# Department of Communication

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The Department of Communication offers a program of studies leading to a bachelor of arts in communication. The major prepares students for a wide variety of graduate studies and for careers in the communication industry. A minor in digital filmmaking or journalism is also available. Students explore the theories, research methods, responsibilities, institutional structures, and effects of mass communication, interpersonal communication, strategic communication, and computer-mediated communication. The major also integrates theory with practice. We help students to apply their knowledge of the communication process to create their own speeches, films, television programs, journalism, Web content, and communication and marketing campaigns. Many of our students go directly to work in these fields after graduation.

Because the communication field requires students to have a broad liberal arts education, students integrate courses in the Department of Communication with courses in other departments. Often, students complete a minor or take a number of courses in related disciplines. To encourage students to explore global studies, the department accepts up to two approved study abroad courses toward completion of the communication course requirements, usually as upper-division electives. All junior and senior students are encouraged to complete an internship at an off-campus media organization or other communication-related institution. Internships may be counted for course credit as a department elective. In their senior years, all communication majors synthesize their learning in the department by completing a scholarly thesis (on any aspect of communication) or an applied capstone project (in journalism, digital filmmaking, or strategic communication/public relations). Theses and capstone projects, which typically embody students’ most advanced work, are suitable for submission as part of applications for graduate school and jobs.

Students interested in communication, including nonmajors, enjoy a wealth of co-curricular opportunities. All students are encouraged to participate in one of the student-run campus media, including the student newspaper, radio station, and yearbook. Practicum courses allow students to gain academic credit for working in student media. Santa Clara Debate, one of the oldest forensic programs in continuous operation on the West Coast, provides a challenging and rigorous co-curricular activity designed to develop public speaking skills, critical thinking, and public policy analysis. Policy debate participants are eligible to apply for merit scholarships.

All courses taken to fulfill requirements for the major or minor must be four or five units and must be taken for a letter grade, not on a pass/no pass basis. Practicum courses, numbered 190 through 195, do not count toward fulfillment of the communication major or minor.

## Requirements for the Major

In addition to fulfilling undergraduate Core Curriculum requirements for the bachelor of arts degree, students majoring in communication must complete the following departmental requirements:

* COMM 1
* COMM 2
* COMM 12
* COMM 20
* COMM 30
* COMM 40
* Two upper-division communication theory courses (signified by the letter “A” in the course number)
* One upper-division communication applied course (signified by the letter “B” in the course number)
* Two additional approved elective upper-division communication courses
* COMM 110
* COMM 111 or 111G
* COMM 196 or 197

## Requirements for the Minor

Students must choose either the journalism or digital filmmaking track. Communication majors may not enroll in one of these minors. Students may only complete one communication minor.

Students must fulfill the following requirements for a minor in communication:

**Journalism** (two lower-division; five upper-division)

Two lower-division requirements:

* COMM 40 and COMM 2 or COMM 30

Five (5) courses from the following lists, but no more than two (2) from List II.

List I:

* COMM 132B
* COMM 141B
* COMM 142B
* COMM 143B (may be repeated up to three times as topics vary)
* COMM 145B
* COMM 146B
* COMM 170A
* COMM 162B

List II:

* COMM 147A
* COMM 171A
* COMM 121A
* COMM 185A

One upper-division course from another department (such as political science, ethnic studies, or public health) may be accepted, with permission of the journalism minor director.

**Digital Filmmaking** (two lower-division; five upper-division)

Two lower-division requirements:

* COMM 2 and COMM 30

Five (5) courses from the following lists, but no more than two (2) from List II.

List I—Production Courses:

* COMM 130B
* COMM 131B
* COMM 132B
* COMM 133B
* COMM 134B
* COMM 135B

List II—History/Theory Courses:

* COMM 136A
* COMM 137A
* COMM 138A
* COMM 139A
* COMM 171A
* COMM 187A
* COMM 188A

## Lower-Division Courses

### 1. Interpersonal Studies

Studies an overview of the communication process, issues, and theories explaining behaviors in human relationships, with an emphasis on linking our perceptions, thoughts, and feelings to those of our communication partners. Topics typically include the power of language, nonverbal communication, deception, persuasive communication, gender differences in communication, small group communication, and intercultural communication. (4 units)

### 2. Media in a Global World

An examination of the relationship between media and society in a global world, focusing on media industries, production, and audiences. Considers different types of media, theoretical perspectives on media and society, and ethical and regulatory issues pertaining to media practice in various national and international media markets and settings. (4 units)

### 12. Technology and Communication

Examination of the relationship between communication technology and society, in the past, present, and future. Hands-on work with the computer and Internet as tools for research and communication. (4 units)

### 20. Public Speaking

This course is designed to provide students with basic theories and skills that are essential to effective public speaking. Topics include audience analysis, organization, persuasion, credibility, and delivery. Students can apply these skills in a variety of public speaking situations, whether in future communication in college courses or in nonacademic settings. Each student will also learn to analyze, criticize, and evaluate the speaking of others. (4 units)

### 30. Introduction to Digital Filmmaking

Designed to help students learn the art and practice of digital filmmaking. Through a combination of lectures, labs, shooting, and editing exercises, students are introduced to the concepts and processes involved in producing a short documentary and a short fictional film. In addition to attendance in class, all students are required to attend production labs. Concurrent enrollment in lab required. (5 units)

### 40. Introduction to Journalism

Introduction to the theories and techniques of journalism, with emphasis on the role of journalism in a democracy, news values and ethics, reporting and writing techniques. Discussions and readings on the future of journalism. Includes weekly lab, which may be either in class, or online at a flexible time at the instructor’s discretion. (5 units)

## Upper-Division Courses

Note: Theory courses are designated with the letter “A” and application courses with the letter “B.”

