

COMMUNICATION

<http://www.pacific.edu/Academics/Schools-and-Colleges/College-of-the-Pacific/Academics/Departments-and-Programs/Communication.html>
Phone: (209) 946-2505

Location: Psychology/Communication Building
Teresa G. Bergman, Chair

Degrees Offered

Bachelor of Arts

Master of Arts (see Graduate Catalog for information)

Majors Offered

Communication

Minors Offered

Communication

Mission

The mission of the Department of Communication is to prepare students in the strategic use of communication for the public good as leaders in their local and global communities. Students develop a better understanding of communication theory and research methodologies as well as their proficiency in oral, written and mediated communication.

Career Opportunities

Coursework in the Department of Communication provides preparation for careers in public relations, broadcasting, journalism, media management, teaching, speech writing, law, labor relations, personnel development, international relations, and many other professional areas.

Communication Major

The major is designed to encompass a balance of communication theory and application courses. Fundamental skill-building courses are the foundation of the major program, so that students work toward the improvement of their communication competencies, while increasing their knowledge and experience in preparation for communication professions.

Experiential Learning Opportunities

Pacific Speech and Debate Society. For over seven decades, Pacific has competed with distinction in intercollegiate speech and debate. The Pacific teams regularly compete on the regional, national and international level, and have compiled enviable records. The Communication Department offers forensics scholarships to students who have demonstrated a high level of performance proficiency and require financial assistance.

Broadcasting. *Tiger Radio* is the student-operated, fully licensed, non-commercial webcast radio station on campus. *Pacific Tiger Broadcasting* is the video/television production operations division of *Tiger Radio*. Working for either station offers communication students experience in programming, hosting/announcing, reporting, producing and directing, advertising/sales, and social media brand management.

The Pacifican. *The Pacifican* is a student-managed independent weekly newspaper. This publication serves as a laboratory for those interested in pursuing careers in journalism.

PRSSA. The University of the Pacific boasts a chapter of the Public Relations Student Society of America (PRSSA), founded in 1980. Serious public relations students meet monthly to hear professionals, invited from San Francisco and other major market areas, to discuss contemporary public relations topics. Members also form teams, to enter competitions, and attend the national PRSSA conference. PACIFIC PRSSA teams have distinguished themselves over the years by placing in national competition.

Internships and Practica

A Communication major is required to complete an internship or practicum. The Department believes that that these work experiences are important additions to academic learning. These experiences are available both on and off campus, working with traditional and digital media in areas of radio, television, public relations, journalism, forensics, and organizations of all types. Internships and practica are taken for pass/no credit.

Internship and Practicum Requirements

Students who undertake an internship or a practicum through the Department must satisfy the following requirements:

- Students must have an overall cumulative GPA of 2.5 or above in order to register for an internship, COMM 087/COMM 187, to count toward the major; otherwise
- Students with a minimum overall cumulative GPA of 2.0, may be placed in practicum, COMM 089/COMM 189, to serve in an on-campus setting
- Students should complete the appropriate courses as prescribed by the Faculty Supervisor, before the Internship or Practica is undertaken (exceptions must be approved by the Faculty Supervisor)
- Undergraduate students may complete a total of 8 units through COMM 087/COMM 187 (Internships) and/or Practica, COMM 089/COMM 189.

Independent Study and Independent Research Requirements

Students who enroll in independent study and/or independent research through the department must satisfy the following requirements:

- The student must have a department GPA of 3.0 or higher and the permission of the instructor.
- The student must have completed all category II courses for the particular emphasis area of the major.

Academic Requirements

To major in communication, students must successfully complete all major requirements. Grades in Communication courses below C- are not accepted toward completion of the major or minor.

Craft Messages

Apply communication theories and ideas to craft messages in a variety of media for particular audiences and purposes (including written and oral communication).

Critically Analyze and Evaluate Messages and Audiences

Use communication theories and ideas to analyze, critique, evaluate, and problem-solve the dynamics and impacts of particular communication

situations and their audiences. This includes interpersonal, intercultural, organizational, mass media, new media, and other communication environments.

Deploy Communication Technologies

Select and use communication technology suitable to the message, audience, and purpose, and articulate how choices are informed by communication theory and practical challenges.

