

Communication skills are essential to forming and maintaining personal relationships, acquiring and excelling in a job, and relating to the world around us. Through the study and practice of interpersonal, professional, and intercultural communication skills, students will learn how their perceptions and self-esteem affect their interactions with others. Beyond this, students will improve their abilities to speak, write, and present information effectively, whether in face-to-face interactions or in public or mass-media settings.

Students who complete the Communication A.A. degree or Certificate of Accomplishment requirements will learn and practice cultural awareness, situation analyses, and goal-oriented solutions to practical problems, giving them valuable assets in their future relationships and workplaces.

The **A.A. degree in Communication Studies** will be awarded upon satisfactory completion of the major course requirements listed below and the General Education requirements for the Associate in Arts Degree listed in the Degrees and Programs section of this Catalog.

**Career Opportunities**

Communication careers include but are not limited to: management, social media, customer service, law, sales, consulting, political organizing, broadcasting, marketing, advertising, public relations, human resources, training, education, and many others.

**Program Learning Outcomes**

*Upon successful completion of this program, students will be able to:*

- Build greater competence in interpersonal, small group, and public communication.
- Express ideas and viewpoints with greater clarity.
- Develop conflict management and leadership skills.

**Degree Major Requirements**

DEPT/NO.	TITLE	UNITS
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**Major Requirements (9 units):**

COMM 4	The Dynamics of Group Discussion	3
COMM 20	Interpersonal Communication Skills	3
COMM 45	Public Speaking	3

**Select a minimum of 6 units from the following courses:**

COMM 1A	Introduction to Speech (3)	6
COMM 5	Persuasion and Critical Thinking (3)	
COMM 6	Intercultural Communication (3)	
COMM 19	Survey of Mass Media (3)	
COMM 44	Argumentation (3)	

**Select a minimum of 3 units from the following courses:**

COMM 2A	The Fundamentals of Oral Interpretation of Literature (3)	3
COMM 12	Organizational Communication (3)	
ANTHR 3	Introduction to Social and Cultural Anthropology (3)	
PSYCH 1A	Introduction to General Psychology (3)	
SOC 1	Introduction to Sociology (3)	

**Total Required Units for Major: 18**

**College of Alameda GE Requirements: 42**

**Total units required for A.A. degree: 60**

The Associate of Arts in Communication Studies Transfer Degree (AA-T) is designed for students planning to transfer into the communications major. A student pursuing this degree will meet the AB 1440 Transfer Curriculum Model for CSU.

**Associate Degrees for Transfer**

California Community Colleges are now offering associate degrees for transfer to the CSU. These may include Associate in Arts (AA-T) or Associate in Science (AS-T) degrees. These degrees are designed to provide a clear pathway to a CSU major and baccalaureate degree. California Community College students who are awarded an AA-T or AS-T degree are guaranteed admission with junior standing somewhere in the CSU system and given priority admission consideration to their local CSU campus or to a program that is deemed similar to their community college major. This priority does not guarantee admission to specific majors or campuses.

Students who have been awarded an AA-T or AS-T are able to complete their remaining requirements for the 120-unit baccalaureate degree within 60 semester or 90 quarter units.

Students are required to: • Complete 60 semester CSU-transferable units. • Complete the California State University-General Education-Breadth pattern (CSU GE-Breadth); or the Intersegmental General Education Transfer Curriculum (IGETC) pattern. • Complete a minimum of 18 semester units in the major • Obtain of a minimum grade point average (GPA) of 2.0. • Earn a grade of C or higher in all courses required for the major. A "P" (Pass) grade is also an acceptable grade for courses in major if the course is taken on a Pass/No Pass basis.

To view the most current list of College of Alameda Associate Degrees for Transfer and to find out which CSU campuses accept each degree, please go to [www.alameda.peralta.edu](http://www.alameda.peralta.edu). Current and prospective community college students are encouraged to meet with a counselor to review their options for transfer and to develop an educational plan that best meets their goals and needs.

**Career Opportunities**

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**Program Learning Outcomes**

Upon successful completion of this program, students will be able to:

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**Degree Major Requirements**

DEPT/NO.	TITLE	UNITS
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**Required Core (3 units):**

COMM 45	Public Speaking	3
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**List A (select two): 6 units**

COMM 4	Dynamics of Group Discussion (3)	6
COMM 20	Interpersonal Communication Skills (3)	
COMM 44	Argumentation (3)	

**List B (select two): 6 units:**

COMM 1A	Introduction to Speech (3)	6
COMM 2A	Fundamentals of Oral Interpretation of Literature (3)	
COMM 5	Persuasion and Critical Thinking (3)	
COMM 6	Intercultural Communication (3)	
COMM 19	Survey of Mass Media (3)	

**List C (select one): 3 units:**

ANTHR 3	Introduction to Social and Cultural Anthropology (3)	3-4
ENGL 1B	Composition and Reading (4)	
ENGL 5	Critical Thinking in Reading and Writing (3)	
PSYCH 1A	Introduction to General Psychology (3)	
SOC 1	Introduction to Sociology (3)	

**Total Required Units: 18-19**

\* For the Associate in Arts Degree in Communication for Transfer, students must complete the IGETC or CSU GE-Breadth Education pattern and elective courses for an additional 41-42 units.