### 100A. The Science of Happiness

When we get what we want, why doesn’t that always make us happy? Our relationships are embedded in the pursuit or loss of happiness. This course is an interdisciplinary review of research and theories that explain our experiences of happiness. Topics include the transient nature of happiness, our brain’s biological happiness system, the effects of tragic or fortunate events, blind spots, counterfactual thinking/future-thinking/presentism, and the communication roles of complaints versus gratitude. We will look at how happiness is affected by winning or by losing, as well as why predicting our future happiness (when we choose mates, careers, and material acquisitions) is often flawed. Students will gain an understanding of what might (or might not) bring them and those they care about sustained happiness as a result of the decisions they make throughout their lives. Prerequisite: COMM 1. (5 units)

### 101A. Vocation and Gender: Seeking Meaning in Work and Life

An interdisciplinary examination of vocation, understood as both a meaningful career and life outside of work. Incorporates theoretical and empirical methods of the disciplines of communication and women’s studies to provide a rich set of tools with which to make discerning decisions on personal vocation. This course provides a framework for considering personal life choices within the context of cultural norms and for analysis of how individuals and groups engage in interpersonal, organizational, and mediated communication surrounding work/life issues. Cross-listed with WGST 160. (5 units)

### 102A. Persuasion

What is the difference between attempting to change someone’s attitude, belief, or behavior? This course examines theories and research about persuasion, social influence, and compliance gaining, including the dynamics of successfully resisting persuasion attempts. We will focus on interpersonal persuasion in social settings (our roles as friends, daughters/sons, parents, romantic partners, co-workers, teammates, and leaders). The course will cover credibility, social proof, influence in groups, persuasive language, compliance gaining techniques, and how subtle persuasion tactics influence our buying, eating, and health choices. Prerequisite: Any one of the following: COMM 1, PSYC 1, PSYC 2, or SOCI 1. (5 units)

### 103A. Communication and Conflict

A review of theories, perspectives, and research on communication and conflict in various contexts (families, friendships, romances, business relationships). Specific topics will include getting what you want, saving face, realigning power imbalances, miscommunication, styles and tactics, negotiation, third-party interventions, and transforming conflicts. Development of communication skills for managing conflict productively in interpersonal, organizational, and intercultural contexts. Prerequisite: Any one of the following: COMM 1, PSYC 1, PSYC 2, or SOCI 1. (5 units)

### 104A. Group Communication

Theories and research about the communication dynamics in a variety of relational groups. Topics include childhood groups, gaining entry to groups, being excluded from groups, group hate, social loafing, leadership styles, facilitating groups, task versus social goals, communication roles of members, effects of gender and diversity, moral values of members, and the resolution of group conflicts. Specific groups will include social peer groups, cliques, gangs, small work groups, super-task groups, problem-solving groups, teams, and decision-making groups (including juries). In addition to theory, practical skills for handling group challenges and member conflict will be offered. Prerequisite: Any one of the following: COMM 1, PSYC 1, PSYC 2, or SOCI 1. (5 units)

### 105A. Multicultural Folktales and Storytelling

Across time and around the world, people have told stories to teach, entertain, persuade, and carry a culture’s history. This course studies oral literature, including fairy tales, trickster tales, urban legends, ghostlore, hero/heroine journeys, and wisdom stories. Explores the values, gender roles, norms, beliefs, sense of justice, spirituality, and diverse worldviews embedded in every tale. Students will study, critically think about, and perform world folktales—developing a personal creative voice, while learning to appreciate folktales as rich multicultural bridges for understanding other people. Every student will learn tale-telling skills that can be applied to enrich the lives of others, in careers and community. Prerequisite: COMM 1. (5 units)

### 106A. Gender, Health, and Sexuality

Covers the fundamentals of health communication theory and research with a focus on how health is socially constructed at the intersections of biology, medical technology, and communication. Explores how gender identity, sexual orientation, and sexual identity produce and are produced by cultural gender norms as they manifest in embodiment, sexual expression, and experiences of health and illness. Cross-listed with WGST 140. Prerequisite: Any one of the following: COMM 1, PSYC 1, PSYC 2, or SOCI 1. (5 units)

### 107A. Intercultural Communication

This course introduces key research on communication between cultural groups in the United States. We will examine intercultural relationship formations affected by historical and contemporary power structures, communicative styles, and intersected identity of race, ethnicity, gender, and class. Prerequisite: Any one of the following: COMM 1, COMM 2, PSYC 1, PSYC 2, or SOCI 1. Note: This course requires participation in community-based learning (CBL) experiences off campus. (5 units)

