斯坦福大学

斯坦福
传播部

菜单

传播学专业

您想主修传播学吗?

与同行顾问交谈 。了解 通过传播学专业 可能走的**路**。了解 您凭借传播学学位可以走上的 各种**职业道路。了解谁雇用了** 我们的应届毕业生。访问 Handshake ，了解 BEAM（斯坦福职业教育）提供的与职业相关的文章、活动和聚会，并考虑预约与 BEAM 的职业教练Colleen McCallion会面，她可以就简历、求职信、人脉联系和职业道路提供建议和帮助。

申报流程

为了申请传播学专业，学生必须已经完成或目前正在参加以下一门核心课程：

1. **COMM 1** – 传播学概论
或 **COMM 1B** – 媒体、文化与社会
2. **COMM 106** – 传播学研究方法
3. **COMM 108** – 媒体过程与影响

一旦注册或完成了其中一门核心课程，未来的专业学生应该 **通过 Axess 声明** ，然后向 **学生服务经理**发送电子邮件，预约时间讨论专业要求、指派顾问并讨论他们可能遇到的任何问题。

转校学生

一般来说，必修的传播学课程必须在斯坦福大学修读。主修专业最多可申请 10 个学分以满足院系要求，辅修专业最多可申请 5 个学分。

本科招生办公室 要求 转校生提供正式成绩单，由大学进行评估。转校到斯坦福大学并进入传播系的学生应该知道，唯一可能被免除的传播学课程是 **COMM 1**。

联合专业和多专业

对于有兴趣攻读多个学科的所有斯坦福本科生来说，都有正式的选择。学生应参考斯坦福公报和本科教育副教务长。请记住，参加任何多专业课程都需要通过 Axess 声明每个专业/辅修专业。

选择上述任一选项的学生必须在最后一个季度在 Axess 中填写 **主修、辅修和多主修课程批准表，** 注明他们计划申请每个主修和/或辅修的课程。

专业课程

本科课程面向希望掌握社会沟通基础知识的文科生。主修课程包括传播系的两个方向课程、一门统计学课程和一系列选修课程。

课程包括媒体与社会、新闻学和传播研究方面的理论和实践课程。通过选修课（包括可选的荣誉论文），学生可以在这些领域中的任何一个领域获得更深的了解。

要获得传播学文学士学位，学生必须完成至少 60 个传播系学分以及统计学。最多可申请 10 个学分的转学分或系外课程以满足系要求。学生必须通过专业内的写作密集型课程 (WIM)。2024-25 年的 WIM 课程包括 COMM 104W 新闻报道、写作和理解、COMM 135W 协商民主及其批评者、COMM 137W 民主对话和 COMM 177SW 专业写作和报道：体育新闻。

传播学专业和辅修专业的学生必须选修所有传播学课程（如果提供）才能获得字母等级，并且必须在主修/辅修课程中保持 C 平均成绩（2.0）。只有成绩为 C- 或以上的课程才会计入主修/辅修课程。如果主修课程中的一门核心课程成绩为 D+ 或以下，则必须重修该课程。

统计学先修课程（通常为 STATS 60）不计入完成传播学专业所需的 60 个学分，可计入字母等级或学分。这门入门统计学课程应在注册 COMM 106（传播研究方法）之前或同时进行，以准备方法论课程和传播过程与影响的高级课程。

1. 五门核心课程

1. COMM 1 – 传播学概论
或 COMM 1B – 媒体、文化与社会
2. COMM 106：传播研究方法（先决条件 – 统计学）
3. COMM 108：媒体过程与影响
4. COMM WIM（写作专业）课程：

- COMM 104W，报道、撰写和理解新闻，

- COMM 120W，数字文化的兴起，

- COMM 135W，协商民主及其批评者

- COMM 137W，民主对话

- COMM 177SW 专业写作与报道：体育新闻

- COMM 186W 媒体、科技与身体

5. 统计学 60（不计入专业60个学分）

2. 区域课程

学生必须在以下两个领域至少修读四门课程，每个领域至少修读一门课程，如下所示：

领域一：沟通过程与效果

COMM 124：谎言、信任和技术
COMM 135W：协商民主及其批评者
COMM 137W：民主对话
COMM 145：个性与数字媒体
COMM 162：竞选、投票、媒体和选举
COMM 164：美国政治传播心理学
COMM 166：虚拟人物
COMM 172：媒体心理学
COMM 326：人类虚拟表征的高级主题

领域二：通信系统与机构

COMM 104W：新闻报道、写作和理解
COMM 116：新闻法
COMM 120W：数字文化的兴起
COMM 125：美国新闻业视角
COMM 151：第一修正案：言论和新闻自由
COMM 154：算法政治
COMM 158：审查和宣传
COMM 177A：高级数据新闻
COMM 177B：大型本地新闻
COMM 177C：健康和科学新闻
COMM 177D：叙事新闻
COMM 177E：讲述真实故事
COMM 177I：调查性监督报道
COMM 177SW：体育新闻
COMM 177T：新闻应用构建
COMM 177Y：海外通讯
COMM 184：种族与媒体
COMM 186W：媒体、技术和身体
COMM 188A：平台、不平等和参与文化