**Total Units: 60**

## Recommended Course Sequence

	COURSE	UNITS	REQUIREMENT	CSU GE AREA	
FALL 1	COMM 1A	Intro to Speech	3	Major, List B	A1
	ENGL 1A/1AS	Composition and Reading (w/ support)	4 or 5	GE	A2
	COUN 24	College Success <i>or</i>			
	LIS 74	Information Seeking Behavior <i>or</i>	3 or 4	GE	E
	CIS 1	Introduction to Computer information Systems <sup>1</sup>			
	MATH 13	Introduction to Statistics (+213 Support Course) <i>or</i>	3 - 6	GE	B4
	MATH 15	Mathematics for Liberal Arts Students			
	KIN 54A KIN 60A	Cross Fitness I – Fundamentals <i>or</i> Circuit Training for Strength I – Fundamentals	1	Elective	

**Total Number of Units: 14 - 19**

SPRING 1	COMM 5	Persuasion & Critical Thinking <i>or</i>	3	Major, List C	A3
	ENGL 5	Critical Thinking in Reading & Writing			
	COMM 45	Public Speaking	3	Major	A1
	ART 1	Introduction to Art History <i>or</i>	3	GE	C1
	ART 122	World Art			
	HIST 7A	History of the United States to 1877 <sup>1</sup> <i>or</i>	3	US History	C2
	HIST 7B	History of the United States since 1865 <sup>1</sup>			
HUMAN 1	Introduction to Humanities <i>or</i>	3	GE	C2	
HUMAN 2	Human Values				

**Total Number of Units: 15**

FALL 2	COMM 6	Intercultural Communications	3	Major, List B	D
	COMM 20	Interpersonal Communication Skills	3	Major, List A	A1
	BIOL 10	Introduction to Biology <i>or</i>			
	ANTHR 1	Introduction to Physical Anthropology <i>and</i>	4	GE	B2 & B3
	ANTHR 1L	Introduction to Physical Anthropology Laboratory			
	SOC 1	Introduction to Sociology	3	GE	D
PSYCH 1A	Introduction to General Psychology	3	Elective	D	

**Total Number of Units: 16**

SPRING 2	POSCI 1	Government & Politics in the United States <i>or</i>	3	US/CA Politics	D
	POSCI 26	U. S. and California Constitution			
	GEOG 1	Physical Geography <i>or</i>	3	GE	B1 or B1 & B3
	GEOG 14	Introduction to Geographic Information Systems			
	PSYCH 7A	Psychology of Childhood <i>or</i>			
	PSYCH 7B	Adolescent Psychology <i>or</i>	3	Elective	D
	PSYCH 12	Human Sexuality <i>or</i>			
	PSYCH 18	Psychology of Race and Ethnicity in the U.S.			
DANCE 12A	Beginning Individual Choreography <i>or</i>	3	Elective	E	
COUN 57	Career and Life Planning				
COMM 4	Dynamics of Group Discussion	3	Major, List A	A1	

**Total Number of Units: 15**

<sup>1</sup> This course must be taken at College of Alameda to count for the specific CSU GE Area.

**Please meet with a counselor to develop a personalized education plan to help you meet your specific goals.**

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### Career Opportunities

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### Program Learning Outcomes

*Upon successful completion of this program, students will be able to:*

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### Degree Major Requirements

DEPT/NO.	TITLE	UNITS
<b>Select 18 units from the following courses:</b>		
COMM 1A	Introduction to Speech (3)	18
COMM 4	The Dynamics of Group Discussion (3)	
COMM 5	Persuasion and Critical Thinking (3)	
COMM 6	Intercultural Communication (3)	
COMM 12	Organizational Communication (3)	
COMM 19	Survey of Mass Media (3)	
COMM 20	Interpersonal Communication Skills (3)	
COMM 44	Argumentation (3)	
COMM 45	Public Speaking (3)	
<b>Total:</b>		

## Communication Studies (COMM)

**What is communication?** Communication focuses on how people use messages to generate and interpret meaning in different contexts, cultures, channels, and media.

**Why study Communication?** Communication skills are among the top qualities employers look for in job candidates. Students in communication courses will learn why people interact the way they do while improving their own verbal, nonverbal, and written communication skills.