### 108A. Communication and Gender

Explores gendered patterns of socialization, interaction, and language. Goes beyond essentializing female and male modes of communicating to consider ways in which masculinity, femininity, ethnicity, class, age, sexuality, and disability intersect in interpersonal, family, organizational, and public communication, as well as in feminist and men’s movements. Cross-listed with WGST 161. Prerequisite: COMM 1, ANTH 3, or consent of instructor. (5 units)

### 109A. Friendships and Romances

This course will examine theories, concepts, and research that explain the relational dynamics in our friendships and romances. Using a communication focus and examining published studies and theories, topics will include the power of friendship and how it shapes our lives, cliques, hurtful friendships, cross-gender platonic friends, dating, romantic relationships, intimacy, loneliness, the bio-neurology of love, rejection, and relational endings (losing, leaving, and letting go). Prerequisite: Any one of the following: COMM 1, PSYCH 1, PSYCH 2, or SOCI 1. (5 units)

### 110. Quantitative Research Methods

Provides students with an overview of communication as a social science and of methods for analyzing communication content, media audiences, and interpersonal communication practices. Topics include the fundamentals of research design, ethics, measurement, sampling, data analysis, and statistics. Students analyze research studies and learn the fundamentals of writing a literature review and generating scientific predictions based on existing research. Through hands-on assignments, students gain experience in concept measurement, research design, and data analysis. Prerequisites: COMM 1 and COMM 2. (5 units)

### 111. Qualitative Research Methods

Provides students with an understanding of qualitative methods used in communication research on messages, contexts, and impacts. Explores qualitative methods such as audience ethnography, participant observation, focus groups, textual analysis, in-depth interviewing, and institutional analysis. Students will engage in exercises on design and application of qualitative methods and analyze the data gathered. Prerequisites: COMM 1 and COMM 2. (5 units)

### 111G. Feminist Methods

This course explores feminist research methods in communication and other social sciences as they intersect with women’s and gender studies. Through lectures and workshops, students will explore how theories and politics shape the kinds of research questions we ask, the types of materials we use, and how we define our relationships with our research participants. Students will explore topics related to femininity, masculinity, and/or sexuality using ethnographic, interviewing, and textual analysis methods informed by feminist theory and the politics of social justice. Cross-listed with WGST 102. Prerequisites: COMM 1 and COMM 2. (5 units)

### 118A. Special Topics in Communication, Gender, Health

Special topics in communication, gender, and health. May be repeated for credit as topics vary. (5 units)

### 119A. Body Politics

This course uses feminist theory to explore cultural and individual experiences of embodiment and biotechnology. Students will examine biopolitical discourse and its relationship both to individual lived bodies and to biotechnologies that make possible particular bodily configurations. Topics include scientific and cultural studies of birth control devices, assisted reproductive technologies (e.g., in vitro fertilization), weight loss surgery, adaptive technologies for people with disabilities, and hormonal and surgical treatments for transgender people. Prerequisites: COMM 1, and students must be a WGST minor OR a WGST major OR declared Gender, Sex, & the Body Pathway, OR declared Gender, Empire and Globalization Pathway, OR have permission of the instructor. Cross-listed with WGST 105A. (5 units)

### 120A. Environmental Communication

This course introduces students to tools for analyzing and engaging in public discourse about the environment. Students draw on communication theory and research to understand rhetorical strategies used in contemporary environmental debates. Students also gain practical experience in using communication research to inform the design of a real world environmental campaign. (5 units)

### 121A. Diversity and Media

The theory and practice of the relationships between cultural diversity, power, intersecting identities, and media production, representation, and use. Examination of how different groups historically have been marginalized in public representation and how these images have been, and are being, challenged. Course requirements include research into individual experiences of public images. Focus on the United States, especially California. Cross-listed as ETHN 162. Prerequisite: COMM 2 or consent of the instructor. (5 units)

122A Media Advocacy

Advocacy represents the series of actions taken and issues highlighted to change the “what is” into a “what should be,” considering that this “what should be” is a more decent and a more just society. Media advocacy is the process of working with and using the media to influence public policies and social behavior through shaping debate about a topic. In this course, we will explore various media tools which can be used for media advocacy. Students will engage in a quarter-long media advocacy project in which they will be using the tools we learn about to shape the debate about an assigned topic.

Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 123A. Media and Youth

This course considers the youth media culture that has become a pivotal part of the experience of childhood and adolescence. Students examine the content of popular media aimed at young people and the media industries that produce this content. Also explored are patterns of media usage throughout childhood and adolescence, the ways that media are integrated into family life, and how educational and entertainment media content shapes children’s knowledge, attitudes, behaviors, and identities. Topics include educational media effects, media violence, gender and racial/ethnic stereotyping, advertising effects, and media literacy efforts. Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 124B. Information Campaigns

Examines the principles of design, implementation, and evaluation of information campaigns created to produce social change in such areas as health, the environment, or civic education. Emphasizes problem analysis, audience analysis, message design, and evaluation. Students examine actual campaigns (e.g., anti-smoking efforts, teen pregnancy, and drug campaigns) and design their own campaigns focusing on a relevant social problem. Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 125A. Media Audience Studies