Bachelor of Arts Major in Communication

Students must complete a minimum of 120 units with a Pacific cumulative and major/program grade point average of 2.0 in order to earn the bachelor of arts degree with a major in communication.

I. General Education Requirements

For more details, see General Education (<http://catalog.pacific.edu/stocktongeneral/generaleducationprogram/>)

Minimum 28 units and 9 courses that include:

A. CORE Seminars (2 courses)

CORE 001	Problem Solving & Oral Comm	3
CORE 002	Writing and Critical Thinking	4

Note: 1) CORE Seminars cannot be taken for Pass/No Credit. **2)** Transfer students with 28 or more transfer credits taken after high school are exempt from both CORE seminars.

B. Breadth Requirement (7 courses, at least 3 units each)

At least one course from each of the following areas:

Artistic Process & Creation
Civic & Global Responsibility
Language & Narratives
Quantitative Reasoning
Scientific Inquiry
Social Inquiry
World Perspectives & Ethics

Note: 1) No more than 2 courses from a single discipline can be used to meet the Breadth Requirement.

C. Diversity and Inclusion Requirement

All students must complete Diversity and Inclusion coursework (at least 3 units)

Note: 1) Diversity and Inclusion courses can also be used to meet the breadth category requirements, or major or minor requirements.

D. Fundamental Skills

Students must demonstrate competence in:

Writing
Quantitative Analysis (Math)

Note: 1) Failure to satisfy the fundamental skills requirements by the end of four semesters of full-time study at the University is grounds for academic disqualification.

II. College of the Pacific BA Requirement

Students must complete one year of college instruction or equivalent training in a language other than English.

Note: 1) Transfer students with sophomore standing are exempt from this requirement.

III. Breadth Requirement

Students must complete 60 units outside the primary discipline of the first major, regardless of the department who offers the course(s) in that discipline. (Courses include general education courses, transfer courses, CPCE/EXTN units, internships, etc.)

IV. Major Requirements

Minimum 44 units that include:

COMM 025	Introduction to Communication	2
COMM 027	Public Speaking	3
COMM 031	Media, Culture, & Society	3
COMM 043	Introduction to Interpersonal Communication	3
COMM 050	Digital Communication	3
COMM 145	Human Communication Theory	4
COMM 160	Communication Research Methods	4
Select two of the following courses from column one:		8

COMM 116	Rhetorical Theory and Criticism
COMM 117	Public Advocacy
COMM 133	Documentary Film as Persuasive Communication
COMM 139	Theory of Mass Communication
COMM 143	Intercultural Communication
COMM 147	Nonverbal Communication
COMM 149	Introduction to Organizational Communication
COMM 155	Persuasion

Select two of the following courses from column two: 8

COMM 114	Argumentation and Advocacy
COMM 131	Media Production and Digital Culture
COMM 132	Writing for Media
COMM 134	Documentary Film Production
COMM 135	Principles of Public Relations
COMM 137	Public Relations Case Studies
COMM 140	Writing for Public Relations

Minimum 2 units of internship or practicum: 2

COMM 087	Internship
COMM 187	Internship
COMM 089	Practicum
COMM 189	Practicum

Senior Capstone

COMM 150	Capstone in Communication	4
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Total Hours 44

Note: 1) Students must earn a 2.5 average in COMM 027, COMM 031 and COMM 043, in order to meet the prerequisites for COMM 160. **2)** Courses must be graded C- or higher to count towards the major.

Minor in Communication

Students must complete a minimum of 21 units with a Pacific minor grade point average of 2.0 in order to earn the minor in communication.

Minor Requirements

COMM 027	Public Speaking	3
COMM 031	Media, Culture, & Society	3
COMM 043	Introduction to Interpersonal Communication	3

COMM 145	Human Communication Theory	4
COMM 160	Communication Research Methods	4
COMM Elective (1 additional course)		4
Total Hours		21

Note: 1) Courses must be graded C- or higher to count toward minor.
2) Students must earn a 2.5 average in COMM 027, COMM 031, and COMM 043 in order to meet the prerequisites for COMM 160.

Communication Courses

COMM 025. Introduction to Communication. 2 Units.

