation & Mediation Services; Writing for Publication; Personnel Management; Customer Service; Social Science Research; Corporate Imaging; Campaign Management; Marketing; Community Relations; Grant Writing

Certificate of Achievement
Applied Communication Skills Certificate

This certificate program provides the communication skills necessary for entry-level positions in business, and helps improve managerial attributes with an emphasis on abilities to communicate effectively, efficiently and appropriately in organizational settings. Students with this certificate are prepared to design messages based on analysis of the intended audience and cultural context, apply effective listening skills, analyze persuasive messages, and demonstrate effective oral presentation skills. The certificate prepares students with the skills necessary to demonstrate proficiency in different communication settings by identifying and appraising factors that affect organizational communication structures in small group, interpersonal and intercultural settings.

Catalog Date: January 1, 2021

Certificate Requirements

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td>A minimum of 15 units from the following:</td>
<td>15</td>
</tr>
<tr>
<td>COMM 301</td>
<td>Introduction to Public Speaking (3)</td>
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<tr>
<td>COMM 311</td>
<td>Argumentation and Debate (3)</td>
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<td>Organizational Communication (3)</td>
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<td>COMM 361</td>
<td>The Communication Experience (3)</td>
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<td>Total Units:</td>
<td>15</td>
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</tbody>
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It is recommended that one of the courses completed should meet the general education requirement of oral communication, which is either Communication 301, or 331, or 361.

Student Learning Outcomes

Upon completion of this program, the student will be able to:

- Design and relate messages clearly for effective and appropriate oral communication (SLO-1).
- Apply effective listening skills to comprehend spoken messages, analyze information critically and consider multiple perspectives (SLO-2).
- Compose ideas clearly in effective, appropriate and well-organized written messages (SLO-3).
- Assess individual responsibility within one's ability to influence ethical, effective and appropriate communicate among diverse settings and people (SLO-4).

Career Information

Public Information; Human Resources Development; Corporate Training; Motivational Speaking; Political Speech Writing; Radio & Television; Advertising; Public Relations; College & University Instruction; Organizational Administration; Negotiation & Mediation Services; Writing for Publication; Personnel Management; Customer Service; Social Science Research; Corporate Imaging; Campaign Management; Marketing; Community Relations; Grant Writing Some careers may require more than two years of study.

Communication (COMM) Courses

COMM 301 Introduction to Public Speaking

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: Eligibility for ENGWR 300
Transferrable: CSU; UC
General Education: AA/AS Area II(b); CSU Area A1; IGETC Area 1C
C-ID: C-ID COMM 110
Catalog Date: January 1, 2021

This course prepares students to speak in a variety of rhetorical situations: as college students, as employees, as opinion leaders in the community. The course is designed to assist students in developing effective delivery, ethical research methodology, analytical thinking and listening skills, organization and outlining skills, and appropriate presentation skills. Emphasis is on researching, preparing, organizing, and presenting a variety of speeches for different audiences. Video-recording equipment may be used as an aid to the student's self-analysis and improvement. Access to a computer with online capabilities may be required and computer access is available on campus.

COMM 311 Argumentation and Debate

Units: 3
Hours: 54 hours LEC
Prerequisite: ENGWR 300 with a grade of "C" or better
Transferrable: CSU; UC
General Education: AA/AS Area II(b); CSU Area A3; IGETC Area 1B
C-ID: C-ID COMM 120
Catalog Date: January 1, 2021
This course introduces students to argumentation, critical evaluation of evidence, and reasoning in the context of debate. A series of writing assignments will focus on the skills of critical thinking, rhetoric, and the sophistication of argumentative skills. Intended as a practical course, the fundamentals of proposition analysis, case building and dissent are discussed and applied within written communication and oral presentation. Video-recording equipment may be used as an aid to the student's self-analysis and improvement. Access to a computer with online capabilities may be required and computer access is available on campus.

COMM 315 Persuasion

Units: 3
Hours: 54 hours LEC
Prerequisite: ENGWR 300 with a grade of “C” or better
Transferable: CSU; UC
General Education: AAAS Area II(b); CSU Area A3; IGETC Area 1B
Catalog Date: January 1, 2021

This introductory course will examine historical and contemporary approaches to persuasive messages throughout time. It will also focus on the presentation of persuasive appeals, and learning to construct, deliver, and critique persuasive messages. Students will construct and deliver ethical persuasive messages directed toward a specific audience in front of a live audience or other pedagogically appropriate medium. Students explore ethical considerations of persuasive communication, learn about types of reasoning, and identify fallacious arguments as well as unethical means of influence such as manipulation, coercion, and propaganda as they occur in persuasion. This course presents fundamental theoretical models of critical thinking and communication studies that apply to rhetoric, examining message production, analyzing messages, and exploring the fields of electronic, print and social media, advertising (product campaign), political campaign strategy, and ideological campaign techniques for mass communication. A series of writing assignments of advanced composition will focus on the skills of critical thinking, persuasion, and the sophistication of argumentative essay skills. Access to a computer with online capabilities may be required and computer access is available on campus. As HONOR 341 Persuasion within Social Issues has a similar basis as this course, this course is not open to a student that has received credit for HONOR 341.