The audience plays a critical role in our understanding of mass communication. How do media scholars and practitioners conceptualize and study media audiences? How do individuals and groups use media, interpret media messages, and integrate media experiences into their lives? The course will address these questions, looking at a variety of media and media content (e.g., news and entertainment content of books, film, TV, internet) and do so with different characteristics of audiences in mind. We shall see, for example, how audience responses are shaped by factors such as ethnicity, gender, age, or by the context in which the medium and its message is experienced. Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 126A. Violence and Communication

This course looks at the relationship between violence and communication from three angles: (1) violence as communication, (2) violence as a failure of communication, and (3) problems with representing violence. The course involves a range of philosophical and disciplinary perspectives on violence and communication, including media and communication, social theory, and visual culture. The course has a strong global and international focus. The contexts covered include the Holocaust, the partition of India, and 9/11. Prerequisite: COMM 2. (5 units)

### 127A. Media and Social Movements

This course explores social movements and media as sites of democratic participation. We will identify historical and political-economic conditions that shape social movements. Our emphasis is on how social movement organizations and activist alliances negotiate their relationships with global and local institutions, including multilateral organizations, transnational corporations, and states. The course also examines the mobilization of social claims for global justice, and the extent to which media and information technologies have been instrumental in the articulation of such claims. Prerequisite: COMM 2. (5 units)

### 128B. Dialogue and Deliberation

How can we address differences and resolve conflicts fairly and effectively? This course introduces students to the role of dialogue and deliberation in creating healthier and more democratic organizations, workplaces, and societies. Students learn a range of research-based approaches to handling difference and conflict, and develop communicative skills used by effective individuals, professionals, and citizens in real-world situations. Projects include taking part in formal dialogues and deliberations on current issues, both as participants and moderators, and designing ways for institutions to involve stakeholders and the public in conflict resolution and policy development. (5 units)

### 129B. Advanced Public Speaking

This course, which builds on the foundations that students developed in COMM 20, provides students with a deeper engagement with theories, concepts, and skills essential to excellent public speaking. Students will study key classical and contemporary rhetorical theories in order to become stronger public speakers across a variety of audiences and occasions. Students will also critically analyze and evaluate historical and contemporary speeches. Prerequisite: COMM 20. (5 units)

### 130B. Screenwriting

This course is designed to introduce you to the wonderful and creative world of global screenwriting and how it has impacted traditional Hollywood storytelling. Students are asked to answer multiple questions: Does a uniform visual style exist? Does just one dramatic paradigm exist? Are all films about protagonists and antagonists? Students complete a script treatment, narrative outline, two drafts of a short screenplay, and analyses of published screenplays. Prerequisites: CTW 1 and 2. (5 units)

### 131B. Short Fiction Production

This course is designed to immerse students in the craft and aesthetics of fiction filmmaking. Students work in groups to develop, produce, and edit their own short films based on selected scripts they either write or acquire from student screenwriters. The course also functions as a forum where students explore the film styles of classical and contemporary filmmakers through readings and screenings so that they are grounded in film language and inspired to develop their own film styles. Students are required to attend a production lab and outside film screenings. Prerequisite: COMM 30. (5 units)

### 132B. Short Documentary Production

In this course, students are introduced to the basic theories and techniques of the documentary mode of filmmaking and are trained to develop, produce, and edit (in groups) their own short documentaries. Students also explore (through readings, screenings, and discussions) the techniques and styles adopted by documentary filmmakers from all over the world and are encouraged to use them as sources of inspiration as they develop their own documentary styles. Clearances, copyright, budgeting, and other fundamental production issues are also introduced. Students are required to attend a production lab and outside film screenings. Prerequisite: COMM 30. (5 Units)

### 133B. Experimental Cinema & New Media

As a medium, film/video is constantly evolving both in form and in content. This course considers the shift from traditional cinema to new frontiers of interactive, performative, and new media. A fusion between visual art, new technologies, and the moving image will redefine the relationship of the spectator to the film. Environments will be created through the combined use of image, sound, and physical elements, which will immerse the viewer on emotional, intellectual, and physical levels. This course will expand your consciousness as you step into the world by blurring boundaries between mediums and working individually and collaboratively. Preference given to communication majors and minors. Prerequisite: COMM 30. (5 units)

### 134B. Cinematography The principles and aesthetics of cinematography are examined in great detail. Students learn the fundamental principles of lighting, camera and lens techniques for studio and location settings. Students will be trained in economy lighting, which relies on minimal equipment, the “Hollywood look,” as well as key lighting theories. Prerequisite: COMM 30. (5 units)

### 135B. Editing

The principles and aesthetics of editing are examined in great detail. Students practice the key techniques and styles of editing, including montage, parallel cutting, and ellipsis, while also studying guiding theories of editing. All students are required to attend a production lab and outside screenings. Preference given to communication majors and minors. May be repeated for credit as topics vary. Prerequisite: COMM 30. (5 units)

