

Communication

Degrees

Associate in Arts Degree: Communication:
Applied Communication Emphasis

Associate in Arts Degree: Communication:
Communication Science Emphasis

Associate in Arts Degree (A.A.-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 A.A. 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 A.A.-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
 Darin Garard, *Chair* (BC-102D, ext. 2997)
 Alice Scharper, *Dean* (A-118, ext. 2354)

Faculty and Offices

Darin Garard, *Chair* (BC-102D, ext. 2997)
 Catherine Carroll (BC-117, ext. 2920)
 Sarah Hock (BC-102A, ext. 4395)
 Carrie Hutchinson (BC-102B, ext. 4213)
 Christina Kistler, (BC-218, ext. 2571)
 Cameron Sublett (BC-102C, ext. 2428)

**Requirements for A.A. 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,
 Honors3
- COMM 141 — Small Group Communication.....3
- COMM 161 — Business and Professional Communication **or**
 COMM 162 — Mediated Business and
 Professional Communication.....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 Society3
- COMM 235 — Argumentation and Debate.....3
- JOUR 101 — Reporting/Writing I3

College Requirements

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

**Requirements for A.A. 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.....3
- MATH 117 — Elementary Statistics **or**
 MATH 117H — Elementary Statistics, Honors **or**
 PSY 150 — Statistics for Behavioral Sciences.....4
- COMM 288 — Communication Research Methods3
- COMM 289 — Communication Theory3

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,
 Honors3
- COMM 141 — Small Group Communication.....3
- COMM 151 — Intercultural Communication.....3
- COMM 171 — Mass Media and Society3
- COMM 235 — Argumentation and Debate.....3
- JOUR 101 — Reporting/Writing I3

College Requirements

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

**Requirements for A.A.-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 18-22 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*.....3

COMM 131H — Fundamentals of Public Speaking, Honors3

Electives List A: Select two courses from the following (6 units):

COMM 121 — Interpersonal Communication *or*.....3
 COMM 121H — Interpersonal Communication, Honors.....3
 COMM 141 — Small Group Communication.....3
 COMM 235 — Argumentation and Debate.....3

Electives List B: Select two courses from the following (6-9 units):

Any course not taken in List A

ANTH 101 — Physical Anthropology.....3
 COMM 101 — Introduction to Communication.....3
 COMM 151 — Intercultural Communication.....3
 COMM 171 — Mass Media and Society3
 EARTH 111/111L — Dynamic Earth – Phys Geol and Lab *or*...4
 EARTH 111H/111L — Dynamic Earth – Physical Geology, Honors and Lab..... 4-5
 EARTH 112 — History of the Earth.....3
 FR 103 — Intermediate French I.....4
 FR 104 — Intermediate French II.....4
 FS 104 — American Film to 1960s.....3
 GER 103 — Intermediate German I4
 GER 104 — Intermediate German II4
 HIST 103 — History of Western Civilization3
 HIST 104 — History of Western Civilization *or*3
 HIST 113H — History of Western Civilization, Honors4
 JOUR 135 — Public Relations *or*.....3
 MKT 135 — Public Relations.....3
 JOUR 190 — Photojournalism *or*.....3
 PHOT 190 — Photojournalism3
 MATH 117 — Elementary Statistics *or*.....4
 MATH 117H — Elementary Statistics, Honors *or*.....4
 PSY 150 — Statistics for Behavioral Sciences.....4
 SOC 118 — Media, Culture and Society3
 SPAN 103 — Intermediate Spanish I4
 SPAN 104 — Intermediate Spanish II4

Electives List C:**Select one course from the following (3-4 units):**

Any course not taken in List A or List B AND/OR

ANTH 103 — Intro to Cultural Anthropology.....	3
COMM 142 — Leadership Studies.....	3
COMM 161 — Business and Professional Communication .	3
COMM 288 — Communication Research Methods	3
COMM 289 — Communication Theory	3
ENG 111 — Critical Thinking and Composition through Literature <i>or</i>	3
ENG 111GB — Critical Thinking and Composition through Literature <i>or</i>	3
ENG 111H — Critical Thinking and Composition through Literature, Honors <i>or</i>	3
ENG 111HG — Critical Thinking and Composition through Literature, Honors.....	3
JOUR 101 —Reporting/Writing I	3
PSY 100 — General Psychology <i>or</i>	3
PSY 100H — General Psychology, Honors.....	4
SOC 101 — Introduction to Sociology <i>or</i>	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 A.A.-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**

<i>Fall Semester</i>	<i>Spring Semester</i>
COMM 101*	COMM 131*
COMM 121*	COMM 141*
General Ed. Course	Elective**
Amer. Inst. Req.	Elective**
General Ed. Course	General Ed. Course

Second Year

<i>Fall Semester</i>	<i>Spring Semester</i>
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**

<i>Fall Semester</i>	<i>Spring Semester</i>
COMM 101*	COMM 171*
COMM 151*	COMM 141*
Amer. Inst. Req	General Ed. Course
General Ed. Course	Math 117*
Elective**	Elective**

Second Year

<i>Fall Semester</i>	<i>Spring Semester</i>
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.

Course Descriptions

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
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
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
Limitation on Enrollment: Acceptance into the Honors Program
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*

WARNING: ONLINE COURSE. Does not fulfill the oral communication requirement for CSU admission nor does it satisfy IGETC Area 1C or CSU General Education Area A1. Introduction to the principles of interpersonal communication in mediated environments. Study of how media richness affects interpersonal perception, language and nonverbal communication, relational development and deterioration, and relational maintenance strategies.

*(*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)*

COMM 131H — Fundamentals of Public Speaking, Honors

(3) — CSU, UC*

Skills Advisories: Eligibility for ENG 110 or 110H

Limitation on Enrollment: Acceptance into the Honors Program

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

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

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

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 — Business and Professional Communication

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

Study of face-to-face and mediated communication on the job. Development of interpersonal skills, meeting management, interviewing and presentational speaking. Study of communication flow in organizations.

COMM 162 — Mediated Business and Professional Communication

(3) — CSU

Skills Advisories: Eligibility for ENG 110 or 110H or 110GB

Hours: 54 lecture

WARNING: ONLINE COURSE. Does not fulfill the oral communication requirement for CSU admission nor does it satisfy CSU General Education Area A1. Study of communication on the job with a focus on mediated communication. Development of interpersonal skills, meeting management, interviewing and presentation design. Study of communication flow in organizations.

COMM 171 — Mass Media and Society

(3) — CSU, UC

Skills Advisories: Eligibility for ENG 110 or 110H

Hours: 54 lecture

Exploration of the history, effects and role of the mass media in 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

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

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

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; please see counselor)*