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.

Department Offices
Division: Social Sciences
Carrie Hutchinson, Chair (BC-102B, ext. 4213)
Alice Perez, Dean (A-118, ext. 2354)

Faculty and Offices
Darin Garard (BC-102D, ext. 2997)
Catherine Carroll (BC-117, ext. 2920)
Sarah Hock (BC-102A, ext. 4391)
Carrie Hutchinson (BC-102B, ext. 4213)
Tina Kistler (BC-218, ext. 2571)
Cameron Sublett (BC-102C, ext. 2428)

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...

COMM 131 — Fundamentals of Public Speaking or
COMM 131H — Fundamentals of Public Speaking, Honors

COMM 141 — Small Group Communication
COMM 151 — Intercultural Communication
COMM 171 — Mass Media and Society
COMM 235 — Argumentation and Debate
JOUR 101 — Reporting/Writing I

Plus at least two (2) courses from the following:

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)

COMM 101 — Introduction to Communication
MATH 117 — Elementary Statistics or
MATH 117H — Elementary Statistics, Honors or
PSY 150 — Statistics for Behavioral Sciences

COMM 288 — Communication Research Methods
COMM 289 — Communication Theory

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...

COMM 131 — Fundamentals of Public Speaking or
COMM 131H — Fundamentals of Public Speaking, Honors

COMM 141 — Small Group Communication
COMM 151 — Intercultural Communication
COMM 171 — Mass Media and Society
COMM 235 — Argumentation and Debate
JOUR 101 — Reporting/Writing I

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):
COMM 131* — Fundamentals of Public Speaking or COMM 131H* — Fundamentals of Public Speaking, Honors

Electives List A:
Select two courses from the following (6 units):
COMM 121* — Interpersonal Communication or COMM 121H* — Interpersonal Communication, Honors
COMM 141* — Small Group Communication
COMM 235* — Argumentation and Debate

Electives List B:
Select two courses from the following (6-10 units):
Any course not taken in List A
ANTH 101* — Physical Anthropology or ANTH 101H* — Physical Anthropology, Honors
COMM 101* — Introduction to Communication
COMM 151* — Intercultural Communication
COMM 171* — Mass Media and Society
ERTH 111/111L* — Dynamic Earth – Phys Geol and Lab or ERTH 111H/111L* — Dynamic Earth – Physical Geology, Honors and Lab
ERTH 112* — History of the Earth
FR 103* — Intermediate French I
FR 104* — Intermediate French II
FS 104* — American Film to 1960s
GER 103* — Intermediate German I
GER 104* — Intermediate German II
HIST 103* — History of Western Civilization
HIST 104* — History of Western Civilization or HIST 113H* — History of Western Civilization, Honors
JOUR 135* — Public Relations or MKT 135 — Public Relations
JOUR 190 — Photojournalism or PHOT 190 — Photojournalism
MATH 117* — Elementary Statistics or MATH 117H* — Elementary Statistics, Honors
PSY 150* — Statistics for Behavioral Sciences
SOC 118* — Media, Culture and Society
SPAN 103* — Intermediate Spanish I
SPAN 104* — Intermediate Spanish II

Electives List C:
Select one course from the following (3-5 units):
Any course not taken in List A or List B and/or:
ANTH 103* — Intro to Cultural Anthropology
COMM 142 — Leadership Studies
COMM 161* — Communication in Organizations
COMM 288* — Communication Research Methods
COMM 289* — Communication Theory ................................. 3
ENG 111* — Critical Thinking and Composition through Literature or ............................... 3
ENG 111H* — Critical Thinking and Composition through Literature, Honors or ............................... 3
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-transferable 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 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.

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**

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 Level 4 (ESL 122 or 123 or 124)
Hours: 54 lecture
Introductory Communication course for students completing ESL Level V. Study and development of communication skills necessary for success in non-ESL courses. Includes dyadic communication and public speaking activities. 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
Hours: 54 lecture
Introduction to the field of communication, with emphasis on the history of communication study, theories of communication, communication contexts, and issues in communication studies. Also serves as an introduction to the strands of communication studies: interpersonal, group, rhetoric, intercultural, organizational and mass communication.

COMM 121 — Interpersonal Communication
(3) — CSU, UC*
Skills Advisories: Eligibility for ENG 110 or 110H
Hours: 54 lecture
Introduction to principles and skills of effective communication in interpersonal relationships with a focus on verbal and non-verbal channels, person perception, conflict resolution, listening and communication barriers. Study includes social science research and presentational speaking. (*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
Limitation on Enrollment: Honors Program Acceptance
Hours: 54 lecture
Introduction to principles of effective communication in interpersonal relationships, with a focus on verbal and nonverbal channels, person perception, conflict resolution, listening and communication barriers. Study includes social science research and presentational speaking. In-depth exploration of selected concepts of COMM 121. (*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
Hours: 54 lecture
Introduction to the principles of interpersonal communication, with an emphasis on self-analysis, interpersonal relationship dynamics, research and effective oral presentation. (*UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course)

COMM 131 — Fundamentals of Public Speaking
(3) — CSU, UC*
Skills Advisories: Eligibility for ENG 110 or 110H
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)
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Transferability</th>
<th>Skills Advisories</th>
<th>Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 131H</td>
<td>Fundamentals of Public Speaking, Honors</td>
<td>3</td>
<td>CSU, UC*</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>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)</td>
</tr>
<tr>
<td>COMM 141</td>
<td>Small Group Communication</td>
<td>3</td>
<td>CSU, UC</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>Introduction to communication skills in task-oriented small groups. Includes experiential focus on planning and implementation of small group projects, decision-making and problem-solving methods, along with task and social dimensions of effective group process.</td>
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<tr>
<td>COMM 142</td>
<td>Leadership Studies</td>
<td>3</td>
<td>CSU</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>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.</td>
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<tr>
<td>COMM 151</td>
<td>Intercultural Communication</td>
<td>3</td>
<td>CSU, UC</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>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.</td>
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<tr>
<td>COMM 161</td>
<td>Communication in Organizations</td>
<td>3</td>
<td>CSU</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>Examines communication in various organizational situations, focusing on the use of effective communication strategies for achieving organizational and individual goals. Emphasis is on identifying and amending ineffective communication within organizations.</td>
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<tr>
<td>COMM 162</td>
<td>Mediated Communications in Organizations</td>
<td>3</td>
<td>CSU</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>Examines communication in various organizational situations, focusing on the use of effective communication strategies for achieving organizational and individual goals. Emphasis on identifying and amending ineffective communication within organizations based on organizational communication theory.</td>
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<tr>
<td>COMM 171</td>
<td>Mass Media and Society</td>
<td>3</td>
<td>CSU, UC</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>Exploration of the history, effects and role of the mass media in the U.S. Major forms of mass communication are studied. 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.</td>
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<tr>
<td>COMM 235</td>
<td>Argumentation and Debate</td>
<td>3</td>
<td>CSU, UC</td>
<td>Eligibility for ENG 110 or 110H</td>
<td>54</td>
<td>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.</td>
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</tbody>
</table>
COMM 288 — Communication Research Methods
(3) — CSU, UC
Skills Advisories: Eligibility for ENG 110 or 110H
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
Course Advisories: COMM 101
Hours: 54 lecture

Introduction to major theories of human communication. Designed to give students 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
Limitation on Enrollment: Completion of two courses in the Communication Department at SBCC prior to enrolling in Internship course
Five to 10 hours weekly on-the-job experience
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
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; see a counselor)