Communication

COM 1020. Introduction to Speech and Debate. 3 Units.

COM 2500. Prior Learning: Communications. 1-5 Unit.

COM 2510. Independent Study. 1-5 Unit.

COM 2530. Internship. 1-5 Unit.

COM 3030. Media Literacy in the Information Age. 3-4 Unit.

This course offers students the theoretical and analytical tools necessary to approach the notion of mediated information and spectatorships from Gutenberg to Blogging. We will overview the history and zeitgeist auspices of press, radio, TV, the Internet, and the current state of amalgamation, interactivity, agency, globalization and commodification in which media operate. We will use the frameworks provided by the Frankfurt school, McLuhan's Laws of Media, Semiotics and Baudrillard's simulacra. Using a range of concrete examples and exercises we will apply these frameworks to discern the social function of media and the dilemmas these currently pose. Students interested in one extra unit are encouraged to apply course content to the creation of a concrete independent media statement of their choice.

COM 3080. Story & Strategy in Non-Profit. 3-4 Unit.

The non-profit sector is always seeking to develop leadership, enhance effectiveness, and improve results. Often neglected in these efforts is a re-examination of what inspired many of us to get involved in this work in the first place: a story that made an issue meaningful or an experience that ignited passion. Progressive change work, often plagued by limited capacity and resources, tends to lead with facts and truth with little regard for producing a meaningful story. But story is one of the most powerful tools we can employ in service of our cause. It has the ability to seamlessly communicate mission and impact, inspire around vision, build leadership, mobilize resources, action, and support and ensure sustainability within an organization. Today we see an emergent and inter-disciplinary approach to organization development drawing from the fields of communication, media and messaging along with strategic planning, adaptive leadership, storytelling, culture and creativity to meet shifting demands in this arena. Building our capacity for story-based strategy is rapidly becoming one of the essential tools for leading the future of non-profits and social sector. This course will explore the foundations of narrative work and its application to advance the mission of nonprofit organizations. With the rise of social media and the proliferation of communications, advertising and design in our current age, the work of myth and meaning-making becomes critical to our ability to bring about change at the scale we are seeking. Stories are constructed realities that serve to guide and support us in creating collective impact and realizing new futures. The non-profit sector, community organizing campaigns and social movements are all investing more emphasis on storytelling and narrative strategy, as well as the use of design thinking and aesthetics to communicate their missions and mobilize resources and support for the work. Drawing from the work of grassroots intermediaries and nonprofit organizational development theory and practice, this course is designed to introduce students to the basic tools for developing story and strategy within nonprofit organizations and the larger sector. Students will be given opportunities to work collaboratively to frame and reframe issues and initiatives and apply tools and course concepts to real life examples of campaigns, organizations, social issues and global movements.

COM 3210.LA. News & Information At the Crossroads. 3-4 Unit.

COM 3230. Social Media. 3 Units.

The emergence and diffusion of technology has provided us with two different realms to reside in: the real world and the social media world. Social media has drastically changed how we communicate with each other, from societal to individual levels. The question we will examine in this course is how do social media shape our lives and more importantly, how do we want it to shape our lives? This course examines different theoretical and practical approaches in understanding the effects of social media in our media saturated world. We will discuss how social media affects perceptions, relationships, education, business, global, and our identity.

COM 3240. Media Money and Politics: Analyzing Political Communications. 3-4 Unit.

COM 3270.LA. Social Media Marketing. 3-4 Unit.

This class applies the principles of marketing to the ever-evolving world of social media - from viral videos to Twitter tweets, banner ads to business blogs - with an emphasis on promoting non-profit organizations and social movements. Classes will combine theories, practices, real-world case studies, and guest speakers from various online-marketing professions. Students will also execute numerous hands-on assignments, primarily in teams, such as a class blog that will be continuously evaluated throughout the term. The capstone project entails creating a social media marketing plan for a non-profit organization or social movement. No previous social media or marketing experience is required, but students must have Internet access outside of class, and be comfortable writing for public consumption.

COM 3500. Prior Learning: Communications. 1 Unit.

COM 3510. Independent Study. 1-5 Unit.

COM 3530. Internship. 1-5 Unit.

COM 3550. Intercultural Communication. 3 Units.

Technology has compressed the world into a global village composed of myriad international and non-dominant domestic cultures. Communication between cultures is essential but complicated by different contexts, values, expectations, and perceptions. This course examines different theoretical and practical approaches to the complexities of both verbal and non-verbal communication across cultures. Communication styles of various nationalities are examined along with such issues as dominance, gender, religion, prejudice, time, distance, and silence.
COM 3600.A. Public Speaking Workshop. 1 Unit.
This workshop focuses on preparing and presenting public speeches. Topics include development of confidence, reduction of fear, audience analysis, choice of subject, speaker objectives, research resources, structure of the speech, style of language, voice, and body language. This course is suitable for students with no previous college-level course in public speaking.

COM 3900B. Special Topics in Communication: Political Communication. 1-2 Unit.

COM 3900E. Trans-National Media Activism. 1 Unit.

COM 3930. Exploring Modernism & Post-Modernism. 3-4 Unit.
This course examines the intersections between modernism and post-modernism as historical periods, worldviews, aesthetic statements, and attitudes toward politics, culture, art, and personal style. Through analysis of architecture, film, literature, music, and other artifacts of popular culture, and through works by contemporary North American and European social theorists and critics, students explore the dilemmas as well as the hopes of the postmodern condition.

COM 4010. Participatory Media. 3-4 Unit.

COM 4510. Independent Study. 1-5 Unit.

General Education Transfer Credit Equivalency: Do not make any sections from this course.

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COM X4000. Communications / Com Domain. 1-9 Unit.
General Education Transfer Credit Equivalency: Do not make any sections from this course.

COM X4001. Cinema & Bus / Fine Arts Domain. 1-9 Unit.
General Education Transfer Credit Equivalency: Do not make any sections from this course.

COM X4002. Comm & Creative Writ / Com Domain. 1-9 Unit.
General Education Transfer Credit Equivalency: Do not make any sections from this course.