

COMMUNICATION STUDIES

Nichols Hall 330

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www.sonoma.edu/communications/

Elizabeth Burch

Brooke Tester

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 Little / Film, Video, Criticism

Charles McAuley / Newspaper Production, Reporting

Janet Craddock / Public Relations

Programs Offered

Bachelor of Arts in Communication Studies

The communication studies major is an innovative, interdisciplinary program that prepares students for careers in the media or for advanced graduate study.

Communication 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, and newspapers;
- Career roles such as television producer, sports announcer, or reporter; and
- 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 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.sonoma.edu/ksun; and SSU-TV, the campus television station that provides news, information, and entertainment.

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 Studies graduates work in corporate or non-profit organizations doing sales, publicity, or marketing. Wherever communication takes place and whenever media are used, Communication Studies graduates can be found.

Bachelor of Arts in Communication Studies

(See page 92 for a sample four-year program.)

| Degree Requirements | Units |
|--|------------|
| General Education | 50 |
| Major Requirements | 48 |
| University Electives | 22 |
| Total units needed for graduation | 120 |

Communication 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 28 units of required coursework.
- **Skill Sequence:** Students complete one Skill Sequence comprised of a 4-unit beginning and 4-unit advanced skill course.
- **Major Electives:** Students complete 12 units of COMS electives. Student may choose to work for one of the campus media outlets for their 12 units of electives.

| Core Courses (All Courses Are Required) | 28 Units |
|---|----------|
| COMS 200 Principles of Mass Communication | 4 |
| COMS 202 Methods of Media Criticism | 4 |
| COMS 301 Mass Communication Theory and Research | 4 |

| | |
|----------------------------|---|
| COMS 302 Media Ethics | 4 |
| COMS 315 Media Law | 4 |
| COMS 402 Senior Seminar | 4 |
| COMS 499 Senior Internship | 4 |

Skill Sequences (1 sequence is required) 8 Units

| | |
|---|---|
| COMS 201 Storytelling Via Video | 4 |
| COMS 316 Advanced Video Production | 4 |
| COMS 210 Writing for the Media | 4 |
| COMS 318 Advanced Media Writing | 4 |
| COMS 265 Introduction to Radio Broadcasting | 4 |
| COMS 317 Advanced Broadcasting Techniques | 4 |
| COMS 240 Beginning Public Relations | 4 |
| COMS 340 Advanced Public Relations | 4 |

Major Electives (12 units are required) 12 Units

| | |
|--|---|
| COMS 320 Selected Topics (Check specific semester for topic) | 4 |
| COMS 321 International Communications | 4 |
| COMS 322 Broadcast Journalism | 4 |
| COMS 323 Environmental Communications | 4 |
| COMS 324 Scriptwriting | 4 |
| COMS 326 Advanced Presentation Techniques | 4 |
| COMS 327 Making Media for Children | 4 |
| COMS 328 America at the Movies | 4 |
| COMS 329 Reality TV | 4 |
| COMS 332 Screening Violence | 4 |
| COMS 333 Communication, Power, and Social Change | 4 |
| COMS 368 The STAR* | 4 |
| COMS 369 SSU-TV* | 4 |
| COMS 385 KSUN* | 4 |
| COMS 435 Seminar: Mass Media (cross-listed from SOC) | 4 |
| COMS 460 Teaching Assistant in COMS** | 4 |
| COMS 470 Research Assistant in COMS** | 4 |
| COMS 495 Special Studies** | 4 |

Total units in major 48

* May be repeated for up to 12 units of credit

** Approval from individual faculty member is required prior to enrollment. Additional paperwork required.

Four-Year Plan for Bachelor of Arts in Communications Studies

Students start the major in fall of their sophomore year. This plan does not identify the communication studies elective courses an individual student might take. A complete list of department approved electives is available in the department. Because the major has 4-unit classes, the distribution of units is uneven. Students may distribute their GE and University electives as they wish.

FRESHMAN YEAR: 30 Units

| <i>Fall Semester (15 Units)</i> | <i>Spring Semester (15 Units)</i> |
|---------------------------------|-----------------------------------|
| GE Area A2 (4) | GE Area A3 (4) |
| Mathematics (GE) (3) | GE Science: B1, B2, or B3 (3) |
| GE (6) | GE Area D3 or D4 (3) |
| University Elective (2) | GE (3) |
| | University Elective (2) |

SOPHOMORE YEAR: 30 Units

| <i>Fall Semester (15 Units)</i> | <i>Spring Semester (15 Units)</i> |
|---------------------------------|-----------------------------------|
| COMS 200 (4) | COMS 202 (4) |
| COMS Beg. Skill Class (4) | COMS Adv. Skill Class (4) |
| GE Science: B1,B2, or B3 (4) | GE Science: B1, B2, or B3 (3) |
| GE Area D3 or D4 (3) | GE (4) |

JUNIOR YEAR: 30 Units

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

SENIOR YEAR: 30 Units

| <i>Fall Semester (14 Units)</i> | <i>Spring Semester (16 Units)</i> |
|---------------------------------|-----------------------------------|
| COMS Elective (4) | COMS 315** (4) |
| GE* (3) | COMS 402** (4) |
| University Electives (7) | COMS 499 (4) |
| | COMS Electives (4) |

TOTAL UNITS: 120

* If not taken Sophomore year

** Must be taken last semester.