This course introduces students to the field of Communication Studies through the study of current subjects in the discipline. The course explores areas such as rhetoric, critical/cultural studies, interpersonal and health communication, mass media, and group and organizational communication. Students are introduced to the field of communication and discuss real-world examples through critique, discussion, demonstrations, exercises, and essays. The course refines student skills in critical thinking, writing, and speaking. Students are introduced to various career paths in and adjacent to communication. This course is one of the core courses for the communication major.

COMM 027. Public Speaking. 3 Units.

This course prepares students for public speaking in civic and professional contexts. Students learn theories of public speaking to develop effective speeches and hone skills in adapting to various audiences. In small discussion sections, student speeches may be given in various modalities (face-to-face, synchronous online, asynchronous online). Students also critique speeches from their peers and others using principles learned in the course. This course is one of the core courses for the communication major. (GE2A, GELN, PLAW)

COMM 031. Media, Culture, & Society. 3 Units.

The purpose of this course is to develop a critical perspective on the role of media as culture industry that shapes our identities as consumers and citizens. This course is a survey of foundational concepts and theories from the many fields of mass communication, emphasis placed on the usage and consumption of social media as the unifying convergent force holding them all together. Students will be immersed in the digital landscapes of social, political, and economic commentary on diverse media platforms, and will be expected to observe trends and participate in dynamic exchanges to practice and hone propensity for civic engagement and social awareness – critically thinking through the media that they consume, and making connections to societal issues, as well as critically and convincingly writing within the confines of different social media platforms. This course is one of the core courses for the communication major. (GE1B, GESO)

COMM 043. Introduction to Interpersonal Communication. 3 Units.

This course introduces to the study of human interaction that occurs in relatively informal, everyday social contexts. Using models, theories, and skills of communication as takeoff points, the course introduces students to dimensions related to trust, openness, listening, perception, language, nonverbal communication, conflict, social influence, and communication competence. Focus is to develop an increasing student awareness of the complexities of interpersonal relationships. This course is one of the four lower core courses for the communication major. (GE1A, GESO)

COMM 045. Communication & Health. 3 Units.

This course highlights the importance of communication when it comes to health, especially the way we seek, process, and share health information. Accordingly, this course reviews the challenges and successes within the health sector that are related to communication, such as supporting others during a crisis, battling imposter syndrome, managing burnout, and more. At the same time, the communication theories that have been leveraged within the health sector will also be reviewed to position students as problem solvers that generate studies to improve health outcomes. (GEGR)

COMM 050. Digital Communication. 3 Units.

This course introduces students to theories and applications of communication technologies. Students learn basic skills in website development, productivity software, visual design, audio design, and social media communication. The course offers critical perspectives on subjects such as online identity management, digital communities, networked social movements, audiovisual manipulation, and virality. Skills developed in this course help prepare students for upper-division communication courses and career orientation. This course is one of the core courses for the communication major. (GEAP)

COMM 087. Internship. 1-4 Units.

Experiences in a work setting, are contracted on an individual basis. Internships are awarded on a competitive basis and are limited to the number of placements available. COMM 187 represents advanced internship work involving increased independence and responsibility; a corresponding COMM 087 course or equivalent is a prerequisite. Students may not accumulate for credit more than eight units in any specific internship (a total of four in a COMM 087 course and a total of four in a COMM 187 course). Graded Pass/No credit.

COMM 087A. Internship. 2-4 Units.

COMM 087C. Public Relations Internship. 2-4 Units.

COMM 087F. Organizational Comm. Internsh.. 2-4 Units.

COMM 089. Practicum. 1-4 Units.

This course is non-classroom experience in activities related to the curriculum under conditions that the appropriate faculty member determines. Students register for one of the courses listed below. Courses numbered 189 are similar contexts with a more advanced level of performance and learning expectations compared to courses numbered 089. Note: A student may not accumulate for credit more than eight units in any specific practicum. A total of four in a COMM 089 course and a total of four in a COMM 189 course).

COMM 093. Special Topics. 1-4 Units.

COMM 114. Argumentation and Advocacy. 4 Units.

