

COMMUNICATION

<http://www.pacific.edu/Academics/Schools-and-Colleges/College-of-the-Pacific/Academics/Departments-and-Programs/Communication.html>
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Programs Offered

Master of Arts in Communication

- **Media and Public Relations**
- **Communication Education**
- **Communication Studies**
- **Political Communication**

The Department of Communication offers graduate-level instruction that leads toward the Master of Arts degree. The degree program combines training in communication theory, methodology and practice for students who desire knowledge and skills for solving work-related communication problems and for students who intend to enter doctoral programs. The program offers four concentrations of study:

1. Media and Public Relations
2. Communication Education
3. Communication Studies
4. Political Communication

The concentrations provide options for taking coursework from related disciplines that provide graduate students with an interdisciplinary approach to the study of Communication. Each concentration is designed for students who regard knowledge of Communication as important for their chosen professional careers but may or may not hold a bachelor's degree in Communication.

The nature of the discipline of Communication requires students to possess a high level of proficiency in written and spoken English. For this reason, students who come from non-English speaking cultures should only apply for the program if they have extensive training and experience in speaking and writing in the English language.

Thesis and Non-Traditional Thesis Options

The thesis option (Plan A) requires 28 units of coursework and 4 units of thesis. Students must successfully complete a 6-hour written comprehensive examination and a 1-hour oral examination administered by a committee of three professors prior to starting the thesis. Students must also successfully defend a thesis proposal before a committee of three professors prior to conducting their analysis or collecting data for the thesis. The thesis must contribute to the body of knowledge of the field in a significant manner.

The non-traditional thesis option (Plan B) requires 28 units of course work and 4 units of a non-traditional thesis project. Students must successfully complete a 6-hour written comprehensive examination and a 1-hour oral examination administered by a committee of three professors prior to starting the non-traditional thesis project. Students must also successfully defend a non-traditional thesis proposal before a committee of three professors prior to beginning their non-traditional thesis project. The non-traditional thesis must contribute to the body of knowledge of the field in a significant manner.

Grade Point Requirements

Candidates for a graduate degree must maintain a cumulative GPA of at least 3.0. No grade below a B- (2.7) counts toward the degree program in any course at the 200 level. No grade below a B (3.0) counts toward the degree program in any course at the 100 level.

Students who seek admission to the Department of Communication must maintain a GPA of 3.0 or above in all upper-division undergraduate study.

Graduate Assistant Requirements

A full-time graduate assistant normally takes 8 units. Graduate assistants who seek to take more than 8 units must receive department approval and approval of the Graduate Dean.

Communication Competence

1. Research, organize and deliver oral presentations effectively.
2. Write clearly, critically and persuasively.

Analytic Capacity

1. Analyze and evaluate scholarly/professional communication literature.
2. Evaluate, select and use relevant and credible information from multiple sources.
3. Apply communication theories, concepts, or principles of best practice and research methods to study or solve communication issues and problems.

Professionalism

1. Exhibit professional behaviors while undertaking work in a professional setting.

Master of Arts in Communication Concentration Communication Education

Students must complete a minimum of 32 units with a Pacific cumulative grade point average of 3.0 in order to earn the master of arts degree in communication with a concentration in communication education.

COMM 261	Critical and Qualitative Research Methods	4
COMM 262	Quantitative Research Methods	4
COMM 271	Graduate Seminar: Rhetorical Thought	4
COMM 272	Graduate Seminar: Interpersonal Communication	4
COMM 276	Communication in Learning Settings	4

Select one of the following courses from the School of Education:

EDUC 204	Education for a Diverse Democracy	
EDUC 209	Curriculum Theory	

Or an approved course by advisor

Select one of the following: 4

COMM 273	Graduate Seminar: Mass Communication	
COMM 275	Graduate Seminar: in Public Relations	
COMM 277	Media Relations	
COMM 278	Political Communication	
COMM 287	Graduate Internship	
COMM 289	Graduate Practicum	

Or an approved course by the advisor

Select one of the following options: 5

Thesis Option Plan A

COMM 299	Thesis	
Non-Thesis Option Plan B		
COMM 298	Non-Traditional Thesis	
6-hour written comprehensive examination		
1-hour oral comprehensive examination		
No-Thesis Option Plan C		
One COMM Seminar		
6-hour written comprehensive examination		
1-hour oral comprehensive examination		

Master of Arts in Communication Concentration Political Communication

In order to earn the master of arts degree in communication with a concentration in political communication, students must complete a minimum of 32 units with a Pacific cumulative grade point average of 3.0.

