A further sixteen units from two of groups

Group C: Neuroscience

Psychology 121, 135

Group D: Linguistics

Linguistics 103A, 103B, 131, 141, 171, 173

Group E: Philosophy

Philosophy 103, 104, 136

Group F: Psychology

Psychology 100, 137, 134, 131, 132, 136, 140, 141

Twelve additional units from groups B-G. 12

Group G: Other


Total Units for the Major ........................................ 72

B.S. Major Requirements:

Students select to pursue either the Computational Emphasis [Emphasis 1] or the Neuroscience Emphasis [Emphasis 2].

Computational Emphasis

Preparatory Subject Matter ........................................ 60

Engineering Computer Science 20, 30, 40, 50, 60 ........................................ 20

Linguistics 1 .................................................. 4

Mathematics 17AB or 21AB ................................... 8

Philosophy 10 .................................................... 4

Philosophy 12 ..................................................... 4

Philosophy 13G ................................................... 4

Psychology 001 .................................................. 4

Psychology 041 .................................................. 4

Statistics 13 (or STA 102) .................................. 4

Depth Subject Matter ............................................. 48

All courses from group A ...................................... 12

Group A: Core

One four-unit upper division course in cognitive science, Engineering: Computer Science 140A, Philosophy 112

Three courses from group B .................................. 12

Group B: Computation

Eng. Computer Science 120, 170, 171

Linguistics 177, Philosophy 133

One course from group C ................................... 4

Group C: Neuroscience

Linguistics 175, Psychology 101, 135

One course from group D ................................... 4

Group D: Philosophy/Linguistics

Linguistics 103A, 103B, 150, 182

Philosophy 103, 104

Four courses from group E in addition to any taken to satisfy group C requirements .................................. 16

Group E: Psychology

Psychology 100, 101, 103A, 103B, 113, 121, 124, 137, 129, 130, 131, 135

Total Units for the Major ........................................ 108

Neuroscience Emphasis

Preparatory Subject Matter .................................... 62-65

Biological Science 2ABC ..................................... 12

Linguistics 1 .................................................... 4

Mathematics 17ABC or 21ABC ................................ 12

Philosophy 10 ..................................................... 4

Philosophy 13G ................................................... 4

Physics 7ABC or 9ABC ....................................... 12

Psychology 001 .................................................. 4

Psychology 041 .................................................. 4

Statistics 13 (or STA 102) .................................. 4

Depth Subject Matter ............................................. 45-47

All courses from group A ...................................... 13

Group A: Core

One four-unit upper division course in cognitive science, Neurobiology, Physiology, and Behavior 100, Psychology 103A

One course from group B .................................... 4-5

Group B: Computation

Linguistics 177, Neurobiology, Physiology, and Behavior 16

12-13 units from group C ................................ 12-13

Group C: Neuroscience

Neurobiology, Physiology, and Behavior 112, 152, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, Psychology 101, 121, 135

Two courses from group D ................................... 8

Group D: Philosophy/Linguistics

Linguistics 103A, 103B, 150, 182

Philosophy 103, 104

Two courses from group E in addition to any taken to satisfy group C requirements .................................. 8

Group E: Psychology

Psychology 100, 101, 113, 121, 122, 124/2PB 124, 129, 137, 129, 130, 131, 132, 135

Total Units for the Major ........................................ 107-112

Major Advisers. 101 Young Hall;

cogsciadvising@ucdavis.edu

Communication

(College of Letters and Science)

Robert A Bell, Chairperson of the Department

Department Office. 469 Kerr Hall;

530-752-0966

Faculty

George A Barnett, Ph.D., Professor

Barron A Bell, Ph.D., Professor

Jaehe Cho, Ph.D., Associate Professor

Drew Cingel, Ph.D., Assistant Professor

Bo Feng, Ph.D., Assistant Professor

Martin Hiltbert, Ph.D., Assistant Professor

Nicholas A. Poynter, Associate Professor

Jorge Peña, Ph.D., Assistant Professor

Cuihua (Cindy) Shen, Ph.D., Assistant Professor

Lamiae D Taylor, Ph.D., Associate Professor

Narine Yegyian, Ph.D., Assistant Professor

Jingwen Zhang, Ph.D., Assistant Professor

Emeriti Faculty

Rina Alcalay, Ph.D., Professor Emerita

Charles R Berger, Ph.D., Professor Emeritus

Michael T Molley, Ph.D., Professor Emeritus

James M Murphy, Ph.D., Professor Emeritus

Academic Senate Distinguished Teaching Award

Ralph S Pomeroy, Ph.D., Emeritus

Faculty

Virginia O Hamilton, Ph.D., Lecturer

Alisa Shub, M.A., Lecturer

John Theobald, M.A., Lecturer

The Major Program

The major in communication focuses upon human symbolic behavior in interpersonal and mediated contexts.