3. 顶点体验

从 2025 届开始，所有本科生都必须在大三或大四完成一项顶点课程，通过这项课程，他们可以整合专业中培养的知识和技能，并学会利用学科工具独立思考。对于传播学专业，可以通过以下三种方式之一满足此要求：

a. 在高四秋季、冬季和春季与 COMM 导师一起完成 **荣誉 论文，获得 15 个选修学分，满足专业要求。**

经 DUS 批准，以下跨学科课程之一的荣誉论文也可以满足 COMM 顶点要求：艺术；种族和民族比较研究；民主、发展和法治 (CDDRL)；教育；社会伦理；女权主义、性别和性研究；国际安全研究 (CISAC)；科学、技术和社会

(STS)。要获得批准，学生应将其荣誉论文提案提交给学生服务经理。

b. Department of Communication's capstone seminar:

COMM 100C: Social Media Cultures. During the past decade, social media platforms have transformed many areas of social life, from news to labor markets, retail, activism, fandom, arts, and romance. Many distinct cultural and political niches have emerged across social media platforms, often becoming vibrant sites of connection and conflict. In this course, students will use a communication toolkit of theories and methods to analyze social media cultures. Students will conduct their own qualitative study of a social media culture and analyze its social, economic, and political implications. *5 units, letter grade, C- or above required to complete capstone requirement.*

c. One quarter of supervised research with a faculty member (**COMM 199C**, 3 units). Written proposal and permission of the research advisor and the Director of Undergraduate Studies required before enrollment.

The list below shows the prerequisites that must be fulfilled before capstone research advising will be considered and any research proposal specifics for each COMM faculty. Students email their research proposal to the faculty member whom they would like to work with. If approved, the proposal will be forwarded to the DUS and the Student Services Manager. Upon approval of the DUS, the student will receive a permission number to enroll in COMM 199C.

Capstone Prerequisites 2024-25

- **Jeremy Bailenson**, Virtual Human Interaction Lab; COMM 166 plus one quarter of research in the lab; discuss project plans with Prof. Bailenson and provide a brief summary (up to 1,000 words) of the project proposal (e.g., research questions, planned methods and analyses, anticipated results).

- **R.B. Brenner,** COMM 104W, send research proposal not exceeding 750 words.

- **Angèle Christin,** *not advising capstone projects at this point.*

- **Jim Fishkin**, Deliberative Democracy Lab, COMM 135W or 137W; send research proposal.

- **Jay Hamilton**, *not advising students 2024-25*

- **Jeff Hancock**, Social Media Lab; COMM 1 or COMM 124 plus two quarters of research in the Social Media Lab or the Stanford Internet Observatory; provide brief summary (up to 500 words) stating the research question, planned methods, and how the data will be analyzed.

- **Gabriella Harari**, Media and Personality Lab, COMM 108 or COMM 145 plus two quarters of research in the lab; discuss project plans with Prof. Harari and provide a brief summary (up to 1,000 words) of the project proposal (e.g., research questions, planned methods and analyses, anticipated results).

- **Jon Krosnick**, *not advising students in 2024-25*

- **Xiaochang Li**, *not advising students 2024-25.*

- **Geri Migielicz,** COMM 104W plus COMM 280, 176, or 199 and demonstrated proficiency in audio, photo or video; provide a 300-word outline of project including description of media to be used and approach.

- **Jennifer Pan**, COMM 106 plus COMM 158 or COMM 382/383 and demonstrated proficiency in quantitative or computational analysis. Send a proposal of up to 1,000 words clearly stating the research question, the data to be analyzed, and how this data will be acquired and analyzed. Only advising students fall and winter 2024-25.

- **Cheryl Phillips**, Big Local News; COMM 104W or COMM 177B and demonstrated proficiency in either data analysis or other technical skills necessary for the execution of the project or in requesting and negotiating for public records; provide an outline of project of up to 1,000 words, including data or other records sources and approach. Detail how it may be related to any collaborative journalism efforts.

- **Nilam Ram**, The Change Lab + Screenomics Lab, COMM 172 and demonstrated proficiency in data analysis or other technical skills necessary for the execution of the project; submit 300-word abstract about proposed project plus discussion with Prof. Ram.

- **Byron Reeves**, *not advising students 2024-25.*

- **Serdar Tumgoren**, Demonstrated proficiency in data analysis or other technical skills necessary for the execution of the project; provide a one-page memo about your research question, how it relates to the areas of data or computational journalism, anticipated results, and likely methodology.

- **Fred Turner**, COMM 120W; provide a one-page memo about your research question, anticipated results, and likely methodology.

- **Janine Zacharia**, COMM 104W or COMM 177Y; provide a 300-word summary of project.

4. Elective credit

The remainder of the 60 required units may be fulfilled with any elective communication courses, or a combination of communication courses and up to 10 units of <u>pre-approved courses</u> in other departments.

Approved Outside Electives for Communication Majors/Minors

Communication majors may take up to 10 units outside of the department. All outside electives must be taken for a letter grade if offered. If a course also meets a WAYS requirement, it may still be used towards the major. However, a course may not be used for two majors or a major and a minor. It is the student's responsibility to determine scheduling of these courses. Not all of the listed courses are offered every year.

Taking SOC 180A instead of COMM 106 will count towards the units outside of the department.

Majors have the option to petition approval of a course that is not on the list of pre-approved courses in other departments. To petition, please email the syllabus to the **Student Services Manager**.