

# COMMUNICATION AND MEDIA STUDIES

## DEPARTMENT OFFICE

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## DEPARTMENT CHAIR

Marco Calavita

## ADMINISTRATIVE COORDINATOR

Billie Johnson

## Faculty

Ed Beebout / Broadcast Journalism, Broadcast Management  
Elizabeth Burch / Ethics, Scriptwriting, Environmental Communication,  
International Communication, Theory and Research  
Marco Calavita / History, Theory, Criticism, Screenwriting, Film Analysis  
Nate Campbell / Radio Broadcasting, Recording  
Michael Litle / Film, Video, Criticism  
Emily Acosta Lewis / Public Relations, New Media  
Paul Gullixson / Newspaper Writing and Editing

## Program Offered

Bachelor of Arts in Communication Studies

The Communication and Media Studies major is an innovative, interdisciplinary program that prepares students for careers in the media or for advanced graduate study.

Communication and Media Studies coordinates three distinct approaches to the media: practical application, historical study, and critical analysis. Practical application combines basic training in equipment operation, communication skills, production design, organizational skills, and professional internship. Historical study focuses on the evolution of the mass media and the relationship of the mass media to society. Critical analysis explores media ethics and the analysis and evaluation of specific mediated texts using qualitative and quantitative methods.

Students are encouraged to develop a specific advisory plan with the assistance of a faculty advisor. Advisory plans, based on the student's specific interests, may focus on:

- General areas such as journalism, media criticism, or public relations;
- Media such as radio, television, online, and newspapers;
- Career roles such as television producer, sports announcer, or reporter; and/or
- Preparation for graduate school.

Students are required to take a senior-year internship. The department emphasizes internships that provide students with real-world insights into the media. The department has developed professional media internships with community organizations, radio and television stations, newspapers, magazines, public relations firms, and other media groups.

All on-campus media operate in conjunction with Communication and Media Studies classes. On-campus media offer a variety of opportunities for students. They include the *Star*, the student newspaper; KSUN, an Internet radio station that can be heard at www.ksun.fm; SSU-TV, the campus television station that provides news, information, and entertainment; and Primitivo PR, the campus public relations firm.

Students are also required to take Senior Seminar, in which they complete a senior project. This project combines their academic training in the major with a real world application.

## Careers in Communication Studies

Graduates from the department find employment in the mass media and in the ever-growing field of communication. Some graduates find work by using their technical skills in radio, video, and computers. Others rely on their training and experience to find jobs in the broad field of public relations. They write for and edit newspapers and newsletters, and design brochures and flyers. They are photographers and are even employed by candidates running for public office. In addition, graduates design websites, edit films, produce documentaries, videotape weddings, record music, and serve as disc jockeys.

Past graduates have become lawyers and teachers, run employment agencies, are hired as fundraisers, private investigators, and work in law enforcement. Communication and Media Studies graduates work in corporate or non-profit organizations doing sales, publicity, or marketing. Wherever communication takes place and whenever media are used, Communication and Media Studies graduates can be found.

## Bachelor of Arts in Communication Studies

(See page 90 for a sample four-year program.)

Degree Requirements	Units
General Education	50
Major Requirements	44
University Electives	26
<b>Total units needed for graduation</b>	<b>120</b>

Communication and Media Studies is a high-demand major. Junior transfers are taken in the fall only. On-campus change of majors are limited by the number of students who can be served by the faculty and facilities of the program.

- **Major Core:** All students complete 24 units of required coursework.
- **Major Skill:** All students complete 4 units of skill coursework.
- **Major Outlet:** All students complete 8 units of media outlet coursework.
- **Major Electives:** All students complete 8 units of COMS elective coursework.