### 136A. Genre, Auteur, and Narrative Strategies

Why do movies and television shows look and sound the way they do? Why do specific directors/writers tell audio visual stories and adopt personal stylistic signatures? What is authorship in film and television? What makes a comedy a comedy and a Western a Western? This course examines the historical roots and cultural implications of telling stories with moving pictures in certain genres or by specific filmmakers. Film/television theory and criticism is used as a means of examining the nature of visual narrative styles and auteurship. May be repeated for credit as topics vary. All students are required to attend outside film/video screenings. Prerequisite: COMM 2 or consent of the instructor.. (5 units)

### 137A. American Film History/Theory

Explores the development of the American film industry from the perspective of its modes of production, filmic styles, cinema movements, and audiences. This evolution is examined within the context of political, economic, and cultural changes of the past century. May be repeated for credit as topics vary. All students are required to attend outside film/video screenings. Prerequisite: COMM 2 or consent of the instructor.. (5 units)

### 138A. Television History/Theory

This course explores the evolution of the television industry in the U.S. and around the world. The development of television is examined in the context of political, economic, and cultural changes of the past century. The course investigates the changing modes of television production as well as the impact of other media technologies on television content, style, and audiences. May be repeated for credit as topics vary. All students are required to attend outside film/video screenings. Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 139A. Documentary History/Theory

This course traces the evolution of documentary filmmaking from its inception by the Lumiere Brothers in the late 1800s to today’s nonfiction filmmakers who use this mode of representation in a variety of innovative ways, including advocacy, poetry, historical documentation, exploration, reflexivity, and experimentation. The key moments in the history of the nonfiction film, its main theories, along with the various styles of documentary filmmaking, are explored in depth. Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 141B. Advanced Journalism

Advanced news reporting and writing. Emphasis on strategies for public affairs reporting, beat coverage, media ethics, source development, and immersion journalism. Includes hard news, feature and enterprise reporting projects. Participation in community-based learning placements through Arrupe Partnerships is required. Prerequisite: COMM 40 (or by permission for non-communication majors). Note: This course requires participation in community-based learning (CBL) experiences off campus. (5 units)

### 142B. Multimedia Journalism

Focuses on journalism’s efforts to deliver news that can reach, include, and engage the public across multiple digital platforms. In this fast-paced course, students study online news practices and ideas under development, evaluating digital tools, sites, and models. Students will plan, report, write, and produce in various digital media formats that may include text, audio slideshows, podcasts, long-form audio stories, and their own portfolio website. Emphasis on improving journalism skills. Prerequisite: COMM 40. (5 units)

### 143B. Special Topics in Journalism

Sports, features, lifestyle, science, editorial writing, etc. Course focus shifts as instructor and topics change each quarter. May be repeated for credit as topics vary. Prerequisite: COMM 40. (5 units)

### 145B. Reporting on Justice

Focus on legal journalism and legal affairs reporting. Students will learn to report and write about current legal topics and courtroom decisions, and how they affect the lives of ordinary citizens. In addition, students will learn how the civil and criminal justice systems work and how to access public records. Because this course shifts topics each quarter, students may repeat the course for credit. Prerequisites: COMM 40 or consent of instructor. (5 units)

### 146B. Magazine Journalism

Includes story development, market analysis, long-form journalism, investigative reporting techniques, query efforts and sophisticated writing approaches for magazines. Fulfills Core Advanced Writing requirement. Prerequisite: COMM 40 or permission of instructor for non-Communication majors. (5 units)

### 147A. News and Democracy

Examination of American journalism and its relationship to democracy. Strengthens news literacy skills, including identifying influences on journalism, evaluating the quality of news, and constructing a personal news diet. Introduction to the dynamics of political communication through the media. Analysis of theories of journalism’s role in the democratic process and reform proposals to improve news, politics, and civic engagement. Prior completion of Comm 40 is recommended but not required. (5 units)

### 149A. Political News

Focused primarily on the analysis of ongoing campaign coverage, the course will also examine historical and comparative aspects of politics in the media. Regular consumption of media coverage of politics required. Prerequisites: CTW 1 and 2. (5 units)

### 150B. Public Relations Theories and Principles

This course explores the theories and concepts of public relations and business communication today, including program planning, development, execution, and measurement of media relations, traditional PR tactics, and new online digital channels and tools. Communication theory, business planning, effective presentation, writing, critical thinking, integrated marketing communications, fundamentals of business, and business ethics are emphasized. Prerequisites: COMM 2 and COMM 40. (5 units)

### 151A. Organizational Communication

This course provides students with an introduction to the principles of communication in organizations. Specifically, the class will explore the role of communication in achieving organizational and individual goals, theory and practice of communication in organizations, and techniques to enhance understanding among individuals in organizations. A variety of organizations will be explored including corporations, small businesses, nonprofits, and social/fraternal organizations. Practical application of contemporary theories will provide students with the skills needed for successful communication in their current and future organizations. Topics will include the role of organizational culture, conflict management, work/life balance, human resource management, stress, globalization, and the role of social justice in the contemporary organization. Prerequisite: COMM 1. (5 units)

### 152B. Public Relations Strategies and Practices

This advanced course in public relations deepens students’ understanding of strategies, processes, procedures, and practices that build two-way relationships with a broad range of constituencies. The course prepares students to practice public relations in many contexts, including political discourse; motivating groups to support social justice; explaining the value of products or services; and providing tightly targeted audiences with highly specialized technical or business information. A heavy emphasis is placed on learning to define, develop, and implement public relations objectives, strategies, and tactics. Prerequisites: COMM 2 and COMM 40. (5 units)

