

COMMUNICATION STUDIES

Communication Studies is an expansive field which aims to:

- Analyze, understand, and facilitate effective expressions of organized thoughts
- Facilitates successful interaction with self, others, society and the world

Skills developed within this field are readily applicable in daily life. A bachelor's degree in Communication Studies offers pathways to careers in law, education, government, public relations and advertising, arts and entertainment, social and human services, international relations and negotiations. The Communication Studies Program features an advanced Communication Center, located on the 2nd floor of the Performing Arts Center, Room 54-213 and the extension is 2820. The center is available to help with the development and delivery of oral presentations from research, outlining and delivery, to visual aids including PowerPoint presentations.

Career Opportunities

Administrator, Advertising, Counselor, Lobbyist, Marketing Specialist, Ministry, News Anchor, Public Information Officer, Publicity Manager, Speech Writer, Teacher

Faculty

Augustine-Carreira, Jacqueline

Fowlie, Jennifer

Murillo, Leslie

Transfer

- California State University, San Bernardino: Communication major

For the most up-to-date information on this program and others, visit [assist.org](http://www.assist.org) (<http://www.assist.org>). Please stop by the Transfer Center in Building 23 or make an appointment with a counselor if you have questions.

Programs of Study

- Communication Studies 2.0, AA-T (<https://catalog.vvc.edu/degrees-certificates/communication-studies/communication-studies-2-aat/>)

Program Learning Outcomes

Program Learning Outcomes (PLOs) are statements of the kind of learning a program hopes a student will achieve. The PLOs describe the knowledge, skills, problem-solving, communication and values that apply to all certificates and/or degrees within that program.

Upon completion of this program, students should be able to:

- Communicate ethically, responsibly, and effectively as local, national, international, and global citizens and leaders.
- Communicate competently in dyads, groups and organizations demonstrating an understanding of communication theories and principles.
- Monitor and model interpersonal communication competence demonstrating an ability to construct effective messages both oral

and written in various formats, including the ability to interpret and evaluate feedback, for a variety of audiences.

- Possess skills to effectively compose and deliver formal and informal oral presentations to a variety of audiences in multiple contexts.

Communication Studies Courses

CMST 104 Argumentation and Oral Debate (3.0 Units)

The study of argumentation within an oral debate setting. Treatment of the theories and practices of argument, both formal and informal. Emphasis on language as a tool of argument. Fallacies of reasoning, practical problem-solving situations, and systems of logic. Oral exercises including debates, extensive writing requirements including advocacy papers, and analysis of refutations of arguments.

Recommended Preparation: ENGL 101.0 and CMST 109

Lecture Hours: 54.0; Lecture Hours: 3.38

Transfer: Transfers to both UC/CSU

CMST 105 Intercultural Communication (3.0 Units)

A course designed for the student to learn relevant intercultural communication elements, factors, and theories. Students will learn and be evaluated on: describing their cultural roots, creating an identity collage, defining worldview and cultural values, analyzing an intercultural encounter, describing an intercultural communication context, and exploring a specific intercultural topic. Students will demonstrate proficiency in the above through exams, individual and group presentations, and essays. C-ID: COMM 150.

Lecture Hours: 54.0

Transfer: Transfers to both UC/CSU

CMST 106 Interpersonal Communication (3.0 Units)

A course which examines human communication theory and principles across a variety of contexts. The course emphasizes analysis of communication variables as well as skill development and application. (UC credit limitation). C-ID: COMM 130.

Lecture Hours: 54.0; Lecture Hours: 3.38

Transfer: Transfers to both UC/CSU

CMST 107 Family Communication (3.0 Units)

An introduction to human communication in the setting of the family. The goal is to help the student understand how, through communication, people develop, maintain, enhance, or destroy family relationships. Students will study the variables and the process of communication as they affect the interaction of their families and to develop insight that will make it possible to apply this knowledge.

Lecture Hours: 54.0

Transfer: Transfers to both UC/CSU

CMST 108 Group Discussion (3.0 Units)

Practical application of the processes involved in group discussion with an emphasis on problem solving and decision making. Attention to structured and unstructured situations. Principles applicable to groups found in schools, businesses, professions, and the family. Development on interpersonal skills for thoughtful participation in a democratic society. (UC credit limitation). C-ID: COMM 140.

Lecture Hours: 54.0; Lecture Hours: 3.38

Transfer: Transfers to both UC/CSU

CMST 109 Public Speaking (3.0 Units)

A course designed for the student to learn how to prepare, organize, and deliver public speeches. Students will learn and be evaluated on: constructing a speaking outline, analyzing an audience, adapting to the occasion, and using effective speaking delivery techniques. Students will demonstrate proficiency in the above through the delivery of speeches in the classroom. C-ID: COMM 110.