Students are introduced to the theory and practice of argumentation, which is a method of decision-making emphasizing reason giving and evidence. The course includes instruction in debating, research, and critical writing, as well as advanced topics in the study of public deliberation. Prerequisites: COMM 027 or COMM 031 or COMM 043 or COMM 050, with a grade of C or higher. (PLAW)

COMM 116. Rhetorical Theory and Criticism. 4 Units.

The focus of this class is to help students derive insight into how symbolic processes affect human awareness, beliefs, values, and actions. The course treats criticism and analysis as methods of inquiry into the nature, character, and effects of human communication. It addresses various methods of rhetorical criticism in terms of their central units of analysis and typical intellectual concerns. Prerequisite: COMM 160 or permission of the instructor.

COMM 117. Public Advocacy. 4 Units.

This course teaches the principles of persuasion in public contexts in the U.S. (types and characteristics of public audiences, official and unofficial advocacy campaigns, and media framing of public issues) from historical and theoretical perspectives. The focus is to make students aware of the constraints and opportunities in public advocacy arguments and their public dissemination. (GE1A, GEGR)

COMM 131. Media Production and Digital Culture. 4 Units.

Students learn how to use industry-standard production equipment, software, and facilities to produce audio podcasts and video projects while developing a practical and theoretical understanding of the basic fundamentals of lighting, sound, camera work, broadcasting, and audio/video editing. The focus is on producing original content ready for inclusion in students' portfolios using foundational methods that emphasize production quality and critical understanding of the production process. Lab Fee required. (FILM)

COMM 132. Writing for Media. 4 Units.

This course approaches media writing as a social process and practice that occurs across mediated platforms. These approaches include digital, political, economic, and professional conditions that enable or constrain writing and the writer. Exploration and practice of media writing processes include: research, preparation, and delivery. Students develop competence in script writing for news, commentary, fictional genres, social media, and emerging media. A lab fee is required.

COMM 133. Documentary Film as Persuasive Communication. 4 Units.

This course is a survey of documentary film beginning at the turn of the century and continuing through contemporary productions from a historical and rhetorical perspective. Students explore documentary film's origins and trace out its development in relation to its use and reception as students become familiar with the history of the documentary, the evolution of the genre, its rhetorical construction and its cultural influences. (DVSY, ETHC, FILM, GEDI)

COMM 134. Documentary Film Production. 4 Units.

This course is a field video production course in documentary production. Through a series of assignments, lectures and screening students learn the basics of video production for documentary style productions. This includes research, management, pre-production, production and post-production processes. Students work primarily within groups to produce documentary projects using digital production equipment and techniques. There are no prerequisites for this course. (FILM)

COMM 135. Principles of Public Relations. 4 Units.

In this course students learn about media platforms and their application in contemporary media and business. The focus is on content creation and how to build content that performs well in social media, including a focus on social analytics, social media campaigns, and other contemporary public relations practices. Students engage in analysis and critique of various public relations practices in historical and contemporary moments.

COMM 137. Public Relations Case Studies. 4 Units.

In this course students learn theoretical and practical approaches to the analysis and delivery of public relations campaigns. Students explore and practice public relations processes including: research, preparation, content creation, media writing, delivery methods, and analytics for specific clients.

COMM 139. Theory of Mass Communication. 4 Units.

An overview of major theories and research in mass communication is presented. Application of theories that explain and predict communication effects of political campaigns, advertising, entertainment, and information are discussed. Theoretical areas that are covered include socialization, information, diffusion, advertising, persuasion, and uses and gratification's research in addition to the discussion of the state, function, and form of theory in mass communication. Prerequisite: COMM 160 or permission of instructor.

COMM 140. Writing for Public Relations. 4 Units.

Theory and practice in public relations writing in the context of publicity are emphasized. Students learn the write news releases, backgrounds, business letters and feature stories. Prerequisite: COMM 135.

COMM 142. Strategic Communication: Brand Management & Integrated Marketing. 4 Units.