COMM 321 Interpersonal Communication

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Advisory: ENGWR 51
Transferable: CSU; UC
General Education: AAAS Area III(b); CSU Area E1
C-ID: C-ID COMM 130
Catalog Date: January 1, 2021

This course will explore and apply models and theories of interpersonal communication in a variety of personal and professional contexts. Using simulations and structured exercises, students will develop a deeper understanding of communication concepts associated with developing and maintaining satisfying interpersonal relationships. Additionally, students will focus on communication competency through a heightened awareness of the complexity of interpersonal communication during verbal and nonverbal transactions and the development of skills as both senders and receivers of shared messages. Video equipment may be used as an aid to the student's self-analysis and improvement. Access to a computer with online capabilities may be required and computer access is available on campus.

COMM 325 Intercultural Communication

Units: 3
Hours: 54 hours LEC
Prerequisite: ENGWR 101, or placement through the assessment process.
Advisory: None.
Transferable: CSU; UC (COMM 325, 331, 361 combined: maximum transfer credit is one course)
General Education: AAAS Area II(b); AAAS Area VI; CSU Area D7; IGETC Area 4G
C-ID: C-ID COMM 150
Catalog Date: January 1, 2021

This course introduces students to the influence of culture on identity, perception, social organization, language and nonverbal messages in intercultural experiences in the United States. Variations and commonalities in communication patterns across cultures are examined as well as processes and outcomes among persons of different group-based experiential backgrounds. Practical application of factors which influence communication among individuals of different cultures is emphasized. Access to a computer with online capabilities may be required and computer access is available on campus.

COMM 331 Group Discussion

Units: 3
Hours: 54 hours LEC
Prerequisite: Eligibility for ENGWR 300
Advisory: None.
Transferable: CSU; UC (COMM 325, 331, 361 combined: maximum transfer credit is one course)
General Education: AAAS Area III(b); CSU Area A1; IGETC Area 1C
C-ID: C-ID COMM 140
Catalog Date: January 1, 2021

This course is designed to increase students' understanding of group communication and to prepare students to function more effectively in various types of groups, as college students, employees, as members in the community. The course is designed to assist students in developing an understanding of how group communication is uniquely different from other communication. Oral communication techniques within group settings will be analyzed in depth and assignments will include informative and persuasive oral presentations (individual and group). The course will enhance students' effectiveness in the small group dynamics of roles, functions, leadership and norms. Problem-solving and decision-making skills are emphasized through simulations and discussion. Group projects may require students to meet outside of class time for service learning or campus activities. Video-recording equipment may be used as an aid to the student's self-analysis and improvement. Access to a computer with online capabilities may be required and computer access is available on campus.

COMM 341 Organizational Communication

Units: 3
Hours: 54 hours LEC
Prerequisite: ENGWR 101 with a grade of “C” or better
This course is designed to allow students to examine both theoretical and pragmatic essentials of effective organizational messages from preparation and presentation to efficacious observation and analysis. Students will explore the dynamics of organizational communications in basic communication skills, working relationships, leadership, diversity in the workplace, conflict negotiation teams and problem solving and/or decision making groups. The roles of internal and external messages on the communication process and organizational effectiveness will be examined and analyzed. Access to a computer with on-line capabilities may be required and computer access is available on campus.

COMM 361 The Communication Experience

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU; UC (COMM 325, 331, 361 combined: maximum transfer credit is one course)
General Education: AAAS Area II(b); CSU Area A1; IGETC Area 1C
Catalog Date: January 1, 2021

This course introduces students to the fundamental concepts necessary for effective communication in a variety of settings with a variety of audiences. Special emphasis is placed on practical experiences within groups, facilitation of interpersonal relationships, and methods of conflict management. As part of this course, students are required to actively participate in groups and deliver oral presentations, both individually and in groups. Video-recording equipment may be used as an aid to the student's self-analysis and improvement. Access to a computer with online capabilities may be required and computer access is available on campus.