The Program. The program of study in communication examines communication processes at several different levels of analysis. Courses dealing with communication at the individual, interpersonal, organizational and sociocultural levels of analysis are offered. The emphasis in the program reflects the changing focus in the discipline and society toward computer-mediated communication, quantitative behavioral science and cognitive science. Classes addressing such topics as communication and cognition, message systems, interpersonal communication, nonverbal communication, communication and persuasion, organizational communications and media mass media effects, computer-mediated communication and public communication campaigns explore communication at these levels of analysis. Related social science courses are also part of the major.

Career Alternatives. Communication graduates have found careers in such fields as broadcast and print journalism, administration, sales, management, politics and government, education, social work, and public relations. A communication degree is also excellent preparation for law school or other graduate programs.

A.B. Major Requirements:

Preparatory Subject Matter .................................... 29-30

Anthropology 4 or Linguistics 1 ................................ 4

Communication 10Y ........................................... 4

Communication 1 or 3 or 5/Linguistics 5 ............................. 4

Computer Science 15 or Philosophy 12 .......................... 4

Philosophy 1 .................................................... 4

Sociology 1 ..................................................... 5

Statistics 13 or Sociology 468 ................................. 4-5

Depth Subject Matter ............................................. 40

Communication 101; 102; 120; 140; 170/170V or 172 .................................. 20

Select five of the following additional courses: .......................... 20


Note: Many of the upper division courses offered by the other L&S departments have their own prerequisites not accounted for by lower division Communication Courses. To the degree that students elect to take those courses having “hidden prerequisites,” the number of units necessary to complete the major increases above the stated minimum.

Total Units for the Major .................................... 69-70

Grading recommendation. Although not required, it is recommended that all courses offered in satisfaction of the major, except variable-unit courses, be taken for a letter grade.

Major Advisers. Faculty; contact department.

Advising Office. 466 Kerr Hall

Minor Program Requirements:

Communication .................................................. 24

One course from: Communication 1, 3, .... 4

At least five upper division courses in communication .......................... 20

Graduate Study. The Department of Communication offers programs of study and research leading to M.A. and Ph.D. degrees in Communication. Detailed information may be obtained from the Graduate Adviser, Department of Communication.

Graduate Adviser. B. Feng

Courses in Communication (CMN)

Students must have satisfied the Entry Level Writing requirement before taking any course in Communication.

Lower Division

1. Introduction to Public Speaking (4)

Lecture—2 hours; discussion—2 hours. Practice in the preparation and delivery of speeches based on contemporary principles and strategies of informing and persuading audiences. GE credit: WR|OL, WE—F, W, S

3. Interpersonal Communication Competence (4)


Hamilton

10Y. Introduction to Communication (4) Web virtual lecture—3 hours; discussion—1 hour. Basic principles of communication and communication processes; models of communication; foundations and analytical research in communication; contexts of communication and communication research including interpersonal, intercultural, news, entertainment, mediated, and other GE credit: SocSci|SS. —F, W, S, Su. —Taylor

12Y. Data Visualization in the Social Sciences (4) Lecture—2 hours; laboratory—1.5 hours; web virtual lecture—1.5 hours. Introduction to quantitative data across the social sciences (Communication, Political Science, Psychology, Sociology, and other disciplines). Transforming data, describing data, producing graphs, visual reasoning, and interpretation. (Also offered as Sociology 12Y, Political Science 12Y, Psychology 12Y) GE credit: QL, VL. —F, W, S, (F, W, S) Cross

126. Introduction to Mass Communication (4) Lecture—3 hours; discussion—1 hour. Impact of visual games on players and society. Topics include motivations for playing games; cognitive, emotional, and behavioral effects, including violence and addiction; interactive video and group processes in online games; virtual communities, and video games for education. GE credit: SocSci|SS, VL. —F, (F) Peña

