# 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.

### Code | Title |
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>ANT 004</td>
<td>Introduction to Anthropological Linguistics</td>
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<tr>
<td>or LIN 001</td>
<td>Introduction to Linguistics</td>
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<tr>
<td>or LIN 001Y</td>
<td>Introduction to Linguistics</td>
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<tr>
<td>CMN 010Y</td>
<td>Introduction to Communication</td>
</tr>
<tr>
<td>or CMN 010V</td>
<td>Introduction to Communication</td>
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Choose one:

- CMN 001 | Introduction to Public Speaking |
- CMN 003 | Interpersonal Communication Competence |
- or CMN 003Y | Interpersonal Communication Competence |
- or CMN 003V | Interpersonal Communication Competence |
- CMN/LIN 005 | Global English & Communication |
- PHI 012 | Introduction to Symbolic Logic |
- or ECS 015 DISCON |
- PSC 001 | General Psychology |

## Preparatory Subject Matter Subtotal: 29-30

### Depth Subject Matter

- CMN 101 | Communication Theories |
- or CMN 101Y | Communication Theories |
- CMN 102 | Empirical Methods in Communication |
- CMN 120 | Interpersonal Communication |
- CMN 140 | Introduction to Mass Communication |

Choose one:

- CMN 170 | Digital Technology & Social Change |
- or CMN 170V | Digital Technology & Social Change |
- CMN 172 | Interpersonal Technologies |

Choose five:

- 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 |
<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>CMN 189A</td>
<td>Proseminar in Social Interaction</td>
</tr>
<tr>
<td>CMN 189B</td>
<td>Proseminar in Mass Communication</td>
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<tr>
<td>CMN 189C</td>
<td>Proseminar in Health Communication</td>
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<tr>
<td>CMN 189D</td>
<td>Proseminar in Organizational</td>
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<td></td>
<td>Communication</td>
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<tr>
<td>ANT 120</td>
<td>Language &amp; Culture</td>
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<td>ECN 122</td>
<td>Theory of Games &amp; Strategic Behavior</td>
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<td>LIN 171</td>
<td>Introduction to Psycholinguistics</td>
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<td>LIN 177</td>
<td>Computational Linguistics</td>
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<td>LIN 182</td>
<td>Multilingualism</td>
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<td>POL 165</td>
<td>Mass Media &amp; Politics</td>
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<tr>
<td>PSC 100</td>
<td>Introduction to Cognitive Psychology</td>
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<tr>
<td>or PSC 100Y</td>
<td>Introduction to Cognitive</td>
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<td></td>
<td>Psychology</td>
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<tr>
<td>PSC 107</td>
<td>Questionnaire &amp; Survey Research Methods</td>
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<tr>
<td>PSC 152</td>
<td>Social Cognition</td>
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<tr>
<td>PSC 154</td>
<td>Psychology of Emotion</td>
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<td>or PSC 154V</td>
<td>Psychology of Emotion</td>
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<td>SOC 126</td>
<td>Social Interaction</td>
</tr>
<tr>
<td>STA 106</td>
<td>Applied Statistical Methods: Analysis of Variance</td>
</tr>
<tr>
<td>STA 108</td>
<td>Applied Statistical Methods: Regression Analysis</td>
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**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.