

# 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

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:

- a. Media and Public Relations
- b. Communication Education
- c. Communication Studies

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.

## Program goals

University of the Pacific's Department of Communication offers graduate-level instruction leading toward the master of arts degree. Our graduate degree program combines training in communication theory, methodology, and practice. It is intended for students who desire knowledge and skills for solving work-related communication problems and for those who intend to enter doctoral programs

## Admission Criteria

The admission process involves a holistic review of each applicant's background and experiences. The following are required for admission through our application in GradCAS:

- Bachelor's degree
- 3.0 GPA
- Official transcripts
- Resume
- Personal statement
- Three letters of recommendation

Students seeking admission to the Department of Communication must maintain a GPA of 3.0 or above in all graduate courses.

## 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 Skills-Oral

Prepare and deliver oral presentations effectively for a scholarly or professional audience

### Communication Skills-Writing

Independently write clearly, critically and persuasively for a scholarly or professional audience

### Critical Reading

Independently evaluate, select and use relevant and credible information from multiple primary sources in the scholarly or professional literature

### Critical Analysis

Independently analyze and evaluate scholarly and/or professional communication literature for a scholarly or professional audience

### Application of Critical Theories

Apply communication theories, concepts, or principles of best practice and research methods to study or solve communication issues and problems for a scholarly or professional audience

## Program degree requirements

Your MA degree in Communication requires 32 units. At least 28 units must be 200 level graduate courses, and not more than 4 units can be from a 100 level course.

International students may be required to take additional courses as part of their program of study, especially if their preparation for starting or completing the MA degree requires extra coursework. Additional coursework can be stipulated at any time given an international student's progress in the program.

You need to maintain a 3.0 cumulative GPA to be in good standing and to graduate.

The lowest grade in a 200 level course you can count toward your degree is a B- (2.7). Courses numbered 200 are graduate level courses. The lowest grade in a 100 level course you can count toward your degree is a B (3.0). Courses numbered 100 are undergraduate courses. If you earn a C+ (2.3) or lower in a 200 level course or a B- (2.7) or lower in a 100 level course, you will be required to repeat the course. This also means that you will need to pay for the tuition for the course twice. When a course is repeated, grades from both the original and repeated attempt will appear on your transcript. A course can only be repeated once. Grades are averaged when courses are repeated, and your Pacific cumulative GPA will reflect the averaged grades. Incomplete work due to an extenuating/hardship circumstance must be completed as follows: for the fall semester, by July 1 following; for the spring semester, by November 1 following; for a with the student's advisor.

## Research requirements or comprehensive examinations

No Thesis option requires a 6-hour written comprehensive examination and a one-hour oral defense. Students typically take their comprehensive examination during the middle of their third semester in the program

(after completing 16 units and while enrolled in 8 units of coursework). Students should anticipate that at least one month is needed to prepare for the exam.

Students ask three professors with whom they have had at least one graduate seminar, to serve on their Comprehensive Exams Committee. Students also ask one of their committee members to serve as chair of their Comprehensive Exams Committee. Students meet with each of their committee members to discuss how to study and prepare for each of their comprehensive exam questions. Students will be tested only on graduate level classes that they have taken during their program at the University of the Pacific. Students are limited to one retake for each question.

### Thesis, Non-Traditional Thesis and No-Thesis Options

- M.A. candidates in Communication with thesis and non-traditional thesis options must enroll in 4 units of thesis or non-traditional thesis option. The grade for a thesis or non-traditional is given on a Pass/No Credit basis.
- M.A. candidates in Communication with No-Thesis option must take one additional career oriented seminar.
- The thesis or non-traditional thesis proposal must be approved by a student-selected committee of three faculty members before the student can begin work for the thesis or non-traditional thesis project. Students also ask one committee member to serve as chair of their thesis or non-traditional thesis director. (The department has prepared a document for helping graduate students prepare their thesis or non-traditional thesis proposal.)

## 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 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
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COMM 287	Graduate Internship
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COMM 289	Graduate Practicum
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Or an approved course by the advisor

Select one of the following options: 5

#### Thesis Option Plan A

COMM 299	Thesis
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#### Non-Thesis Option Plan B

COMM 298	Non-Traditional Thesis
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#### No-Thesis Option Plan C

One COMM Seminar
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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
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COMM 262	Quantitative Research Methods	4
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COMM 273	Graduate Seminar: Mass Communication	4
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COMM 275	Graduate Seminar: in Public Relations	4
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Select one of the following: 4

COMM 277	Media Relations
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Select one of the following courses from the Department of Health, Exercise and Sports Sciences or School of Business: 4

BUSI 109	Management and Organizational Behavior
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BUSI 214	Negotiation
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BUSI 279	Leadership
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Or an approved course by advisor

Select one of the following: 4

COMM 287	Graduate Internship
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COMM 289	Graduate Practicum
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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
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#### No-Thesis Option Plan C

One COMM Seminar
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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
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COMM 262	Quantitative Research Methods	4
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Select five of the following: 20

COMM 273	Graduate Seminar: Mass Communication
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COMM 275	Graduate Seminar: in Public Relations
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COMM 276	Communication in Learning Settings
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COMM 277	Media Relations
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COMM 289	Graduate Practicum
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COMM 287	Graduate Internship
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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
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#### 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. **(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. Prerequisites: 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.

**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 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 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 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 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 287. Graduate Internship. 1-4 Units.**

Students in the graduate program in Communication are required to do an internship for their Master's degree.

**COMM 289. Graduate Practicum. 2 or 4 Units.****COMM 291. Graduate Independent Study. 1-4 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.**