Communication

Degrees
Associate in Arts Degree: Communication:
  Applied Communication Emphasis
Associate in Arts Degree: Communication:
  Communication Science Emphasis
Associate in Arts Degree (AA-T):
  Communication Studies for Transfer

Program Description
Whatever their age, social position, or occupation, people communicate. In fact, we spend more time engaged in speaking and listening than virtually any other activity. Communication is as important as it is pervasive—success or failure often depends on how well we express ourselves and understand others. Recognizing this fact, the Communication Department offers a wide range of courses to help students become more skillful, aware communicators.

The department’s curriculum focuses on communication in a variety of settings—interpersonal, small group, on-the-job, speaker-to-audience, via mass media, and between cultures and nations. In addition, instruction is available in argumentation, debate, communication theory and research methods.

Students enroll in Communication courses for a variety of reasons. Some have primarily academic motives and seek either an associate, baccalaureate, or advanced degree in Communication. Other students enroll to become more effective in their careers. Still others seek personal growth, recognizing the importance of skillful self-expression and understanding others in their own lives.

Surveys show that most employers rank effective communication at the top of desired skills. As a result, many organizations look favorably upon applicants with proven ability to speak and listen skillfully. While communication is important in virtually any career, certain fields and positions are especially well-suited for Communication graduates—management, public information, broadcasting, personnel training, sales and law, among others.

Students who choose the Communication Degree Program can gain valuable speaking skills by participating in our annual Lancaster Speech Showcase. Students will also have the opportunity to gain knowledge about Communication by participating in community and global projects through their classes. Qualified students also have the opportunity to be part of Sigma Chi Eta, an honor society for students earning a 3.0 or higher in the major. Students can also choose to take classes in one of the many Study Abroad Programs offered each year. Past study abroad programs include Italy, Australia, India and Rwanda, Africa.

The Communication Department at Santa Barbara City College offers two areas of emphasis within the AA Degree in Communication—a Communication Science Emphasis and an Applied Communication Emphasis. The Communication Science Emphasis provides students with the foundational knowledge in communication theory and research methods and prepares them to make a successful transition to a Baccalaureate Degree in Communication Studies at any of the UC campuses, particularly UC, Santa Barbara. The Applied Communication Emphasis provides students with foundational knowledge in Communication Studies and its application in a variety of settings—interpersonal, small group, on-the-job, speaker-to-audience, mass media and between cultures and nations.

In addition, the Communication Department offers an AA-T Degree in Communication Studies for Transfer. This degree provides the foundational knowledge in Communication Studies to students who want to earn a Baccalaureate Degree in Communication Studies. This degree is in compliance with the Student Transfer Achievement Reform Act (Senate Bill 1440, now codified in California Education Code Sections 66746-66749) and guarantees admission to a California State University (CSU) campus for any community college student who completes an “Associate Degree for transfer,” a newly established variation of the Associate Degrees traditionally offered at a California community college. Upon completion of the transfer Associate Degree, the student is eligible for transfer with junior standing to the California State University (CSU) system. Students will be given priority consideration when applying to a particular program that is similar to the student’s community college area of emphasis. For information on transfer degrees, visit www.sb1440.org.

Department Student Learning Outcomes
1. Demonstrate ability to analyze and critically evaluate communication practices, messages and outcomes in various contexts (e.g., interpersonal, intercultural, small group, public and professional communication, and mass media).
2. Develop a repertoire of strategies for improved communication effectiveness and demonstrate the strategies in oral, written and/or presentation contexts.
3. Read, evaluate and report on communication research.
4. Recognize and articulate the benefits and challenges of diverse communicative practices of people living in a global/multicultural society.
5. Demonstrate understanding of the ethical dimensions of communication.

Requirements for AA Degree—Communication: Applied Communication Emphasis
The Associate Degree will be awarded upon completion of both department and college requirements.