### 153A. Communication Training and Development

Blending theory and practice, this course is designed for students interested in learning about communication training as a tool for organizational development. This course will expose students to the preparation, implementation, and evaluation of communication workshops, seminars, and training programs for a wide variety of organizations. In additional to instructional design, the course will focus on methods of teaching communication skills to adult learners and instruction and practice in conducting experiential activities. Further topics will include assessment of learning outcomes; evaluation and critique of training programs; proper use of presentation aids; challenges with training; using e-learning and online training delivery platforms; and the training profession. Prerequisite: COMM 20. (5 units)

### 154A. Foundations of Strategic Campaigns

Illnesses afflicting the population in the United States continue to shift towards lifestyle-related diseases, such as diabetes, obesity, and heart disease. Public health campaigns can help to curtail this shift by promoting awareness and impacting behavioral changes. This course provides an overview of public health campaigns: what they are, how they are used, and how to design one based on sound evidence and theory. To achieve the objectives of this course, students will be exposed to lectures and read articles and chapters on public health, health behavior change theories, and case studies about public health campaigns that address a variety of health behaviors. Using the knowledge gained from these course materials, students will work in groups to design and implement a small-scale public health campaign targeting SCU students that addresses a health issue of their choice. The campaign will be developed through the course of the quarter and groups will be asked to submit smaller assignments along the way to build towards their final product. Cross-listed with PHSC 154. Prerequisites: COMM 2; COMM 110 preferred. (5 units)

### 155A. Media Literacy

Information is everywhere. We now live in an information-saturated environment. How do we cope with information overload? In this course, we will explore how taking a social scientific media literacy approach to understanding mediated communication can illuminate how we should best manage and cope with information overload. Several questions will guide the course: What is media literacy? How do historical and economic context affect the way we process information we are exposed to? How can individuals become more media literate to cope and manage information overload? These questions are particularly urgent for us to think about in relation to contemporary digital communication, as they are increasing the amount of information we are exposed to. We explore these questions through various activities in the course, reviewing what media literacy is, what components are needed to become media literate, and how to use a media literacy approach to dissect different types of industry through practical application. Prerequisites: COMM 2, COMM 12. (5 units)

### 159B. Negotiation, Conflict Management, and Mediation in Organizations

The purpose of this course is to increase your understanding of conflict and to help you build skills in managing conflict in various forms—interpersonal, group, and organizational. We will start first with a review of conflict theories and approaches to conflict resolution. Using that as our framework, we will explore the process of negotiation and learn negotiation skills. Finally, we will explore alternative dispute resolution techniques, including mediation. Students will practice communication conflict management and mediation skills in small in-class groups. The class will also focus on applied topics including negotiating a job offer, managing conflict between work groups, conflict and negotiation from a cultural and gender perspective, resolving conflict between supervisors and subordinates, whistleblowing and dissent, and using mediation skills to improve your own conflict resolution techniques. This class is especially useful for those students wishing to pursue a career in human resources or other managerial positions in organizations. Students with prior job experience or coursework in business (internships, a business minor, organizational psychology, COMM 151A, etc.) might find this course to be a nice extension to what they have already learned. Prerequisites: COMM 1 or the completion of one class from the University’s Social Science Core. (5 units)

### 161B. Communication Media and Technology in Education

In North America, we tend to associate communication media with entertainment or business. This course explores alternative uses of communication, particularly as applied to education. Examines theory and practice in distance education (radio schools, satellite service), instructional television fixed service (ITFS) in local schools, and interactive video computer-assisted education. Examination of current implementations of the technologies. Class project will consist of designing and implementing (as far as possible) some educational use of communication (for example, an instructional show or a Web application). Prerequisite: COMM 12 or consent of the instructor. (5 units)

### 162B. Visual Cultural Communication

Students use photography to explore questions about how to represent diverse cultures and identities. Students advance their digital photography skills while reflecting on the ethics of representing others and themselves, informed by readings on cultural theory and visual communication theory. In their final projects, students create and share images from local communities in online exhibits. Prior knowledge of digital photography and creation of online content are helpful, but not required. (5 units)

### 169A. Special Topics in Communication Technology

This course focuses on the intersection of communication theory/research and issues of technology. May be repeated for credit as topics vary. Prerequisite: Consent of instructor. (5 units)

### 170A. Communication Law

An introduction to communication law and regulation. Emphasis on first amendment rights to freedom of speech and information gathering, as well as the law of defamation, privacy, copyright, obscenity, harms to the public, and telecommunications regulation. Students gain experience in applying the law by preparing and delivering legal arguments in a moot court exercise. (5 units)

### 171A. The Business of Media

A critical examination of how media industries work. The class will explore issues such as historic and new financial models, power structures, relationships between media producers and distributors, emerging media markets, audience economics, and the role of government regulation and policy. The course will focus on some of the following industries: Hollywood film and television, journalism, and online media. COMM 2 or consent of the instructor. (5 units)

