

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
Preparatory Subject Matter		
ANT 004	Introduction to Anthropological Linguistics	4
or LIN 001	Introduction to Linguistics	
or LIN 001Y	Introduction to Linguistics	
CMN 010Y	Introduction to Communication	4
or CMN 010V	Introduction to Communication	
Choose one:		4
CMN 001	Introduction to Public Speaking	
CMN 003	Interpersonal Communication Competence	

or CMN 003V	Interpersonal Communication Competence	
or CMN 003Y	Interpersonal Communication Competence	
CMN/LIN 005	Global English & Communication	
PHI 012	Introduction to Symbolic Logic	4
or ECS 015 DISCON		
PSC 001	General Psychology	4
or PSC 001Y	General Psychology	
SOC 001	Introduction to Sociology	5
STA 013	Elementary Statistics	4-5
or STA 013Y	Elementary Statistics	
or SOC 056	Introduction to Social Statistics	
or SOC 056Y	Introduction to Social Statistics	
Preparatory Subject Matter Subtotal:		29-30
Depth Subject Matter		
CMN 101	Communication Theories	4
or CMN 101Y	Communication Theories	
CMN 102	Empirical Methods in Communication	4
or CMN 102V	Empirical Methods in Communication	
CMN 120	Interpersonal Communication	4
CMN 140	Introduction to Mass Communication	4
Choose one:		4
CMN 170	Digital Technology & Social Change	
or CMN 170V	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	Organizational Communication	
CMN 139	Advanced Organizational Communication	
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	
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	
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
Total Units		69-72

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.