

COMMUNICATION (COMM)

What is Communication? Communication focuses on how people use messages to generate meaning in different contexts, cultures, channels, and media. Students will learn why people interact way they do while improving their own verbal and written communication skills.

Why study Communication? Communication skills are among the top qualities employers look for in job candidates. The **Program Learning Outcomes** from communication classes will prepare you to:

- Build greater competence in interpersonal, group, and public communication.
- Improve personal and professional relationships.
- Express ideas and viewpoints with greater clarity.
- Develop conflict management and leadership skills.
- Analyze and adapt to diverse audiences.

Communication careers include but are not limited to: management, social media, customer service, law, sales, consulting, political organizing, broadcasting, marketing, advertising, public relations, human resources, training, education, and many others.

Associate Degrees for Transfer

California Community Colleges are now offering associate degrees for transfer to the CSU. These may include Associate in Arts (AA-T) or Associate in Science (AS-T) degrees. These degrees are designed to provide a clear pathway to a CSU major and baccalaureate degree. California Community College students who are awarded an AA-T or AS-T degree are guaranteed admission with junior standing somewhere in the CSU system and given priority admission consideration to their local CSU campus or to a program that is deemed similar to their community college major. This priority does not guarantee admission to specific majors or campuses.

Students who have been awarded an AA-T or AS-T are able to complete their remaining requirements for the 120-unit baccalaureate degree within 60 semester or 90 quarter units.

To view the most current list of College of Alameda Associate Degrees for Transfer and to find out which CSU campuses accept each degree, please go to www.alameda.peralta.edu. Current and prospective community college students are encouraged to meet with a counselor to review their options for transfer and to develop an educational plan that best meets their goals and needs.

The Associate of Arts in Communication Studies Transfer Degree (AA-T) is designed for students planning to transfer into the communications major. A student pursuing this degree will meet the AB 1440 Transfer Curriculum Model for CSU.

Degree Major Requirements:

Dept/No.	Title	Units
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Required Core (3 units):

COMM 45	Public Speaking	3
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List A (select two): 6 units

COMM 4	Dynamics of Group Discussion (3)	
COMM 20	Interpersonal Communication Skills (3)	
COMM 44	Argumentation (3)	6

List B (select two): 6 units:

COMM 1A	Introduction to Speech (3)	
COMM 2A	Fundamentals of Oral Interpretation of Literature (3)	
COMM 5	Persuasion and Critical Thinking (3)	
COMM 6	Intercultural Communication (3)	
COMM 19	Survey of Mass Media (3)	6

List C (select one): 3 units:

ANTHR 3	Introduction to Social and Cultural Anthropology (3)	
ENGL 1B	Composition and Reading (4)	
ENGL 5	Critical Thinking in Reading and Writing (3)	
PSYCH 1A	Introduction to General Psychology (3)	
SOC 1	Introduction to Sociology (3)	<u>3-4</u>

Total Required Units: 18-19

*For the Associate in Arts Degree in Communication for Transfer, students must complete the IGETC or CSU GE-Breadth Education pattern and elective courses for an additional 41-42 units.

Total Units 46 – 49

COMM 1A**Introduction to Speech**

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU, UC

Rhetorical and argumentative analysis of significant contemporary political and social issues: Developing, stating, organizing, and researching ideas; critical thought and evaluative listening. 1506.00

AA/AS area 4d; CSU area A1; IGETC area 1C

C-ID COMM 180

COMM 2A**Fundamentals of Oral Interpretation of Literature**

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU, UC

Principles of effective delivery, reading aloud, analysis and appreciation of literature: Reading prose, poetry, and drama. 1506.00

AA/AS area 3, 4d; CSU area C2; IGETC area 3

C-ID COMM 170

COMM 2B**Fundamentals of Oral Interpretation of Literature**

3 units, 3 hours lecture (GR)

Comm 2A is not prerequisite to Comm 2B.

Acceptable for credit: CSU, UC

Principles of effective delivery, reading aloud, analysis and appreciation of literature: Reading the short story, myths, and fables. 1506.00

AA/AS area 3, 4d; CSU area C2; IGETC area 3

COMM 4**Dynamics of Group Discussion**

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU, UC

Study of communication in a group setting: Emphasis on listening, leadership, and teamwork; theoretical and experiential learning to build on individual communication skills with the goal of understanding and practicing successful group relations. 1506.00

AA/AS area 4d; CSU area A1; IGETC area 1C

C-ID COMM 140

COMM 5**Persuasion and Critical Thinking**

3 units, 3 hours lecture (GR)

Prerequisite: Engl 1A

Acceptable for credit: CSU, UC

Critical thinking skills: Principles of reasoning and persuasion, and analysis and evaluation of communication; emphasis on structure of arguments, quality of evidence, formal and informal fallacies, and effect of media on argumentation. 1506.00

AA/AS area 3, 4a, 4d; CSU area A3; IGETC area 1B

COMM 6**Intercultural Communication**

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU, UC

Dynamics of intercultural communication as it applies to the diversity of American cultures: Cultural concepts, language style, content, ethnic perspectives, perceptions and stereotypes, symbols, and roles as they facilitate or hinder effective verbal and nonverbal interaction across cultures; analysis of multiple intercultural communication theories. 1506.00

AA/AS area 2, 4d, CSU area D, and IGETC area 4

C-ID COMM 150

COMM 12**Organizational Communication**

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU

Dynamics of organizational communication: Theory and practice of communication in private and public organizations, interpersonal and group communication patterns within organizations, systems of ethical internal and external communication, leadership within organizations, diversity in the workplace, conflict negotiation and the role of communication in achieving organizational goals, and organizational culture's impact on communication locally, nationally, and internationally. 1506.00

AA/AS area 4d

COMM 19**Survey of Mass Media**

3 units, 3 hours lecture (GR)

Acceptable for credit CSU, UC

Survey of traditional and non-traditional mass media in America: Impact of mass media trends and technology into the 21st century; critical analysis of media messages and examination of mass media from historical, political, social, and cultural perspectives. 1506.00

AA/AS area 2; CSU area D

COMM 20**Interpersonal Communication Skills**

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU, UC

Analysis of communication needs and improvement of skills: Listening, perception, nonverbal communication, semantics, and conflict management. 1506.00

AA/AS area 4d

C-ID COMM 130



COMM 44
Argumentation

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU, UC

Principles of argumentation and persuasion: Practice in creating persuasive communication through finding issues, using evidence, detecting fallacies, and employing argumentative brief writing. 1506.00

AA/AS area 4d

C-ID COMM 120

COMM 45
Public Speaking

3 units, 3 hours lecture (GR)

Acceptable for credit: CSU, UC

Principles of public speaking: Oral presentations based on political and social issues; critical-thinking, organization, and research. 1506.00

AA/AS area 4d; CSU area A1; IGETC area 1C

C-ID COMM 110

COMM 48AA-FZ
Selected Topics in Speech

.5-5 units, 0-5 hours lecture, 0-15 hours laboratory (GR)

Acceptable for credit: CSU

See section on Selected Topics. 1506.00

COMM 49
Independent Study in Speech

.5-5 units, .5-5 hours lecture (GR)

Acceptable for credit: CSU

See section on Independent Study. 1506.00

COMM 248AA-FZ
Selected Topics in Speech

.5-5 units, 0-5 hours lecture, 0-15 hours laboratory (GR)

See section on Selected Topics. 1506.00