COMM 261	Critical and Qualitative Research Methods	4
COMM 262	Quantitative Research Methods	4
COMM 271	Graduate Seminar: Rhetorical Thought	4
COMM 273	Graduate Seminar: Mass Communication	4
COMM 278	Political Communication	4
Select one of the following:		4
POLS Elective (One approved elective from Political Science department)		
COMM Course (200 level course)		

COMM 287	Graduate Internship	2
		or
		4
Select one of the following options:		4

Thesis Option Plan A

COMM 299	Thesis	
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Non-Thesis Option Plan B

COMM 298	Non-Traditional Thesis	
6-hour written comprehensive examination		
1-hour oral comprehensive examination		

No-Thesis Option Plan C

One COMM Seminar		
6-hour written comprehensive examination		
1-hour oral comprehensive examination		

Master of Arts in Communication Concentration Media and Public Relations

Students must complete a minimum of 32 units with a Pacific cumulative grade point average of 3.0 in order to earn the master of arts degree in communication with a concentration in media and public relations.

COMM 261	Critical and Qualitative Research Methods	4
COMM 262	Quantitative Research Methods	4
COMM 273	Graduate Seminar: Mass Communication	4
COMM 275	Graduate Seminar: in Public Relations	4
Select one of the following:		4
COMM 277	Media Relations	
COMM 278	Political Communication	

Select one of the following courses from the Department of Health, Exercise and Sports Sciences or School of Business:

BUSI 109	Management and Organizational Behavior	
BUSI 214	Negotiation	
BUSI 279	Leadership	
Or an approved course by advisor		
Select one of the following:		4

COMM 287	Graduate Internship	
COMM 289	Graduate Practicum	
Select one of the following options:		4

Thesis Option Plan A

COMM 299	Thesis	
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Non-Thesis Option Plan B

COMM 298	Non-Traditional Thesis	
6-hour written comprehensive examination		
1-hour oral comprehensive examination		

No-Thesis Option Plan C

One COMM Seminar		
6-hour written comprehensive examination		
1-hour oral comprehensive examination		

Master of Arts in Communication Concentration Communication Studies

Students must complete a minimum of 32 units with a Pacific cumulative grade point average of 3.0 in order to earn the master of arts degree in communication with a concentration in communication studies,

COMM 261	Critical and Qualitative Research Methods	4
COMM 262	Quantitative Research Methods	4
Select five of the following:		20

COMM 271	Graduate Seminar: Rhetorical Thought	
COMM 272	Graduate Seminar: Interpersonal Communication	
COMM 273	Graduate Seminar: Mass Communication	
COMM 275	Graduate Seminar: in Public Relations	
COMM 276	Communication in Learning Settings	
COMM 277	Media Relations	
COMM 278	Political Communication	
COMM 289	Graduate Practicum	
COMM 287	Graduate Internship	

Select one of the following options: 4

Thesis Option Plan A

COMM 299	Thesis	
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Non-Thesis Option Plan B

COMM 298	Non-Traditional Thesis	
6-hour written comprehensive examination		
1-hour oral comprehensive examination		

No-Thesis Option Plan C

One COMM Seminar		
6-hour written comprehensive examination		
1-hour oral comprehensive examination		

Communication Courses

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. **(DVSY, 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 to 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 interpersonal communication between persons of different cultural backgrounds. **(DVSY, 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.

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 161. Senior Capstone. 2 Units.

This senior-level capstone course furthers career readiness by focusing on students' transition to employment or graduate school after graduating with the B.A. Students will review what they have learned in the major in light of its applicability in pursuing particular kinds of world or in supporting further studies in graduate school. The goal is for each student to clarify how what they learned can be applied, as well as how to talk and write about it in a clear and informed way to a variety of audiences of potential employers, co-workers and colleagues, and their audiences.

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 189A. Advanced Print Practicum. 1-4 Units.**COMM 189B. Advanced Broadcast Practicum. 1-4 Units.****COMM 189C. Advanced Public Relations Practicum. 1-4 Units.****COMM 189D. Advanced Speech and Debate Practicum. 1-4 Units.****COMM 191. Independent Study. 2-4 Units.****COMM 197. Independent Research. 2-4 Units.****COMM 198B. Broadcast Practicum. 2-4 Units.****COMM 200. Communication and Consulting. 3 Units.**

This course explores topics related to the work of communication consultants. Through the course readings, presentations, workshops and other assigned work, students will acquire an understanding of the consulting process, including the role of the consultant, methods for undertaking a needs assessment, strategies for conducting training programs, and techniques for evaluating the work of consultants.