Department Requirements (18 units)
COMM 121 — Interpersonal Communication or
    COMM 121H — Interpersonal Communication, Honors or
    COMM 122 — Mediated Interpersonal Communication...3
COMM 131 — Fundamentals of Public Speaking or
    COMM 131H — Fundamentals of Public Speaking, Honors.........................................................3
COMM 141 — Small Group Communication..........................3
COMM 151 — Communication in Organizations or
    COMM 162 — Mediated Comm. in Organizations........3

Plus at least two (2) courses from the following:
COMM 101 — Introduction to Communication..................3
COMM 151 — Intercultural Communication.....................3
COMM 171 — Mass Media and Society .........................3
COMM 235 — Argumentation and Debate .....................3
JOUR 101 — Reporting/Writing I .............................3

College Requirements
For complete information, see “Graduation Requirements” in the Catalog Index.

Requirements for AA Degree—Communication: Communication Science Emphasis
The Associate Degree will be awarded upon completion of both department and college requirements.

Department Requirements (19 units)
MATH 117 — Elementary Statistics or
    MATH 117H — Elementary Statistics, Honors or
    PSY 150 — Statistics for Behavioral Sciences............4
COMM 288 — Communication Research Methods ............3
COMM 289 — Communication Theory ..........................3

Plus at least two (2) courses from the following:
COMM 121 — Interpersonal Communication or
    COMM 121H — Interpersonal Communication, Honors or
    COMM 122 — Mediated Interpersonal Communication...3
COMM 131 — Fundamentals of Public Speaking or
    COMM 131H — Fundamentals of Public Speaking, Honors.........................................................3
COMM 141 — Small Group Communication.....................3
COMM 151 — Intercultural Communication.....................3
COMM 171 — Mass Media and Society .........................3
COMM 235 — Argumentation and Debate .....................3
JOUR 101 — Reporting/Writing I .............................3

College Requirements
For complete information, see “Graduation Requirements” in the Catalog Index.

Requirements for AA-T Degree—Communication Studies for Transfer
The field of communication covers a wide range of topics. The major is designed to give students exposure to basic information in the discipline and provide the opportunity to focus on the areas that best suit their individual needs. Students should consult with a departmental adviser and/or counselor when choosing both controlled and general electives in order to develop a program of study that is best suited to their specific needs. For example, requirements for the baccalaureate degree in Communication or Speech Communication vary from one institution to another. It is, therefore, essential to become familiar with the requirements of the institution a student plans to attend.

The Associate in Arts Degree in Communication Studies for Transfer provides students with the
foundational knowledge in Communication Studies needed to make a successful transition into a Baccalaureate Degree in Communication Studies at any of the CSU campuses.

**Degree Requirements**

Complete 60 CSU-transferable units including general education, major requirements and CSU-transferable electives as follows:

**I. General Education**

*Complete one of the following patterns:*

- Intersegmental General Education Transfer Curriculum “IGETC” for CSU (34-40 semester units)
- California State University General Education Breadth pattern (39 semester units)

**II. Major**

Complete 18-24 units as outlined below with a “C” or better in each course. Pass/no pass grading is not permitted in a course within a student’s major area of study. The courses completed for the major may also be used to fulfill general education areas on the IGETC or the CSU GE Breadth.

**Required Core Course (3 units):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 131</td>
<td>Fundamentals of Public Speaking or</td>
<td>3</td>
</tr>
<tr>
<td>COMM 131H</td>
<td>Fundamentals of Public Speaking, Honors</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives List A:**

*Select two courses from the following (6 units):*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 121</td>
<td>Interpersonal Communication or</td>
<td>3</td>
</tr>
<tr>
<td>COMM 121H</td>
<td>Interpersonal Communication, Honors</td>
<td>3</td>
</tr>
<tr>
<td>COMM 141</td>
<td>Small Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 235</td>
<td>Argumentation and Debate</td>
<td>3</td>
</tr>
</tbody>
</table>