99. Special Study for Undergraduates (1-5) Prerequisite: consent of instructor. (P/NP grading only.)

Upper Division


102. Empirical Methods in Communication (4) Lecture—3 hours; discussion—1 hour. Prerequisite: Statistics 13 or equivalent. Social scientific research methods commonly employed in Communication. Topics include research design, data analysis, survey research methods, experimental design, evaluation research, content analysis and qualitative field methods. GE credit: SocSci|QL, SS. —F, W, S, (F, W, S) Bell, Palomares, Yegiyan

110. Communication Networks (4) Lecture/discussion—4 hours. Theoretical approaches to communication networks, practical applications of network analysis and network analysis tools. Topics include friendship, political discussion, social support, organizational, social media, and disease transmission networks. Impact of emerging technologies on network creation, maintenance, and disease transmission networks. Impact of emerg-

111. Gender Differences in Communication (4) Lecture—4 hours. Pass One open to Communication majors only. Examination of communication differences between men and women as sources of male/female stereotypes, misunderstandings, dilemmas, and difficulties (real and imagined). Treatment of genders as cultures. Topics include male/female differences in discursive practices and patterns, language attitudes, and relational dynamics. Not open for credit to students who have taken Communication 103. GE credit: SocSci|DD, SS. —F, W, (F, W) Palomares

112. Theories of Persuasion (4) Lecture/discussion—4 hours. Pass One open to Communication majors only. Theories and models of persuasion that account for the effects of source, channel and audience factors on message recipients. Examination of strategies for altering attitudes and gaining compliance. Contexts of application include interpersonal relationships, advertising, politics, and health. Not open for credit to students who have taken Communication 152. GE credit: SocSci|SS. —F, W, (F, W, S) Bell, Puckering

114. Communication and Cognition (4) Lecture—4 hours. Pass One open to Communication majors only. Relationship between communication and cognition in real-world contexts. Models of discourse comprehension and production, the influence of language attitudes on social judgments, and the effects of information processing on decision making are explored. Not open to students who have completed course 138. GE credit: SocSci|SS. —S. (S.) Yegiyan

120. Interpersonal Communication (4) Lecture—4 hours. Pass One open to Communication majors only. Theories of interpersonal communication related to perception, verbal and nonverbal channels, mutual understanding, and relationship development. Communication processes in face-to-face and technological mediated encounters. Consideration of different relationship contexts, including friendships, dating and family relationships, and the workplace. Not open for credit to students who have completed course 134. GE credit: SocSci|SS. —F, W, (F, W, S, S) Feng

121. Language Use in Conversation (4) Lecture/discussion—4 hours. Pass One open to Communication majors only. Examination of how people use language in social interaction, how they exchange meaning during conversation, and how their use of language plays a central role in turn-taking, speech acts, attitude formation, figurative speech, politeness, and other aspects of conversa- tion. Not open for credit to students who have taken course 105. GE credit: SocSci|SS. —F, W, (F, W) Palomares

122. Nonverbal Communication (4) Lecture—4 hours. Pass One open to Communication majors only. Examination of the interaction between nonverbal communication and verbal communication channels in influencing outcomes in interpersonal relationships. Nonverbal communications served by nonverbal communication are considered. Not open for credit to students who have completed course 135. GE credit: SocSci|SS. —F, W, (F, W, S) Puckering

123. Intercultural Communication (4) Seminar—3 hours; term paper. Pass One open to Communication majors only. Major concepts and theories of intercultural communication. Topics include cultural similarities and differences in verbal and nonverbal communication; dimensions of cultural variations, barriers to intercultural communication, and intercultural communication competence. Not open for credit to students who have taken course 137. GE credit: SocSci|SS. —F, (F) Feng

130. Group Communication (4) Lecture—3 hours; discussion—1 hour. Prerequisite: Statistics 13 or equivalent. Communication processes in the development and maintenance of effective groups and teams in organizations. Examination of both face-to-face and computer-mediated group interaction. Topics include group development, power, norms, cohesion, decision making, problem solving, creativity, conflict management, working, remotely, and leadership. GE credit: SocSci|SS. —F, (F)


136. Organizational Communication (4) Lecture—4 hours. Pass One open to Communication majors only. Organizational communication theory and practice is examined with an emphasis on the use of effective communication strategies for achiev- ing organizational goals. GE credit: SS. —F, W, Su. (F, W, S) Barnett, Hamilton


142. News Policies, Practices and Effects (4) Lecture—4 hours. Prerequisite: course 102 or equivalent course in research methods. Course 142 is Pass One open to Communication majors only. Exploration of processes and constraints in the gathering, editing, and reporting of news. Examination of how news is used and how news is created. Contemporary challenges to news reporting presented by new technologies, and the relationship of news to other social institu- tions. GE credit: SocSci|ACGH, SS. —F, W, F, W, S) Theobald

143. Analysis of Media Messages (4) Lecture/discussion—3 hours; term paper. Prerequisite: course 102 (or equivalent course in research methods). Course 143 is Pass One open to Communication majors only. Examination of the social and cultural significance of media messages and their uses. GE credit: SocSci|ACGH, SS. —F, W, S, (W, S) Cho

144. Media Entertainment (4) Lecture/discussion—3 hours; term paper. Prerequisite: course 102 (or equivalent course in research methods). Course 144 is Pass One open to Communication majors only. Effects and appeal of media entertainment, emphasizing emotional reactions. Topics include key concepts of entertainment research such as mood management, and the
145. Political Communication (4) Lecture/discussion—4 hours. Prerequisite: course 102 or equivalent course in research methods and course 101. Pass One open to Communication majors only. Discussion of theories and research on the relationships among the mass media, citizens, and politics, production of political news, campaign strategies, attitudes, and behavior. Provides frameworks for mediated politics, the news, and elite discourse and campaign messages. Offered irregularly. GE credit: SocSci | AGCH, SS.—S. (S.) Taylor

146. Communication Campaigns (4) Lecture/discussion—4 hours; term paper. Pass One open to Communication majors only. Strategic uses of media and interpersonal communication channels in health, environmental advocacy, and political campaigns. Emphasis on general principles relevant to most campaign types, including public information, social marketing, and media advocacy campaigns. GE credit: SocSci | SS.—S. (S.) Barnett, Theobald


165. Media and Health (4) Lecture/discussion—4 hours. Prerequisite: course 102 or equivalent course in research methods. Content and effects of health messages in news, entertainment, and advertising. Topics include news health reporting, portrayals of disease, disability, death and health-related behaviors; representations of health professionals; promotion of drugs and other health products; tobacco and alcohol advertising. GE credit: SocSci | SS.—S. (S.) Bell, Taylor


170V. Digital Technology and Social Change (4) Web virtual lecture—3 hours; web electronic discussion—1 hour. Conceptual understanding of how digital communication technologies transform our lives, through social media, mobile connectivity, globalization, big data, and artificial intelligence. Context of course include education, health, entrepreneurship, democracy, among others. North San Francisco State University. GE credit for credit to students who have completed course 170. GE credit: SocSci | SS.—F. W. S. Su, (F. W. S. Su) Hilbert


174. Social Media (4) Lecture—4 hours. Application of theories of communication to the study and design of social media. Examination of their uses and effects in various contexts such as health, political movements, and collaboration. Topics include motivations for membership, participation, virtuality, privacy, and control. GE credit: SocSci | SS.—F. S. (F. S.) Shen

176. Video Games Theory and Research (4) Lecture/discussion—2 hours; laboratory/discussion—2 hours. Prerequisite: course 102 or an equivalent research methods course. Communication theory and research on the uses and effects of video games. Research methods available for investigating game use and the impact of games on behavior. Applied projects in a research project. GE credit: SS.—W. (W.) Perla

180. Current Topics in Communication (4) Lecture/discussion—4 hours. Prerequisite: course 101 and 102 (or equivalent research methods course). Pass One open to Communication majors only. Group study of a special topic in communication. May be repeated one time for credit when topics differ. Offered irregularly. GE credit: SocSci | SS.