COMM 201. Applied Public Relations. 3 Units.

this course examines public relations strategies and tactics, as applicable to politics, non-profits and education. It will explore public affairs, public outreach and crisis management, and prepare students to communicate and utilize public relations with internal and external audiences.

COMM 202. Public Communication Campaigns. 3 Units.

The course is designed to provide a comprehensive overview of communication theory as it relates to attitudes and behavior changes involving public communication campaign issues. The course will also develop an understanding of the application of various quantitative and qualitative research methods to the design, execution, and evaluation of public communication campaigns.

COMM 203. New Communication Technology. 3 Units.

The course is designed to provide a comprehensive overview of a range of new communication technology and to give students basic skills and theoretical principles for their application to public communication through presentations, readings, videos placed on iTunes University and exercises. In addition, the course will enable students to identify, internalize and practice the necessary components of using new media technology for effective public communication.

COMM 204. Media Relations: New Media World. 3 Units.

The purpose of this course is to discuss and debate media relations principles and practices in relation to government, corporations, and public policy. From a scholarly examination of this unique and important form of communication, the course will survey the current trends and issues, and determine the validity of existing theories of media relations management from government, corporate, and community perspectives.

COMM 205. Communication Decision Making. 3 Units.

The purpose of this course is to assess communication strategies in decision making. From a scholarly examination of communication theories and decision making stages, the course will focus on the significance of communicating, administering, and evaluating decision making in professional environments.

COMM 206. Management of Organizational Communication. 3 Units.

This course examines both theoretical and applied approaches concerning the role of communication in various aspects of organizational function, such as motivation, leadership, decision-making, conflict management, and message management.

COMM 207. Advanced Professional Communication. 3 Units.

This advanced course both builds on basic oral and written professional communication skills, and goes well beyond them. The goals of this course are to provide opportunities for students to polish communication skills in different contexts, and to provide practice in and feedback on the interactive communication skills essential to successful professionals.

COMM 214. Argumentation and Advocacy. 4 Units.

This course introduces students to the theory and practice of argumentation, that is a method of decision-making that emphasizes reason giving evidence. The course includes instruction in debating, research, and critical writing, as well as advanced topics in the study of public deliberation. Prerequisites: three courses from COMM 027, 031, 043, 050 with a GPA of 2.5 or better, or permission of the instructor.

COMM 216. Rhetorical Theory and Criticism. 4 Units.

This course strives 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 233. 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.

COMM 237. PR Case Studies and Problems. 4 Units.

This advanced course in public relations engages students in case study research and application of public relations principles. Written and oral presentations with adherence to professional standards of excellence are required. Prerequisite: COMM 135.

COMM 239. Theory of Mass Communication. 4 Units.

This course is an overview of major theories and research in mass communication. Students examine the application of theories that explain and predict communication effects of political campaigns, advertising, entertainment, and information. Theoretical areas covered include socialization, information, diffusion, advertising, persuasion, and uses of gratification's research. The state, function, and form of theory in mass communication is discussed. Prerequisite: COMM 160 or permission of the instructor.

COMM 245. Human Communication Theory. 4 Units.

Students study contemporary understandings of human interaction. Beginning with epistemological issues as a framework, the course examines theory building, foundation theories of our discipline, and contextual theories.

COMM 247. Nonverbal Communication. 4 Units.

The course examines major dimensions of non-verbal behavior exhibited by human beings in social interactional contexts. Special emphasis is given to such areas as human proxemics, kinesics, vocalics, haptics, and artifactual codes. Prerequisite: COMM 043 or permission of the instructor.

COMM 249. Introduction to Organizational Communication. 4 Units.

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

COMM 255. Persuasion. 4 Units.

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

COMM 256. 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.

COMM 260. Communication Research Methods. 4 Units.

Students 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. A minimum GPA of 2.5 is required. Prerequisites: COMM 027, 031, 043, or permission of the instructor. Recommended for sophomores.

COMM 261. Critical and Qualitative Research Methods. 4 Units.

The course provides a graduate-level introduction to qualitative methods used in communication studies. Topics covered provide an overview of rhetorical analysis, critical and cultural studies, ethnography, and case studies in public relations. The course emphasizes the connection between the theoretical foundations of qualitative inquiry and their applications to communicative interactions. Applications include the writing of criticism, field work in ethnography, and case studies.

COMM 262. Quantitative Research Methods. 4 Units.