### **COMM 1A** **Introduction to Speech**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU, UC

Rhetorical and argumentative analysis of significant contemporary political and social issues: Developing, stating, organizing, and researching ideas; critical thought and evaluative listening. 1506.00

AA/AS area 4d; CSU area A1; IGETC area 1C

C-ID COMM 180

### **COMM 2A** **Fundamentals of Oral Interpretation of Literature**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU, UC

Principles of effective delivery, reading aloud, analysis and appreciation of literature: Reading prose, poetry, and drama. 1506.00

AA/AS area 3, 4d; CSU area C2

C-ID COMM 170

### **COMM 2B** **Fundamentals of Oral Interpretation of Literature**

- 3 units, 3 hours lecture (GR)
- COMM 2A is not prerequisite to COMM 2B.
- Acceptable for credit: CSU, UC

Principles of effective delivery, reading aloud, analysis and appreciation of literature: Reading the short story, myths, and fables. 1506.00

AA/AS area 3, 4d; CSU area C2

### **COMM 4** **Dynamics of Group Discussion**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU, UC

Study of communication in a group setting: Emphasis on listening, leadership, and teamwork; theoretical and experiential learning to build on individual communication skills with the goal of understanding and practicing successful group relations. 1506.00

AA/AS area 4d; CSU area A1; IGETC area 1C

C-ID COMM 140

### **COMM 5** **Persuasion and Critical Thinking**

- 3 units, 3 hours lecture (GR or P/NP)
- Prerequisite: ENGL 1A; or ENGL 1AS
- Acceptable for credit: CSU, UC

Critical thinking skills: Principles of reasoning and persuasion, and analysis and evaluation of communication; emphasis on structure of arguments, quality of evidence, formal and informal fallacies, and effect of media on argumentation. 1506.00

AA/AS area 3, 4a, 4d; CSU area A3; IGETC area 1B

C-ID COMM 190

### **COMM 6** **Intercultural Communication**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU, UC

Dynamics of intercultural communication as it applies to the diversity of American cultures: Cultural concepts, language style, content, ethnic perspectives, perceptions and stereotypes, symbols, and roles as they facilitate or hinder effective verbal and nonverbal interaction across cultures; analysis of multiple intercultural communication theories. 1506.00

AA/AS area 2, 4d, CSU area D, and IGETC area 4

C-ID COMM 150

### **COMM 10** **Gender and Communication**

- 3 units, 3 hours lecture (GR or P/NP)

Exploration of the relationship between gender and communication: Interpersonal, mediated, social, organizational, and cultural contexts; gender in public and private settings, media images, and personal identities. 1506.00

### **COMM 12** **Organizational Communication**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU

Dynamics of organizational communication: Theory and practice of communication in private and public organizations, interpersonal and group communication patterns within organizations, systems of ethical internal and external communication, leadership within organizations, diversity in the workplace, conflict negotiation and the role of communication in achieving organizational goals, and organizational culture's impact on communication locally, nationally, and internationally. 1506.00

AA/AS area 4d

**COMM 19****Survey of Mass Media**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit CSU, UC

Survey of traditional and non-traditional mass media in America: Impact of mass media trends and technology into the 21st century; critical analysis of media messages and examination of mass media from historical, political, social, and cultural perspectives. 1506.00

AA/AS area 2; CSU area D

C-ID JOUR 100

**COMM 20****Interpersonal Communication Skills**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU, UC

Analysis of communication needs and improvement of skills: Listening, perception, nonverbal communication, semantics, and conflict management. 1506.00

AA/AS area 4d; CSU area A1; IGETC area 1C

C-ID COMM 130

**COMM 25****Communication Skills for Broadcast Media**

- 3 units, 2 hours lecture, 3 hours laboratory (GR or P/NP)
- Acceptable for Credit: CSU, UC

Fundamental voice skill and presentation training for broadcast media: Writing, delivering, and recording media programming and content. 0699.00

AA/AS area 4d

**COMM 35A****Forensic Activity 1**

- 1-3 units, 1-3 hours lecture (GR or P/NP)
- Recommended Preparation: Eligibility for ENGL 1A
- Acceptable for Credit: CSU

Beginning principles of speech, debate, and forensics: Training and supervised preparation to compete in one collegiate speech tournament and/or community speech event. 0699.00

AA/AS area 4d

**COMM 44****Argumentation**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU, UC

Principles of argumentation and persuasion: Practice in creating persuasive communication through finding issues, using evidence, detecting fallacies, and employing argumentative brief writing. 1506.00

AA/AS area 4d

C-ID COMM 120

**COMM 45****Public Speaking**

- 3 units, 3 hours lecture (GR)
- Acceptable for credit: CSU, UC

Principles of public speaking: Oral presentations based on political and social issues; critical-thinking, organization, and research. 1506.00

AA/AS area 4d; CSU area A1; IGETC area 1C

C-ID COMM 110

**COMM 49****Independent Study in Speech**

- .5-5 units, .5-5 hours lecture (GR)
- Acceptable for credit: CSU

In-depth exploration of an area or problem of the student's choice not covered by regular catalog offerings in Communications. Student must obtain approval from an appropriate faculty member. For more details, see the section on independent study in the college catalog. 1506.00