**Electives List B:**

*Select two courses from the following (6-10 units):*  
*Any course not taken in List A*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 101</td>
<td>Physical Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>COMM 101</td>
<td>Introduction to Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 151</td>
<td>Intercultural Communication</td>
<td>3</td>
</tr>
<tr>
<td>COMM 171</td>
<td>Mass Media and Society</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ERTH 111/111L</td>
<td>Dynamic Earth – Phys Geol and Lab or</td>
<td>4-5</td>
</tr>
<tr>
<td>ERTH 111H/111L</td>
<td>Dynamic Earth – Physical Geology, Honors and Lab</td>
<td>4-5</td>
</tr>
<tr>
<td>FR 103</td>
<td>Intermediate French I</td>
<td>3</td>
</tr>
<tr>
<td>FR 104</td>
<td>Intermediate French II</td>
<td>5</td>
</tr>
<tr>
<td>FS 104</td>
<td>American Film to 1960s</td>
<td>3</td>
</tr>
<tr>
<td>GER 103</td>
<td>Intermediate German I</td>
<td>5</td>
</tr>
<tr>
<td>GER 104</td>
<td>Intermediate German II</td>
<td>5</td>
</tr>
<tr>
<td>HIST 103</td>
<td>History of Western Civilization</td>
<td>3</td>
</tr>
<tr>
<td>HIST 104</td>
<td>History of Western Civilization or</td>
<td>3</td>
</tr>
<tr>
<td>HIST 113H</td>
<td>History of Western Civilization, Honors</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 135</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MKT 135</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 190</td>
<td>Photojournalism or</td>
<td>3</td>
</tr>
<tr>
<td>PHOT 190</td>
<td>Photojournalism</td>
<td>3</td>
</tr>
<tr>
<td>MATH 117</td>
<td>Elementary Statistics or</td>
<td>4</td>
</tr>
<tr>
<td>MATH 117H</td>
<td>Elementary Statistics, Honors or</td>
<td>4</td>
</tr>
<tr>
<td>PSY 150</td>
<td>Statistics for Behavioral Sciences</td>
<td>4</td>
</tr>
<tr>
<td>SOC 118</td>
<td>Media, Culture and Society</td>
<td>3</td>
</tr>
<tr>
<td>SPAN 103</td>
<td>Intermediate Spanish I</td>
<td>5</td>
</tr>
<tr>
<td>SPAN 104</td>
<td>Intermediate Spanish II</td>
<td>5</td>
</tr>
</tbody>
</table>

**Electives List C:**

*Select one course from the following (3-5 units):  
Any course not taken in List A or List B and/or:*

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANTH 103</td>
<td>Intro to Cultural Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>COMM 142</td>
<td>Leadership Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 161</td>
<td>Communication in Organizations</td>
<td>3</td>
</tr>
<tr>
<td>COMM 288</td>
<td>Communication Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>COMM 289</td>
<td>Communication Theory</td>
<td>3</td>
</tr>
<tr>
<td>ENG 111</td>
<td>Critical Thinking and Composition through Literature or</td>
<td>3</td>
</tr>
<tr>
<td>ENG 111GB</td>
<td>Critical Thinking and Composition through Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENG 111H</td>
<td>Critical Thinking and Composition through Literature, Honors or</td>
<td>3</td>
</tr>
<tr>
<td>ENG 111HG</td>
<td>Critical Thinking and Composition through Literature, Honors</td>
<td>3</td>
</tr>
</tbody>
</table>
JOUR 101 — Reporting/Writing I ........................................... 3
PSY 100 — General Psychology or ..................................... 3
   PSY 100H — General Psychology, Honors ....................... 4
SOC 101 — Introduction to Sociology or .......................... 3
   SOC 101H — Introduction to Sociology, Honors ............. 3

III. CSU Transferable Electives
Complete as many units as needed to reach a total of
60 CSU-transferable units (for a list of SBCC-transfer-
able courses to CSU, visit www.assist.org).

Additional Graduation Requirements for AA-T
in Communication Studies:
• Maintain a cumulative CSU-transferable GPA of 2.0.
• Residency Requirements: Candidates for an
   Associate Degree are expected to complete 15
   semester units in residence at SBCC. Candidates
   for an Associate Degree are also expected to
   complete at least 20% of the department major
   requirements in residence at SBCC.

Planning a Program of Study
The field of communication covers a wide range of
topics. The major is designed to give students expo-
sure to basic information in the discipline and provide
the opportunity to focus on the areas that best suit their
individual needs.

   Students should consult with a departmental adviser
and/or counselor when choosing both controlled and
general electives in order to develop a program of
study that is best suited to their specific needs. For
example, requirements for the baccalaureate degree in
Communication or Speech Communication vary from
one institution to another. It is, therefore, essential to
become familiar with the requirements of the institution
a student plans to attend.