This course develops expertise in undertaking quantitative research at the graduate level. The seminar focuses on various quantitative methods, that include content analysis, survey research, experimental design, and scale construction, as well as statistical techniques for analyzing quantitative data.

COMM 271. Graduate Seminar: Rhetorical Thought. 4 Units.

This course provides a graduate level introduction into the theory and practice of rhetorical criticism. The course focuses on the role of the critic and six modes of criticism which are as follows: generic criticism, cluster, narrative criticism, narrative criticism, ideological criticism, metaphoric criticism, and fantasy theme criticism.

COMM 272. Graduate Seminar: Interpersonal Communication. 4 Units.

This course provides the student who has achieved a general understanding of interpersonal communication issues the opportunity to choose and explore a particular area of special interest. The first phase of the course focuses on discussion of several theories of interpersonal behavior. Beginning approximately the fourth week of class, each student brings in and presents two or more abstracts of published articles related to the interest area. The last session(s) provides the opportunity for students to share their conclusions with the others. Each student completes a paper which presents a research proposal in the area of interest. The term paper is due the last scheduled day of classes.

COMM 273. Graduate Seminar: Mass Communication. 4 Units.

The purpose of this course is to provide an introduction to mass communication theory and scholarship from three different scholarly perspectives: the social science or traditional paradigm, the critical theory paradigm, and the ethnographic paradigm. Students are not only exposed to the literature in each of these areas, but they are also asked to conduct small scale studies from two of the three paradigms. Because the class is a seminar, student presentations and discussion are the major activity during class time.

COMM 275. Graduate Seminar in Public Relations. 4 Units.

The Graduate Seminar in Public Relations is designed through in-depth study and research to formalize understanding of Public Relations: theory and practice, functions in organizations and role in society. Students study concepts and theories related to public relations role in social systems. A "mock" APR tests knowledge at the end of the semester with both a written and an oral examination.

COMM 276. Communication in Learning Settings. 4 Units.

This graduate seminar is designed to develop knowledge of current communication education research and effective communication strategies for teaching undergraduate courses in communication.

COMM 277. Media Relations. 4 Units.

This course is to discuss and debate media relations, principles, and practice.

COMM 278. Political Communication. 4 Units.

This course is designed to provide a grounding in rhetorical approaches to persuasion in a political context, to acquaint students with the range of political ideologies, and to examine the theoretical and pragmatic opportunities and obstacles to advocacy in the current mediated content of national, regional, or local politics.

COMM 279. Visual Communication. 4 Units.

This course investigates the persuasive influence of decoding visual images, advertising, public relations, political campaigns, public memory, and popular culture. Historical and theoretical aspects of visual communication will be studied in this course. Critical analysis methods and ethical implications of electronic and print media images will be discussed.

COMM 287. Graduate Internship. 2 or 4 Units.

COMM 287A. Internship. 1-4 Units.

COMM 289. Graduate Practicum. 2 or 4 Units.

COMM 291. Graduate Independent Study. 1-4 Units.

COMM 295. Graduate Seminar. 4 Units.

COMM 297. Graduate Research. 1-4 Units.

COMM 298. Non-Traditional Thesis. 4 Units.

After completing coursework and comprehensive examinations, students work in the Communication Graduate Program culminates with enrollment in COMM 298: Non-Traditional Thesis a three-part project that includes: a written Proposal for the non-traditional thesis, a written document that summarizes the non-traditional thesis, and a formal presentation and oral examination in which the student presents the completed work to his or her committee. The non-traditional thesis involves a study around an issue or challenge facing an organization or business with a media or public relations focus. It emphasizes both scholarly and practical application in line with the professional orientation of the Pacific Communication Department. The subject of the non-traditional thesis may be the student's employer. Students complete the non-traditional thesis under the direction of a full-time faculty member, who serves as chairperson of the student's non-traditional thesis committee. Two additional faculty members and/or industry professionals join the chairperson on the committee. A non-traditional thesis may take many forms, though all must be noteworthy for substance and artistic or professional quality. Non-traditional theses could include: documentary films and videos, slide programs, photo essays, feature or investigative article series, handbooks for professionals (e.g., the result of synthesizing and translating scholarly research), or magazine design and layout projects. The non-traditional thesis could be a well conceptualized magazine article series (for example, three 2,500-word stories) targeted to a specific publication. Such non-traditional theses must show both greater depth and breadth (conceptually, stylistically and in terms of quality of research) than any single assignment completed in a graduate level class. Prerequisites: Completion of 28 units and instructor permission.

COMM 299. Thesis. 2 or 4 Units.

COMM 391. Graduate Independent Study. 2-4 Units.