

# COMMUNICATION

Whatever their age, social position, or occupation, people communicate. Humans spend more time engaged in speaking and listening than virtually any other activity. Communication is as important as it is pervasive—success or failure often depends on how well we express ourselves and understand others. Recognizing this fact, the Communication Department offers a wide range of courses to help students become more skillful, aware communicators.

The department's curriculum focuses on communication in a variety of settings—interpersonal, small group, organizational, presentational, via mass media and between cultures and nations. Courses are also available in argumentation and debate, communication theory and research methods.

Communication students will have the opportunity to gain practical and theoretical knowledge about human communication, develop their communication skills, and showcase their proficiency by participating in various projects through their classes. The Communication Department strives to foster an inclusive and welcoming learning experience for all, and develop in our students a deep value of diversity, equity, and inclusion which they will take into their lives and careers outside of our college.

The Communication Department at Santa Barbara City College offers two areas of emphasis within the AA Degree in Communication—a Communication Science Emphasis and an Applied Communication Emphasis. The Communication Science Emphasis provides students with the foundational knowledge in communication theory and research methods. The Applied Communication Emphasis provides students with foundational knowledge in Communication Studies and its application. Additionally, the Communication Department offers an AA-T Degree in Communication Studies for Transfer.

## Planning a Program of Study

The field of communication covers a wide range of topics. The major is designed to give students exposure to basic information in the discipline and provide the opportunity to focus on the areas that best suit their individual needs.

Students should consult with a departmental adviser and/or counselor when choosing both controlled and general electives in order to develop a program of study that is best suited to their specific needs. For example, requirements for the baccalaureate degree in Communication or Speech Communication vary from one institution to another. It is, therefore, essential to become familiar with the requirements of the institution a student plans to attend.

Not all Communication courses are offered every semester. Students should plan carefully so that all required courses are included in their program of study.

## Preparation for Transfer

Course requirements for transfer vary depending upon the college or university a student wishes to attend. Therefore, it is *most important* for a student to consult with his/her counselor and departmental adviser before planning an academic program for transfer. Information sheets for majors, outlining transfer requirements, are available in the Transfer Center.

## Programs of Study

### Associate Degree for Transfer

- Communication Studies 2.0, Associate in Arts for Transfer (AA-T) (<https://catalog.sbcc.edu/academic-departments/communication/communication-studies-2.0-aat/>)

### Associate Degrees

- Communication, Associate of Arts (AA): Applied Communication Emphasis (<https://catalog.sbcc.edu/academic-departments/communication/communication-aa-applied-emphasis/>)
- Communication, Associate of Arts (AA): Communication Science Emphasis (<https://catalog.sbcc.edu/academic-departments/communication/communication-aa-science-emphasis/>)
- Global Leadership, Associate of Arts (AA) (<https://catalog.sbcc.edu/academic-departments/communication/global-leadership-aa/>)

### Certificates of Achievement

- Global Leadership, Certificate of Achievement (C) (<https://catalog.sbcc.edu/academic-departments/communication/global-leadership-certificate-achievement/>)

## Credit Courses Communication (COMM)

### COMM 101 Introduction to Communication (3 Units)

Hours: 54 (54 lecture)

Introduction to the field of communication, with emphasis on the history of communication study, theories of communication, communication contexts, and issues in communication studies. Also serves as an introduction to the strands of communication studies, including interpersonal, group, rhetoric, intercultural, organizational and mass communication.

SBCC General Education: SBCCGE Area B

Transfer Information: CSUGE Area D7, IGETC Area 4G, CSU Transferable, UC Transferable

C-ID: COMM 180.

### COMM 121 Interpersonal Communication (3 Units)

Hours: 54 (54 lecture)

Introduction to principles and skills of effective communication, with a focus on verbal and nonverbal channels, person perception, conflict resolution, listening, and communication barriers. Study includes the social science of interpersonal communication and presentational speaking.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course.

C-ID: COMM 130.

**COMM 121H Interpersonal Communication, Honors (3 Units)**

Limitations on Enrollment: Admission to Program.

Hours: 54 (54 lecture)

Introduction to principles and skills of effective communication, with a focus on verbal and nonverbal channels, person perception, conflict resolution, listening, and communication barriers. Study includes the social science of interpersonal communication and presentational speaking. In-depth exploration of selected COMM 121 topics conducted through a research paper.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course.

C-ID: COMM 130.

**COMM 122 Mediated Interpersonal Communication (3 Units)**

Course Advisories: Eligibility for ENG 110 or ENG 110H.

Hours: 54 (54 lecture)

Introduction to the principles of interpersonal communication with an emphasis on self-analysis, interpersonal relationship dynamics, research and effective oral presentation.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course.

**COMM 131 Fundamentals Of Public Speaking (3 Units)**

Hours: 54 (54 lecture)

Instruction in public speaking, stressing audience analysis, organization and support of ideas. Students prepare and deliver speeches on topics of current concern. Video recorded replays and instructor evaluation provide feedback on performance.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 131 and 113H combined: maximum credit, one course.

C-ID: COMM 110.

**COMM 131H Fundamentals Of Public Speaking, Honors (3 Units)**

Limitations on Enrollment: Honors course.

Hours: 54 (54 lecture)

Instruction in public speaking honors aims to help students prepare and deliver speeches on topics of current concern. In this process, honors students will also learn how to conduct an audience analysis, organize speeches, and find evidence to support ideas. Students will receive feedback on speech preparation, speech performance, speech analysis.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 131 and 113H combined: maximum credit, one course.