### 172A. Communication and Sport

Communication is a critical component of watching and playing sports, and at the same time, sports is a lens through which we view different aspects of our cultures and interactions. This course examines sports as a component of our culture, investigating issues of race, gender, and power; the connection between spectator sports and media; and communication’s role in sports participation, including topics such as leadership, motivation, cohesion, and teamwork. Students will gain a better understanding of selected communication principles and discover new ways to talk about sports. (5 units)

### 175A. Theology and Communication

Do the practices of communication have any consequences for theology? Christian theology has taken communicative expression seriously throughout the centuries. From a media ecology perspective, this course examines how theology has used communication, how it has evaluated communication, how communication contributes to theology, and how new communication technologies have a contemporary impact on theological and religious practices. Examines a variety of communication expressions (art, music, poetry, television programs, films, websites) as religious expressions; students will create their own theological expression using some contemporary medium. (5 units)

### 176A. Biology of Human Communication

This course examines the ways in which human communication affects, and is affected by, processes that occur in our bodies. This course starts by exploring the basic anatomy of the human body as it relates to communication, including the brain, nervous system, facial musculature, endocrine system, cardiovascular system, and the immune system. From there, this course explores how those body systems are implicated in a range of communicative phenomena, including emotion, conflict, stress, burnout, interpersonal relationships, social structure, organizational culture, relationship satisfaction, and sexual behavior. Finally, this course explores the impact of innovative healthcare treatments that utilize communication interventions, including providing social support, human affection, and organizational development. (5 units)

### 177A. Leadership and Communication

This advanced course in communication is designed to examine in detail the phenomenon of leadership in groups and organizations. Various theories and approaches to leadership will be surveyed with an emphasis on applying leadership principles. Course topics include leadership approaches and theories, ethics, power, influence, diversity, and gender among others. Prerequisite: COMM 1. (5 units)

### 178A. Multicultural Family and Communication

As society continues to diversify, family dynamics and representations have become increasingly more complex. In 1967, the U.S. Supreme Court established the right of people to marry individuals of a different race, and in 2013 extended the right to marry to same sex couples. The interactions between social realities and policies continue to be dynamic. As the complexity of family relationships has increased, this class will review research on family communicative challenges and strategies, as well as examine media representations on multicultural families. Interracial relations, transcultural adoptions, intercultural parenting, transgender identity negotiation, and immigrant and mix-status families are just a few examples that will be investigated. Prerequisite: COMM 1. (5 units)

### 180A. Global Audiences

Explores how the globalization of TV and Internet news, and entertainment and film have had an impact on audiences in different cultures. Examines the available research and theory on audience exposure and impact from a cultural, value, and social perspective, and how cultural and political movements and/or government policy grow in reaction to the invasion of a culture’s symbolic space by global media messages. Prerequisite: COMM 2. (5 units)

### 181A. Global Media Industries

Examination of how media industries have been transformed into global businesses and how technologies of distribution by cable, satellites, and the Internet have brought almost all people into a global symbolic space; theories of political economy and audience reception are applied. Exploration of how groups and governments have responded to the phenomenon and what they do to protect their cultural and political sovereignty. Prerequisite: COMM 2. (5 units)

### 182A. Global News Issues

Explores the changes that have taken place in news coverage on a global basis in the last decade, especially television and internet news; how government policies of control of information have changed in reaction to new technologies of information distribution; and how internal politics may be affected by international media attention. Prerequisite: COMM 2. (5 units)

### 183A. Communication, Development, and Social Change

How does communication content and technology solve problems of global poverty and social change? This course addresses the theories, policies, and practices that help explain the success or failure of new communication technologies in helping the disenfranchised achieve a better life for themselves. Hands-on work with real cases will give students a chance to think through the complicated process of social change. Prerequisite: COMM 2. (5 units)

### 184A. Global Media and Postcolonial Identity

Paying careful attention to the meaning of the term “postcolonial” in different historical and geographical contexts, this course undertakes a critical analysis of media representations of national and cultural identity in postcolonial societies in Africa, Latin America, and Asia. Evaluates the ways in which media constructions of national identity intersect with understandings of gender, race, religion, and ethnicity. A key focus area of the course is the experience of diasporic postcolonial communities as represented in media. Prerequisite: COMM 2. (5 units)

### 185A. Identity, Privacy, and Politics in the Digital Age

This course examines the dynamics of communication in new media networks and forums, covering the overlapping categories of social networks, social media, blogs, microblogs, portals, and collective knowledge initiatives such as Wikipedia. We will analyze communication practices in new media with a focus on the following four areas: (1) convergence and links between forms of media and technology, such as mobile phones, computers, and books; (2) changing conceptions of self and community; (3) emerging of paradigms of creative collaboration and artistic and intellectual production; and (4) posed challenges about privacy, copyright, and intellectual ownership. We will examine these areas from a global perspective, keeping in mind both the global nature of new media networks and communities, and the particular trajectories of new media communicative practices in different global contexts. In this regard, we will also address the social, ethical, and political consequences of the “digital divide” between those who are networked and connected in this world and those who lack access to it. Prerequisite: COMM 2. (5 units)