COMM 363 Introduction to Communication Theory

Units: 3
Hours: 54 hours LEC
Prerequisite: None.
Transferable: CSU; UC
General Education: AAAS Area II(b); CSU Area D7
Catalog Date: January 1, 2021

This course will introduce the student to the symbolic process of human communication through the study of basic communication models, fundamental theory, and relevant research findings. Emphasis will be placed on achieving an understanding of the communication process, and the process through which researchers in the field add to their existing body of knowledge. Access to a computer with online capabilities may be required and computer access is available on campus.

COMM 480 Honors Seminar: Political Campaign Communication

Same As: HONOR 340
Units: 3
Hours: 54 hours LEC
Prerequisite: ENGWR 300 or 480 with a grade of "C" or better
Enrollment Limitation: Enrollment is limited to Honors Program students. Details about the Honors Program can be found in the Cosumnes River College Catalog.
Transferable: CSU; UC
General Education: AAAS Area V(b); CSU Area D; IGETC Area 4G
Catalog Date: January 1, 2021

What do pundits, politicians and the public have in common? The ability to impact political campaign communication. This seminar-style course will introduce students to the effects of political campaign communication on public opinion and election results. Using timely data, students will evaluate news media, debate presidential debates, and analyze campaign messages using qualitative and quantitative approaches. This course is intended for the honors student interested in learning about political communication, rhetorical criticism, and techniques for writing for academic audiences. Enrollment is limited to Honors Program students. Details about the Honors Program can be found in the front of the Catalog and on the CRC website. This course is the same as HONOR 340, and only one may be taken for credit.

COMM 482 Honors Seminar: Persuasion within Social Issues

Same As: HONOR 341
Units: 3
Hours: 54 hours LEC
Prerequisite: ENGWR 300, ENGWR 480, or HONOR 375 with a grade of "C" or better, or placement through the assessment process.
Enrollment Limitation: Enrollment is limited to Honors Program students.
Transferable: CSU; UC
General Education: CSU Area A3; IGETC Area 1B
Catalog Date: January 1, 2021

This seminar-style course will introduce students to the fundamental theories and techniques of persuasion as they occur in various communication contexts, including commercial, interpersonal, public and mass media. A series of writing assignments will focus on the skills of critical thinking, persuasion, and the sophistication of argumentative essay skills. Essays of advanced composition shall be evaluated for their quality in both critical thinking and composition. The writing assignments will apply theoretical models of critical thinking and communication studies to rhetoric, examining message production, analyzing messages, and exploring the fields of electronic and print media, advertising (product campaign), political campaign strategy, and ideological campaign techniques for mass communication. Students explore ethical considerations of persuasive communication, learn about types of reasoning, and identify fallacious arguments as they occur in persuasion. Students will focus on the design and organization of persuasive messages within a speech format for an individual or group presentations for a live audience. This course offers honors students the opportunity to study, critique, discuss and present advanced topics to focus on the impact of persuasive attempts within ethical, social and political issues. Access to a computer with online capabilities may be required and computer access is available on campus. Enrollment is limited to Honors Program students. Details about the Honors Program can be found in the front of the Catalog and on the CRC website. As COMM 315, Persuasion, has a similar basis as this Honors course, this course is not open to a student that has received credit for COMM 315, Persuasion. This course is the same as HONOR 341, and only one may be taken for credit.
COMM 494 Topics in Communication

This course is designed to allow a student to focus on a set of contemporary communication concepts or theoretical frameworks in communication studies. Possible options for topics may include, but are not limited to: extemporaneous speaking, intercultural communication in the workplace or diverse settings, stages within interpersonal relationships, communication in the classroom, conflict, principles of visual communication, nonverbal communication, readers' theater, rhetorical criticism, parliamentary procedure and decision making techniques.

Consult class schedule for specific topics offered.

COMM 495 Independent Studies in Communication

An independent studies project involves an individual student or small group of students in study, research, or activities beyond the scope of regularly offered courses. See the current catalog section of "Special Studies" for full details of Independent Studies.

COMM 498 Work Experience in Communication and Media Studies

This course provides students with opportunities to develop marketable skills in preparation for employment in their major field of study or advancement within their career. It is designed for students interested in work experience and/or internships in transfer level degree occupational programs. Course content includes understanding the application of education to the workforce; completion of required forms which document the student's progress and hours spent at the work site; and developing workplace skills and competencies. Appropriate level learning objectives are established by the student and the employer. During the semester, the student is required to participate in a weekly orientation and 75 hours of related paid work experience, or 60 hours of unpaid work experience for one unit. An additional 75 or 60 hours of related work experience is required for each additional unit. Work Experience may be taken for a total of 16 units when there are new or expanded learning objectives. Only one Work Experience course may be taken per semester.

COMM 499 Experimental Offering in Communication

0.5 - 4 Units:
None.
Prerequisite:
CSU
Transferable:
January 1, 2021
Catalog Date: