

# COMMUNICATION, BACHELOR OF ARTS

College of Letters & Science

## The Major 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 societal 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, persuasion, organizational communication, 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.

## Major Advisors

Contact department.

## Career Alternatives

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

## 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.

## 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 Advisor, Department of Communication.

The major requirements below are in addition to meeting University Degree Requirements (<https://catalog.ucdavis.edu/undergraduate-education/university-degree-requirements/>) & College Degree Requirements (<https://catalog.ucdavis.edu/undergraduate-education/college-degree-requirements/>); unless otherwise noted. The minimum number of units required for the Communication Bachelor of Arts is 69.

Code	Title	Units
<b>Preparatory Subject Matter</b>		
ANT 004 or LIN 001 or LIN 001Y	Introduction to Anthropological Linguistics Introduction to Linguistics Introduction to Linguistics	4
CMN 010Y or CMN 010V	Introduction to Communication Introduction to Communication	4
Choose one:		4
CMN 001 or CMN 001V	Introduction to Public Speaking Introduction to Public Speaking	

CMN 003 or CMN 003V or CMN 003Y	Interpersonal Communication Competence Interpersonal Communication Competence Interpersonal Communication Competence	
CMN/LIN 005	Global English & Communication	
PHI 012 or ECS 015 DISCON	Introduction to Symbolic Logic	4
PSC 001 or PSC 001V or PSC 001Y	General Psychology General Psychology General Psychology	4
SOC 001 or SOC 001V	Introduction to Sociology Introduction to Sociology	5
STA 013 or STA 013Y or SOC 056 or SOC 056Y	Elementary Statistics Elementary Statistics Introduction to Social Statistics Introduction to Social Statistics	4-5
Preparatory Subject Matter Subtotal:		29-30
<b>Depth Subject Matter</b>		
CMN 101 or CMN 101V or CMN 101Y	Communication Theories Communication Theories Communication Theories	4
CMN 102 or CMN 102V	Empirical Methods in Communication Empirical Methods in Communication	4
CMN 120 or CMN 120V	Interpersonal Communication Interpersonal Communication	4
CMN 140	Introduction to Mass Communication	4
Choose one:		4
CMN 170 or CMN 170V	Digital Technology & Social Change Digital Technology & Social Change	
CMN 172	Interpersonal Technologies	
Choose five:		20-22
CMN 110	Communication Networks	
CMN 111	Gender Differences in Communication	
CMN 112	Theories of Persuasion	
CMN 114	Communication & Cognition	
CMN 121	Language Use in Conversation	
CMN 122	Nonverbal Communication	
CMN 123	Intercultural Communication	
CMN 124	Family Communication	
CMN 130	Group Communication	
CMN 131	Strategic Communication in Public Relations	
CMN 132	Social Media for Public Relations	
CMN 136 or CMN 136V	Organizational Communication Organizational Communication	
CMN 139	Advanced Organizational Communication (Discontinued)	
CMN 141	Media Effects: Theory & Research	
CMN 142	Newsmaking	
CMN 143	Analysis of Media Messages	
CMN 144	Media Entertainment	
CMN 145	Political Communication	
CMN 146	Communication Campaigns	

CMN 147	Children, Adolescents, & the Media
or CMN 147V	Children, Adolescents, and the Media
CMN 148	Contemporary Trends In Media
CMN 150V	Computational Social Science
CMN 151	Simulating Communication Processes
CMN 161	Health Communication
CMN 165	Media & Health
CMN 170	Digital Technology & Social Change
or CMN 170V	Digital Technology & Social Change
CMN 172	Interpersonal Technologies
CMN 174	Social Media
CMN 176	Video Games Theory & Research
or CMN 176V	Video Games Theory & Research
CMN 178	Persuasive Technologies
CMN 180	Current Topics in Communication
CMN 189A	Proseminar in Social Interaction
CMN 189B	Proseminar in Mass Communication
CMN 189C	Proseminar in Health Communication
CMN 189D	Proseminar in Organizational Communication
ANT 120	Language & Culture
ECN 122	Theory of Games & Strategic Behavior
LIN 171	Introduction to Psycholinguistics
LIN 177	Computational Linguistics
LIN 182	Multilingualism
POL 165	Mass Media & Politics
or POL 165V	Mass Media & Politics
PSC 100	Introduction to Cognitive Psychology
or PSC 100Y	Introduction to Cognitive Psychology
PSC 107	Questionnaire & Survey Research Methods
PSC 152	Social Cognition
PSC 154	Psychology of Emotion
or PSC 154V	Psychology of Emotion
SOC 126	Social Interaction
STA 106	Applied Statistical Methods: Analysis of Variance
STA 108	Applied Statistical Methods: Regression Analysis
Depth Subject Matter Subtotal:	40-42
<b>Total Units</b>	<b>69-72</b>

Note: Many of the upper division courses offered by other College of Letters & Science 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.