### 186B. Global Interpersonal Communication

This course explores ways to reflect on, connect, and communicate study abroad experiences. Special focus on developing intercultural communications competence in interpersonal, socioeconomic, historical, and geopolitical contexts. Students will produce web-based educational material derived from academic research and study abroad experience. Prerequisite: Prior experience studying outside the U.S. during college, including immersion trips or study abroad programs. Prerequisite: COMM 1. (5 units)

### 187A. Cinema in the Age of Globalization

This course explores how national cinemas and individual filmmakers have responded to American global film hegemony. Counter cinema is seen not only as a mode of artistic self-expression, but also as a cultural practice whose role is crucial in shaping national cultures. Of particular interest is the development of film traditions such as neorealism, the French New Wave, Third Cinema, exilic/diasporic cinema, and other film movements that have emerged as an alternative to Hollywood’s commercial cinema. Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 188A. Special Topics in Film

Topics for this course vary, with the examination of different film genres and different critical methods, including fantasy, magical realism, science fiction, the gothic, cyberpunk, horror, romance, superhero, and so on. Course may be repeated for credit as topics vary. Prerequisite: COMM 2 or consent of the instructor. (5 units)

### 189A. Communication, Identity, and Citizenship in Asia

Citizenship is about membership. It includes processes of inclusions and exclusions. With abundant transnational business, treaties, and marriages, the selecting process is complicated by various local and global relations formed in the past to present. We will explore this process in the Asian region from historical, sociopolitical, cultural, and economic perspectives. We will wrestle with questions such as: Is citizenship an individual or collective matter? Is citizenship a universal concept? Is it useful? What does it mean to be a citizen in various Asian nations? You will work on a project on how citizenship is communicated in a nation state of your interest. Prerequisite: COMM 2 (5 units)

### 190. Journalism Practicum

For writers and editors of *The Santa Clara*. Students review the student newspaper, offer practical advice, and gain experience in journalism. *The Santa Clara* staff members assist in teaching students skills in news, sports, feature writing and reporting, and techniques of design and production. Class members meet once a week and are expected to spend at least three hours a week in newspaper work. (1–2 units)

### 191. Independent Filmmaking Practicum

This course helps emerging filmmakers, artists, and designers in all disciplines; entrepreneurs; students focusing on marketing, public relations, and journalism; and film lovers to advance their skills in the art and business of filmmaking and media. Students produce real-world short projects: fiction, commercial, and documentary. The practicum is designed to give students hands-on experience in producing, directing, cinematography, production design, editing, sound, music, acting, and screenwriting. Students will also help organize the Genesis student film festival. Prerequisite: COMM 30 or consent of the instructor. (1–2 units)

### 192. Online Journalism Practicum

Designed to get students involved with journalism via digital media. Students report, write, edit, broadcast, and promote news, arts, and entertainment content. Work may air on KSCU, in *The Santa Clara* student newspaper, websites, or the practicum blog. Students will also learn the basics of digital recording and receive a basic introduction to studio production and new media. (1–2 units)

### 193. Yearbook Practicum

For editors and principal staff members of the University’s yearbook, *The Redwood*. Principles of photojournalism, magazine graphic design, and book production. *The Redwood* staff members assist in teaching skills in reporting, writing, production, and design. Class members meet once a week and are expected to spend at least three hours a week in yearbook work. (1–2 units)

### 194. Forensics Practicum

Supervised activity in forensics. Includes competition in debate and various speaking events: persuasive, expository, extemporaneous, impromptu speaking, and oral interpretation. Field trips required. (2 units)

### 194P. Peer Educator

This course is offered for students who assist in teaching courses in the department for academic credit rather than pay. (1–2 units)

### 196. Senior Capstone

This course leads students through a major communication capstone focusing on producing a specific applied project in either digital filmmaking, journalism, or strategic communication. Most sections also require students to write an in-depth reflection paper connecting their academic experience with their applied work. Prerequisites: All lower-division courses required for communication majors, COMM 110 and Comm 111, and required upper-division courses as determined by the instructor. (5 units)

### 197. Senior Thesis

This course leads students through a major communication research project, including defining research questions, conducting a literature review, gathering and analyzing data, and public presentation of findings. Most sections are focused on a common theme or topic defined by the instructor. Prerequisites: All lower-division courses required for communication majors and required upper-division courses as determined by the instructor. (5 units)

### 198. Internship

A forum where students can learn how they can best apply classroom instruction to their career objectives through academically supported work experience. Internships at Santa Clara University are closely monitored for appropriateness and practical application. Internships should encourage career skills and professional growth; they should not be just another job. Internships are an important and integral part of the communication craft and serve to introduce the student to the range of opportunities afforded a degree in the discipline. Students are expected to represent the University in a professional manner and to act responsibly with the client and the assignments. (1–5 units)

### 199. Directed Research/Creative Project

Students arrange to work with a faculty member for directed reading or a research project in communication theory, research, ethics, etc. Creative projects may also be arranged in television, print, or another applied area. The Department also uses this number for communication electives taken in study abroad programs. Prerequisites: Written proposal, course meeting schedule, and readings must be approved by instructor and chair prior to registration. (1–5 units)