<b>Core Courses (24 Units Required)</b>	<b>24 Units</b>
COMS 200 Principles of Media Communication <b>or</b> COMS 160 A/B Media and Society	4
COMS 202 Methods of Media Criticism <b>or</b> COMS 162 A/B Media Literacy	4
COMS 301 Media Theory and Research	4
COMS 302 Media Ethics and Law	4
COMS 402 Senior Seminar	4
COMS 499 Media Internship	4
<b>Skill Courses (4 units required- additional units can be used for COMS elective credit)</b>	<b>4 Units</b>
COMS 201 Video Production	4
COMS 210 Web and Print Journalism	4
COMS 240 Public Relations	4
COMS 265 Radio and Audio Production	4
COMS 320 Selected Topics in COMS (e.g. Screenwriting for Film)	4
COMS 322 Broadcast Journalism	4
COMS 323 Health, Science, and Environmental Journalism	4
COMS 324 Scriptwriting for TV	4
COMS 325 New Media	4
COMS 326 Advanced Presentation Techniques	4
<b>Media Outlets (8 units required- additional units can be used for COMS elective credit)</b>	<b>8 Units</b>
COMS 340 PR Firm	4
COMS 368 The Star	4
COMS 369 SSU TV	4
COMS 385 KSUN	4
<b>Major Electives (8 units are required)</b>	<b>8 Units</b>
COMS 273 S.Y.R.C.E. Course: Selected Topics in Media	4
COMS 275 21st Century Television as Art	4
COMS 320 Selected Topics in COMS (International Film)	4
COMS 320 Selected Topics in COMS (Media and the Movies)	4
COMS 321 International Communications	4
COMS 327 Media and Children	4
COMS 329 Reality TV and Film	4
COMS 435 Seminar in Mass Media (cross-listed as SOCI 435)	4
<i>Note: 4 Elective Units are also earned by any of the following: 1) The COMS 160 A/B LC or COMS 162 A/B which yields 4 Elective units for the year; 2) Taking an extra/additional Skill or Media Outlet course; or 3) Taking an approved course in another Arts and Humanities department.</i>	
<b>Total units in major</b>	<b>44</b>

## Four-Year Plan for Bachelor of Arts in Communication Studies

Freshman must take the COMS Learning Community (COMS 160 A/B, A3 and C3 or COMS 162 A/B, A3 and C3). Change of majors or transfers must enroll for COMS 200 and COMS 202 (or equivalent transfer credit). COMS 160 A/B satisfies the COMS 200 and COMS 162 A/B satisfies the COMS 202 requirement (LC alternates every other year), and yields 4 COMS Elective units.

50 GE (A-E)	Transfers 48 GE (A-E)
44 COMS	44 COMS
26 University Electives (or more, depending on how much major/GE unit double-counting)	28-30 University Electives (or more, depending on how much major/GE unit double-counting)

### FRESHMAN YEAR: 30 Units

<i>Fall Semester (14 Units)</i>	<i>Spring Semester (16 Units)</i>
COMS 160A <b>or</b> 162A / GE Area A3/C3 (4)	COMS 160B <b>or</b> 162B / GE Area A3/C3 (4)
GE Area B4 (3)	GE Area B1 (3)
GE Area A2 (4)	University Elective (2)
GE D1 (3)	GE Area D2 (3)
	GE Area C1 (4)

### SOPHOMORE YEAR: 31 Units

<i>Fall Semester (16 Units)</i>	<i>Spring Semester (14 Units)</i>
GE Area B2 (3)	GE Area D4 (3)
GE Area D3 (3)	GE Area B3 (4)
GE Area C2 (4)	University Elective (3)
University Elective (2)	COMS Skill Course (4)
COMS 200 (4) or COMS 202	

### JUNIOR YEAR: 30 Units

<i>Fall Semester (15 Units)</i>	<i>Spring Semester (15 Units)</i>
Upper-Division GE Area D5 (4)	Upper-Division GE (4)
Upper-Division GE Area E (3)	GE Elective (3)
Upper-Division University Elective (4)	COMS 301 (4)
COMS 302 (4)	COMS Outlet Course (4)

### SENIOR YEAR: 30 Units

<i>Fall Semester (15 Units)</i>	<i>Spring Semester (15 Units)</i>
Upper-Division University Elective (3)	Upper-Division University Elective (3)
Upper-Division University Elective (4)	*COMS 402 (4)
*COMS 499 (4)	COMS Elective (4)
COMS Outlet Course (4)	COMS Outlet Course (4)

### TOTAL UNITS: 120

\* Students must take in their senior year