189A. Proseminar in Social Interaction (4) Seminar—3 hours; term paper. Prerequisite: course 101, 102, 136; consent of instructor. Open to Communication majors only. Reading, discussion, research, and writing on a selected topic in the specialty of social interaction. Potential topics include: relationship initiation, maintenance, and deterioration; communication failure; nonverbal communication; conversational management; semantics and pragmatics of language; and sexuality or marital communication. May be repeated for credit when topics differ. Offered in alternate years. GE credit: SocSci, Writ| SS, WE.—S. Feng, Palomares

189B. Proseminar in Mass Communication (4) Seminar—3 hours; term paper. Prerequisite: course 101, 102, 140; consent of instructor. Reading, discussion, research, and writing on a selected topic in the specialty of mass communication. Potential topics include agenda-setting, the cultivation of beliefs, television violence, media portrayals of underprivileged groups, mediated political discourse, interactive technologies, and international/global communications. May be repeated for credit when topics differ. Offered in alternate years. GE credit: SocSci, Writ| SS, WE.—S. Berger, Cho, Hwang, Taylor, Yegiyan

189C. Proseminar in Health Communication (4) Seminar—3 hours; term paper. Prerequisite: course 101, 102, 161 or 165; consent of instructor. Open to Communication majors only. Reading, discussion, research, and writing on a selected topic in health communication. Potential topics include health communication design and evaluation, media advocacy, physician-patient interaction, uses of communication technologies in health settings, and health-related advertising. May be repeated for credit when topics differ. Offered in alternate years. GE credit: SocSci, Writ| SS, WE.—S. Bell, Feng, Taylor

189D. Proseminar in Organizational Communication (4) Seminar—3 hours; term paper. Prerequisite: course 101, 102, 136; consent of instructor. Open to Communication majors only. Reading, discussion, research, and writing on a selected topic in the specialty of organizational communication. Potential topics include organizational networks, organizational conflict and its resolution, mediation, negotiation, and decision-making, superordinate-subordinate interaction, leadership styles, and inter-organizational communication. May be repeated for credit when topics differ. Offered in alternate years. GE credit: SocSci, Writ| SS, WE.—S. Barnett

192. Internship in Communication (1-12) Internship—3-36 hours. Prerequisite: Communication majors who have completed 20 units of upper division communication courses; consent of instructor. Open to Communication majors only. Supervised work experience requiring the application of communication principles and strategies or the evaluation of communication practices in a professional setting. Relevant experiences include public relations, advertising, sales, human resources, health promotion, political campaigns, and media relations. May be repeated up to 6 units of credit. (P/NP grading only.)—F, W, S, Su. (F, W, S, Su.)

194H. Senior Honors Thesis (4) Seminar—1 hour; individual tutorial on research project—3 hours. Prerequisite: senior standing and approval by Honors Committee. Directed reading, research, and writing culminating in the preparation of honors thesis under direction of faculty adviser. GE credit: SocSci | SS, WE.

197T. Tutoring in Communication (2-4) Seminar—1-2 hours; laboratory—1-2 hours. Prerequisite: upper division standing with major in Communication and consent of Department Chairperson. Tutoring in undergraduate Communication courses, including leadership of discussion groups affiliated with departmental courses. May be repeated for credit to a total of 44 units. (P/NP grading only.)

198. Directed Group Study (1-5) Prerequisite: consent of instructor. (P/NP grading only.)

199. Special Study for Advanced Undergraduates (1-5) (P/NP grading only.)

Graduate

201. Theoretical Perspectives on Strategic Communication (4) Seminar—4 hours. Prerequisite: graduate standing; consent of instructor. Explores the intentional use of discourse and nonverbal behavior to reach goals. Explores theories and models that elucidate the processes that enable the realization of intentions in message plans and discourse. —F. (F.)


203. Scientific Methods for Communication (4) Seminar—3 hours; term paper. Prerequisite: 201, 202, Psychology 204A, 204B or equivalent. Social scientific research methods commonly employed in Communication. Topics include research design measurement sampling and data collection survey research experimental design evaluation research content analysis and qualitative field methods.—S. (S.) Palomares, Yegiyan

210. Experimental Methods and Analysis in Communication (4) Lecture—4 hours. Prerequisite: graduate standing; one course in inferential statistics; consent of instructor. Experimental designs in communication. Topics include causation; theoretical operationalization, and measurement; hypothesis testing; ethics; data analysis software focusing on the analysis of variance and planned contrasts; and the practical and effective implementation and writing of experiments. —F. (F.) Palomares

211. Survey Research Methods in Communication (4) Seminar—4 hours. Prerequisite: graduate standing; one course in inferential statistics; consent of instructor. Methods for designing personal interview, phone, mail, and web-based surveys in communication. Topics include: sampling strategies, sources of error and bias in survey designs, questionnaire construction, cognitive interviewing, interviewer behavior, and analysis of complex survey data using standard software packages.—W. (W.) Bell, Cho