Lecture Hours: 54.0

Transfer: Transfers to both UC/CSU

CMST 110 Introduction to Mass Media (3.0 Units)

This course introduces students to the influences and contributions of mass media in popular culture. It traces the historical development of each of the mass media, from earliest inventions to today's state-of-the-art digital technologies. This course surveys the impact of mass media on each of us as individuals and on American and world culture: where we might be going and what we can do about it. The course also examines how mass culture continually influences and shapes the media.

Lecture Hours: 54.0

Transfer: Transfers to both UC/CSU

CMST 128 Special Topic (3.0 Units)

These courses are designed to permit investigation in depth of topics not covered by regular catalog offerings. Course content, hours, and unit credit to be determined by the instructor in relation to community/students interest and/or available staff. may be offered as a seminar, lecture, or laboratory class. Individual course descriptions approved by the Curriculum Committee are on file in Office of Instruction.

Lecture Hours: 27.0

Transfer: Transfers to CSU only

CMST 129 Independent Study (1-3 Units)

Transfer: Transfers to CSU only

CMST 160 Streaming Video Production And½distribution (4.0 Units)

This course will expand on streaming video technology used in today's communication market place, including all technical aspects of video and multimedia with the focus on theoretical and practical video technology issues. Basic video and TV principals, video fundamentals, digital video, video compression, video streaming, multicast, IP Video, multimedia compression and transmission, multimedia signal processing, distributed video systems, and visualization. Streaming video production equipment and mobile technologies will be explored. This course will cover all the aspects of the current and future video interfaces and networks used to distribute video.

Lecture Hours: 54.0; Lab Hours: 54.0

Transfer: Transfers to CSU only

CMST 180 Survey of Visual Communication½technologies (4.0 Units)

Recommended Preparation: Computer Literacy. An overview of Adobe Creative Suite. Students are given the opportunity to sample professional digital design tools while applying the fundamentals of design.

Lecture Hours: 54.0; Lab Hours: 54.0

Transfer: Transfers to CSU only

CMST 181 Principles of Communication Design (3.0 Units)

An introductory survey course demonstrating the methods and principles common to the communication design disciplines, including problem-solving, composition, idea generation, and storytelling.

Lecture Hours: 54.0; Lecture Hours: 3.38

Transfer: Transfers to both UC/CSU

CMST 184 Interactive Design for Internet½communication (4.0 Units)

An overview of most current industry standard software used for creating web pages. This course does not focus on HTML or scripting language but is focused on the development of effective communication in the design.

Lecture Hours: 54.0; Lab Hours: 54.0

Transfer: Transfers to both UC/CSU

CMST 188 Fundamentals of Journalism (3.0 Units)

This course covers the basics of news and feature reporting and writing, including interviewing techniques, legal/ethical issues, writing strategies, and desk-top publishing. Students produce the campus newspaper and learn about career opportunities. Crosslisted with JOUR 108.

Prerequisite(s): ENGL 45

Co-requisite(s): CMST 188LA

Lecture Hours: 54.0

Transfer: Transfers to both UC/CSU

CMST 188LA Journalism Lab A (1-3 Units)

This is the laboratory course which requires CMST 188 as a co-requisite.

The students will improve their writing skills; learn techniques for copy editing, design, and layout; and learn the fundamentals of advertising, photo-journalism, business, and desk-top publishing as they apply to newspaper production and distribution.

Prerequisite(s): ENGL 45, Minimum grade C

Co-requisite(s): CMST 188

Lab Hours: 54.0

Transfer: Transfers to CSU only

CMST 188LB Journalism Lab B (1-3 Units)

This laboratory only course focuses on intermediate writing and producing the school newspaper, RamPage, and its online version.

Students will research, write, and edit articles for both publications.

Students will also take photographs, design and/or layout pages, create graphic illustrations, and develop multimedia stories. Throughout this course, students will also apply media ethics and learn fundamentals of media law. Leadership and management skills are also covered.

Prerequisite(s): CMST 188LA, Minimum grade C

Lab Hours: 54.0

Transfer: Transfers to CSU only

CMST 282 Social Media (4.0 Units)

In this course students will explore the emerging social media career.

Student will learn to use tools and techniques used to create social media content and to effectively communicate and disseminate information to the masses and niche media groups. The challenges faced by content creators will also be discussed.

Lecture Hours: 54.0; Lab Hours: 54.0

Transfer: Transfers to CSU only