C-ID: COMM 110.

**COMM 141 Small Group Communication (3 Units)**

Hours: 54 (54 lecture)

Introduction to communication skills in task-oriented small groups.

Includes experiential focus on planning and implementation of small group projects, decision-making and problem-solving methods, along with task and social dimensions of effective group process.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, CSU Transferable, UC Transferable

C-ID: COMM 140.

**COMM 142 Leadership in a Global Society (3 Units)**

Course Advisories: Eligibility for ENG 110 or ENG 110H.

Hours: 54 (54 lecture)

Explores leadership concepts needed to effectively lead for a more inclusive and just society. Students analyze real world problems across a variety of categories to better understand the need for informed, effective, and inclusive leadership in today's world. Examines how everyday people can make social change through inclusive, ethical, and informed leadership.

SBCC General Education: SBCCGE Area B, SBCCGE Area E5

Transfer Information: CSUGE Area D, CSU Transferable, UC Transferable

**COMM 151 Intercultural Communication (3 Units)**

Hours: 54 (54 lecture)

Provides an introduction to communication between people from different cultures. Focuses on the application of theory and research to intercultural communication. The topics and activities are designed to develop communication skills that improve competence in intercultural situations.

SBCC General Education: SBCCGE Area B, SBCCGE Area E5

Transfer Information: CSUGE Area D3, IGETC Area 4C, CSU Transferable, UC Transferable

C-ID: COMM 150.

**COMM 161 Communication in Organizations (3 Units)**

Hours: 54 (54 lecture)

Communication in organizations examines communication practices in various organizational situations, applying effective strategies for achieving organizational and individual goals. Instructions include selecting a speech topic, determining the purpose, analyzing the audience and occasion, researching the topic and organizing, outlining, and presenting an informative and persuasive speech to a target audience. The use of logic, evidence and emotional appeals is studied and emphasized.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 161 and COMM 162 combined: maximum credit, 1 course.

**COMM 162 Mediated Communication in Organizations (3 Units)**

Hours: 54 (54 lecture)

Examines communication in various organizational situations, focusing on the use of effective communication strategies for achieving organizational and individual goals. Emphasis placed on identifying and amending ineffective communication within organizations based on organizational communication theory.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 161 and COMM 162 combined: maximum credit, 1 course.

**COMM 171 Mass Media and Society (3 Units)**

Hours: 54 (54 lecture)

Exploration of the history, effects and role of the mass media in the U.S. Major forms of mass communication are studied. Study focuses on critical analysis of media messages, effects of media on the individual and society, and theories of communication. Students move beyond being "consumers" of media to "analysts" of media.

SBCC General Education: SBCCGE Area B

Transfer Information: CSUGE Area D7, IGETC Area 4C, CSU Transferable, UC Transferable

C-ID: JOUR 100.

**COMM 200 Rhetoric of Pop Culture (3 Units)**

Hours: 54 (54 lecture)

Overview, history and critical analysis of popular culture in the United States as a mediator of cultural values and attitudes. Evaluates representations of popular culture by analyzing multiple artifacts from various theoretical perspectives. Examines pop culture artifacts as products of mass communication rooted in underlying values of American society. Focuses on developing critical thinking concerning assumptions regarding race, class and gender imbedded in popular culture.

SBCC General Education: SBCCGE Area C

Transfer Information: CSU Transferable, UC Transferable

**COMM 235 Argumentation and Debate (3 Units)**

Prerequisites: ENG 110 or ENG 110H or ENG 110E.

Hours: 54 (54 lecture)

Theory, practice, and criticism of public advocacy. The use of propositions, evidence, reasons, and the general rhetorical strategies of symbolic action to promote and advance one's public or civic interests.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, CSUGE Area A3, IGETC Area 1B, IGETC Area 1C, CSU Transferable, UC Transferable

C-ID: COMM 120.

**COMM 288 Communication Research Methods (3 Units)**

Course Advisories: COMM 101.

Hours: 54 (54 lecture)

Introduction to the theoretical and practical concerns underlying procedures most commonly used in communication research. Students evaluate findings of communication research and understand research methods. Serves as preparation for advanced coursework in communication.

Transfer Information: CSUGE Area D7, IGETC Area 4G, CSU Transferable, UC Transferable

C-ID: POLS 160.

**COMM 289 Communication Theory (3 Units)**

Course Advisories: COMM 101.

Hours: 54 (54 lecture)

Introduction to major theories of human communication, Designed to give students critical understanding of key themes in the field, and to show how theories illuminate the nature of human interaction. Designed to prepare students for upper-division coursework in communication.

SBCC General Education: SBCCGE Area B

Transfer Information: CSUGE Area D7, IGETC Area 4G, CSU Transferable, UC Transferable

**COMM 295 Internship in Communication (2-4 Units)**

Hours: 210 (210 lab)

Structured internship program in which students gain experience with community organizations related to the discipline. Course restricted to 3 repetitions

Transfer Information: CSU Transferable

**COMM 299 Independent Study in Communication (1-4 Units)**

Limitations on Enrollment: Six units of Communication courses completed with a grade point average of 3.5 or higher.

Hours: 192 (192 lab)

Minimum of 12 units of coursework completed at SBCC with GPA of at least 3.0. For complete information, see "Independent Study" in the Catalog Index.

Transfer Information: CSU Transferable