   Not all Communication courses are offered every
semester. Students should plan carefully so that all
required courses are included in their program of study.

Sample Program: Applied Communication Emphasis
First Year
Fall Semester                      Spring Semester
COMM 101*                         COMM 131*
COMM 121*                         COMM 141*
General Ed. Course                Elective**
Amer. Inst. Req.                  Elective**
General Ed. Course                General Ed. Course

Second Year
Fall Semester                      Spring Semester
COMM 161*                         COMM 171*
COMM 151*                         COMM 235
General Ed. Course                General Ed. Course
Elective**                        Elective**
Elective**                        Elective**

Sample Program: Communication Science Emphasis
First Year
Fall Semester                      Spring Semester
COMM 101*                         COMM 171*
COMM 151*                         COMM 141*
Amer. Inst. Req.                  General Ed. Course
General Ed. Course                Math 117*
Elective**                        Elective**
Elective**                        Elective**
Elective**                        Elective**

Second Year
Fall Semester                      Spring Semester
COMM 289                          COMM 288
COMM 131*                         COMM 235
Elective**                        Elective**
Elective **                       Elective**
Elective **                       Elective**

*May be taken either Fall or Spring Semester.
**Electives allow students to focus on an area of
special interest within the field of Communication—
i.e. communication studies, rhetoric and public
address, organizational communication and
telecommunications. Consult with departmental
adviser and/or counselor for further assistance.

Preparation for Transfer
Course requirements for transfer vary depending upon
the college or university a student wishes to attend.
Therefore, it is most important for a student to consult
with his/her counselor and departmental adviser before
planning an academic program for transfer. Information
sheets for majors, outlining transfer requirements, are
available in the Transfer Center.

Communication Courses
COMM 100 — Oral Communication for ESL Students
(3) — CSU
Course Advisories: ESL 122 or 123 or 124
Hours: 54 lecture
Introductory communication course for students
completing the ESL Level V component of course
work. Study and development of communication skills
necessary for adjustment and success in non-ESL courses. Includes communication in dyadic, group and public speaking activities. Learning principles of effective behavior in these settings, students participate in activities to reinforce learning of these skills.

COMM 101 — Introduction to Communication  
(3) — CSU, UC  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Hours: 54 lecture  
Introduction to the field of communication, with emphasis on the history of communication study, theories important to all areas of communication, the contexts in which communication occurs, and the issues that must be faced by students of communication. Also serves as an introduction to the strands of communication study: interpersonal/small group, rhetoric, intercultural, organizational and mass communication.

COMM 121 — Interpersonal Communication  
(3) — CSU, UC*  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Hours: 54 lecture  
Introduction to principles and skills of effective communication in interpersonal relationships. Study of verbal and non-verbal channels, person perception, conflict resolution, listening and communication barriers.  
(*UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course)

COMM 121H — Interpersonal Communication, Honors  
(3) — CSU, UC*  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Limitation on Enrollment: Honors Program Acceptance  
Hours: 54 lecture  
Introduction to the principles of effective communication in interpersonal relationships. Study of verbal and non-verbal channels, person perception, conflict resolution, listening and communication barriers. In-depth exploration of selected concepts.  
(*UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course)

COMM 122 — Mediated Interpersonal Communication  
(3) — CSU, UC*  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Hours: 54 lecture  

COMM 131 — Fundamentals of Public Speaking  
(3) — CSU, UC*  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Hours: 54 lecture  
Instruction in public speaking, stressing audience analysis, organization and support of ideas. Students prepare and deliver speeches on topics of current concern. Video-taped replays and instructor evaluation provide feedback on performance.  
(*UC Transfer Limit: COMM 131 and 131H combined: maximum credit, one course)

COMM 131H — Fundamentals of Public Speaking, Honors  
(3) — CSU, UC*  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Limitation on Enrollment: Honors Program Acceptance  
Hours: 54 lecture  
Instruction in public speaking, stressing audience analysis, organization and support of ideas. Students prepare and deliver speeches on topics coordinated with other courses in the Honors Program.  
(*UC Transfer Limit: COMM 131 and 131H combined: maximum credit, one course)

COMM 141 — Small Group Communication  
(3) — CSU, UC  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Hours: 54 lecture  
Introduction to communication skills in task-oriented small groups. Includes focus on planning, participating in, and leading meetings; decision-making and problem-solving method; forms of discussion; and social dimensions. Small group projects.