Every day, we engage with countless brands and organizations through a variety of channels – whether we want to or not. The rapid ascent of digital media has fundamentally altered our experiences with these organizations and radically changed the landscape for the umbrella of terms (advertising, marketing, promotion, public relations, etc.) that encompass brand management. Brand Management is part of a social communication process that has evolved over time with changes in culture, technology, business strategies, and constantly converging media. This course is designed to introduce students to brand management strategies and practices through strategic communication theory and experiential applications vital to success in advertising, marketing, and public relations. The course's overriding objective is to help students develop a knowledge base of strategic communication and brand management from a pluralistic viewpoint. As a survey course, it addresses a wide range of organizations and brands including: Burger King, Lego, Lynx, Maserati, HSBC, and Popeye's. Prerequisites: COMM 31.

COMM 143. Intercultural Communication. 4 Units.

This course analyzes the major variables affecting communication between persons of different cultural backgrounds, explores essential intercultural communication theories that allow access to explanations and descriptions of cultural norms and values, and identifies guidelines for achieving intercultural communication competence. This course fulfills the diversity requirement. (DVSY, ETHC, GE1C, GEDI, GESO)

COMM 145. Human Communication Theory. 4 Units.

Contemporary understandings of human interaction are studied beginning with epistemological issues as a framework. The course examines theory building, foundation theories of our discipline, and contextual theories.

COMM 147. Nonverbal Communication. 4 Units.

Major dimensions of nonverbal behavior exhibited by human beings in social interactional contexts are examined with special emphasis given to such areas as human proxemics, kinesics vocalics, haptics, and artifactual codes. Prerequisite: COMM 043 or permission of instructor.

COMM 149. Introduction to Organizational Communication. 4 Units.

Students are introduced to both a theoretical and an applied approach to the role of communication in various aspects of organizational functioning, such as motivation, leadership, decision-making, conflict management, message management, etc. Prerequisites: COMM 027 and COMM 043 or permission of instructor.

COMM 150. Capstone in Communication. 4 Units.

This senior level capstone seminar is devoted to expanding and applying the communication concepts that students have learned in the communication major to contemporary communication issues. Students undertake research projects and employ a variety of communication methodologies, including surveys, focus groups, content analysis, media productions, in order to study the social, historical and communicative implications of their chosen area of interest. This course is designed to offer Communication majors the opportunity to incorporate the content from their Communication theory and practice courses into their final papers and projects. This course is required for Communication majors. Pre-requisites: Senior standing.

COMM 155. Persuasion. 4 Units.

This course is a survey of social psychological and communication approaches to social influence. Both past and contemporary theorizing is explored, and the methods of empirical research is discussed. Prerequisite: COMM 027 or permission of the instructor.

COMM 156. Public Relations Campaigns. 4 Units.

Building on the skills acquired in previous public relations courses, this course is designed to help students continue to develop and refine their critical and creative thinking in an applied context. Students will research, plan, and design public relations strategies and tactics in the development of a public relations campaign for a real-world client. Prerequisite: COMM 135.

COMM 160. Communication Research Methods. 4 Units.

This course is a study of research methods appropriate for examining communication-related problems. Topics for the course include historical-critical methods, descriptive methods, experimental methods, statistical models for data analysis and research reporting and writing. Prerequisites: COMM 027, COMM 031, COMM 043 with a "C-" or better.

COMM 187. Internship. 2-4 Units.

Experiences in a work setting, are contracted on an individual basis. Internships are awarded on a competitive basis and are limited to the number of placements available. COMM 187 represents advanced internship work involving increased independence and responsibility; a corresponding COMM 087 course or equivalent is a prerequisite. Students may not accumulate for credit more than eight units in any specific internship (a total of four in a COMM 087 course and a total of four in a COMM 187 course). Graded Pass/No credit.

COMM 189. Practicum. 1-4 Units.

This course is non-classroom experience in activities related to the curriculum under conditions that the appropriate faculty member determines. Students register for one of the courses listed below. Courses numbered 189 are similar contexts with a more advanced level of performance and learning expectations compared to courses numbered 089. Note: A student may not accumulate for credit more than eight units in any specific practicum. A total of four in a COMM 089 course and a total of four in a COMM 189 course). Prerequisite: COMM 089.

COMM 191. Independent Study. 2-4 Units.**COMM 197. Independent Research. 1-4 Units.**

This is an independent study course that is designed in consultation with the professor leading this student's research.