COMMUNICATION

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 competition, 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:

1. 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
2. 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
3. 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)
4. Undergraduate students may complete a total of 16 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:

1. The student must have a department GPA of 3.0 or higher and the permission of the instructor.
2. 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**
Minimum 42 units and 12 courses that include:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>PACS 001</td>
<td>What is a Good Society</td>
<td>4</td>
</tr>
<tr>
<td>PACS 002</td>
<td>Topical Seminar on a Good Society</td>
<td>4</td>
</tr>
<tr>
<td>PACS 003</td>
<td>What is an Ethical Life?</td>
<td>3</td>
</tr>
</tbody>
</table>

*Note: 1) Pacific Seminars cannot be taken for Pass/No Credit. 2) Transfer students with 28 or more transfer units complete 2 additional General Education elective courses from below in place of taking PACS 001 and PACS 002.*

One course from each subdivision below:

**Social and Behavioral Sciences**
- IA. Individual and Interpersonal Behavior
- IB. U.S. Studies
- IC. Global Studies

**Arts and Humanities**
- IIA. Language and Literature
- IIB. Worldviews and Ethics
- IIC. Visual and Performing Arts

**Natural Sciences and Mathematics**
- IIIA. Natural Sciences
- IIIB. Mathematics and Formal Logic
- IIIC. Science, Technology and Society
  or a second IIIA Natural Sciences course

*Note: 1) No more than 2 courses 8 units from a single discipline may be applied to meet the requirements of the general education program.*

**II. Diversity Requirement**
Students must complete one diversity course (3-4 units)

*Note: 1) Transfer students with 28 units or more transfer units prior to fall 2011 are encouraged but not required to complete a designated course prior to graduation. 2) Courses may be used also to meet general education and/or major/minor requirements.*

**III. 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.*

**IV. Fundamental Skills**
Students must demonstrate competence in:
- Writing
- Quantitative analysis

**V. 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.)

**VI. Major Requirements**
Minimum 46 units that include:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>COMM 025</td>
<td>Introduction to Communication</td>
<td>2</td>
</tr>
<tr>
<td>COMM 027</td>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>COMM 031</td>
<td>Media and Society</td>
<td>3</td>
</tr>
<tr>
<td>COMM 043</td>
<td>Introduction to Interpersonal Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 050</td>
<td>Introduction to Communication Technologies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 145</td>
<td>Human Communication Theory</td>
<td>4</td>
</tr>
<tr>
<td>COMM 160</td>
<td>Communication Research Methods</td>
<td>4</td>
</tr>
</tbody>
</table>

Select two of the following theory courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 116</td>
<td>Rhetorical Theory and Criticism</td>
<td></td>
</tr>
<tr>
<td>COMM 117</td>
<td>Public Advocacy</td>
<td></td>
</tr>
<tr>
<td>COMM 133</td>
<td>Documentary Film as Persuasive Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 139</td>
<td>Theory of Mass Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 143</td>
<td>Intercultural Communication</td>
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<tr>
<td>COMM 147</td>
<td>Nonverbal Communication</td>
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<tr>
<td>COMM 149</td>
<td>Introduction to Organizational Communication</td>
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<tr>
<td>COMM 155</td>
<td>Persuasion</td>
<td></td>
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</tbody>
</table>

Select two of the following applied courses:

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 114</td>
<td>Argumentation and Advocacy</td>
<td></td>
</tr>
<tr>
<td>COMM 131</td>
<td>Media Production</td>
<td></td>
</tr>
<tr>
<td>COMM 132</td>
<td>Writing for Media</td>
<td></td>
</tr>
<tr>
<td>COMM 134</td>
<td>Documentary Film Production</td>
<td></td>
</tr>
<tr>
<td>COMM 135</td>
<td>Principles of Public Relations</td>
<td></td>
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<tr>
<td>COMM 137</td>
<td>Public Relations Case Studies and Problems</td>
<td></td>
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<tr>
<td>COMM 140</td>
<td>Writing for Public Relations</td>
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Minimum 2 units of internship or practicum:

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
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</thead>
<tbody>
<tr>
<td>COMM 087</td>
<td>Internship</td>
<td></td>
</tr>
<tr>
<td>COMM 187</td>
<td>Internship</td>
<td></td>
</tr>
<tr>
<td>COMM 089</td>
<td>Practicum</td>
<td></td>
</tr>
<tr>
<td>COMM 189</td>
<td>Practicum</td>
<td></td>
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**Senior Capstone**

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<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 150</td>
<td>The Capstone</td>
<td>4</td>
</tr>
<tr>
<td>COMM 161</td>
<td>Senior Capstone</td>
<td>2</td>
</tr>
</tbody>
</table>

Total Hours 46

*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 and 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 is designed to introduce students to areas of human discourse: interpersonal communication, group and organizational communication, mediated communication, and public speaking. Students experience both theoretical and practical aspects of this through a combination of lectures, demonstrations, and exercises of the subject. Students see an exhibition of various styles, techniques and real-life applications of the subject matter. Additionally, students hone their critical thinking skills. This course also introduces students to the careers and skills people may pursue with a degree in communication.

COMM 027. Public Speaking. 3 Units.
Basic principles of public speaking are studied. This course is one of the four lower core courses for the communication major. (GE2A, PLAW)

COMM 031. Media and Society. 3 Units.
Growth and development of mass communications in America (newspaper, radio, television, magazines, public relations) from a historical and descriptive perspective are presented as well as principles of the mass communication process. This course is one of the four lower core courses for the communication major. (GE1B)

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)

COMM 050. Introduction to Communication Technologies. 3 Units.
This course provides an introduction to the nature, design, and use of communication technologies, including networks, email, websites, presentation tools, and groupware. Social impacts and diffusion of new technologies is discussed. Students learn production skills that are useful in upper division communication courses, and that facilitate the department’s portfolio assessment program. This course is one of the four lower core courses for the communication major. (GE1A)

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 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 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. (ENST, GE1A)

COMM 131. Media Production. 4 Units.
Practical and theoretical application of audio and video production techniques are covered in this course with an emphasis on aesthetic qualities of sight and sound productions. Some work involves student media facilities. A lab fee is required. Prerequisite: COMM 031 or permission of instructor. (FILM)

COMM 132. Writing for Media. 4 Units.
Examination and production of electronic and print writing techniques are studied in this course with an emphasis on writing news, information, and entertainment messages for the electronic and print industries. Some work involves student media facilities. A lab fee is required. Prerequisite: COMM 031.

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. (DYSV, ETHC, FILM)

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.
Principles and methods of public relations are discussed and analyzed. Study of the mass media as publicity channels acquaints the students with the nature of the media, its limitations, and uses. Case studies involve students in practical application of public relations activities. Prerequisite: COMM 031.

COMM 137. Public Relations Case Studies and Problems. 4 Units.
This is an advanced course in public relations. The course engages students in case study research and application of public relations principles. There is both written and oral presentations with adherence to professional standards of excellence. Prerequisite: COMM 135.

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 143. Intercultural Communication. 4 Units.
This course analyzes the major variables affecting interpersonal communication between persons of different cultural backgrounds. (DVST, ETHC, GE1C)

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. The Capstone. 4 Units.
This senior level capstone seminar devoted to expanding and applying communication course concepts that students have learned in the communication major and applying this knowledge to contemporary communication issues. Students undertake research projects and employ a variety of communication methodologies and theories to uncover the social, historical and ethical implications of their chosen communication interest. Prerequisites: Senior standing, COMM 025, COMM 027, COMM 031, COMM 043, COMM 050, COMM 145, and COMM 160.

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.