COMM 142 — Leadership Studies  
(3) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Hours: 54 lecture  
Designed to prepare and train students for campus, community or work-related leadership roles. Students explore leadership theories, principles and skills,
such as understanding personal leadership strengths, working with others, diversity, team building, effective communication, and making a difference. Practical application of concepts and skills emphasized.

**COMM 151 — Intercultural Communication**  
(3) — CSU, UC  
**Skills Advisories:** Eligibility for ENG 110 or 110H or 110GB  
**Hours:** 54 lecture  
Provides an introduction to communication between people from different cultures. Focuses on the application of theory and research to intercultural communication. The topics and activities are designed to develop communication skills that improve competence in intercultural situations.

**COMM 161 — Communication in Organizations**  
(3) — CSU  
**Skills Advisories:** Eligibility for ENG 110 or 110H or 110GB  
**Hours:** 54 lecture  
Study of research and theories on communication in organizations. Study of interpersonal and small group processes, organizational culture and climate, and presentational speaking.

**COMM 162 — Mediated Communications in Organizations**  
(3) — CSU  
**Skills Advisories:** Eligibility for ENG 110 or 110H or 110GB  
**Hours:** 54 lecture  
Study of communication in organizations. Topics include organizational culture, interpersonal and group processes, the impact of new communication technologies, and strategic organizational communication, with a special focus on designing and delivering effective business presentations.

**COMM 171 — Mass Media and Society**  
(3) — CSU, UC  
**Skills Advisories:** Eligibility for ENG 110 or 110H or 110GB  
**Hours:** 54 lecture  
Exploration of the history, effects and role of the mass media in the U.S. The major forms of mass communication are studied (television, radio, film, newspapers and magazines). Study focuses on critical analysis of media messages, effects of media on the individual and society, and theories of communication. Students move beyond being “consumers” of media to “analysts” of media.

**COMM 235 — Argumentation and Debate**  
(3) — CSU, UC  
**Prerequisites:** ENG 110 or 110H or 110GB with a minimum grade of “C”.  
**Hours:** 54 lecture  
Theory, practice and criticism of public advocacy – the use of propositions, evidence, reasons, and the general rhetorical strategies of symbolic action to promote and advance one’s public or civic interests.

**COMM 288 — Communication Research Methods**  
(3) — CSU, UC  
**Skills Advisories:** MATH 107 and Eligibility for ENG 110 or 110H or 110GB  
**Course Advisories:** COMM 101  
**Hours:** 54 lecture  
Introduction to the theoretical and practical concerns underlying procedures most commonly used in communication research. Students evaluate findings of communication research and understand research methods. Serves as preparation for advanced coursework in communication.

**COMM 289 — Communication Theory**  
(3) — CSU, UC  
**Skills Advisories:** Eligibility for ENG 110 or 110H or 110GB  
**Hours:** 54 lecture  
Introduction to major theories of human communication, designed to give students a critical understanding of key themes in the field and to show how theories illuminate the nature of human interaction. Designed to prepare students for upper division coursework in communication.

**COMM 295 — Internship in Communication**  
(2-4) — CSU  
**Skills Advisories:** Eligibility for ENG 110 or 110H or 110GB  
**Limitation on Enrollment:** Completion of two courses in the Communication Department at SBCC prior to enrolling in Internship course  
**Hours:** 48-273 lab  
Structured internship program in which students gain experience with community organizations related to the discipline.
COMM 299 — Independent Study in Communication  
(1-4) — CSU  
Skills Advisories: Eligibility for ENG 110 or 110H or 110GB  
Limitation on Enrollment: Six units of Communication courses completed with a grade point average of 3.5 or higher. Minimum of 12 units of coursework completed at SBCC with GPA of at least 3.0.  
Hours: 48-192 lab  
For complete information, see “Independent Study” in the Catalog Index.  
(*UC Transfer Limit: COMM 299 computed as Independent Studies; please see counselor)