COMMUNICATION

Program Description

Whatever their age, social position, or occupation, people communicate. In fact, we 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. In addition, instruction is available in argumentation, debate, communication theory and research methods.

Students enroll in Communication courses for a variety of reasons. Some have primarily academic motives and seek either an associate, baccalaureate, or advanced degree in Communication. Other students enroll to become more effective in their careers. Still others seek personal growth, recognizing the importance of skillful self-expression and understanding others in their own lives.

Surveys show that most employers rank effective communication at the top of desired skills. As a result, many organizations look favorably upon applicants with proven ability to speak and listen skillfully. While communication is important in virtually any career, certain fields and positions are especially well-suited for Communication graduates—management, public information, broadcasting, personnel training, sales and law, among others.

Students who choose the Communication degree program will have the opportunity to gain practical and theoretical knowledge about human communication, develop their communication skills, and showcase their proficiency by participating in community and global projects through their classes. Qualified students also have the opportunity to be part of Sigma Chi Eta, an honor society for students earning a 3.0 or higher in their classes. Qualified students also have the opportunity to be part of Sigma Chi Eta, an honor society for students earning a 3.0 or higher in their classes. Students can also choose to take classes in one of the many Study Abroad programs offered each year. Past study abroad programs include Italy, Australia, India, Rwanda, South Africa, and Cuba.

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 and prepares them to make a successful transition to a Baccalaureate Degree in Communication Studies at any of the UC campuses, particularly UC, Santa Barbara. The Applied Communication Emphasis provides students with foundational knowledge in Communication Studies and its application in a variety of settings—interpersonal, small group, organizational, presentational speaking, mass media and intercultural.

In addition, the Communication Department offers an AA-T Degree in Communication Studies for Transfer. This degree provides the foundational knowledge in Communication Studies to students who want to earn a Baccalaureate Degree in Communication Studies. This degree is in compliance with the Student Transfer Achievement Reform Act (Senate Bill 1440, now codified in California Education Code, Sections 66746-66749) and guarantees admission to a California State University (CSU) campus for any community college student who completes an “Associate Degree for transfer,” a newly established variation of the Associate Degrees traditionally offered at a California community college. Upon completion of the transfer Associate Degree, the student is eligible for transfer with junior standing to the California State University (CSU) system. Students will be given priority consideration when applying to a particular program that is similar to the student’s community college area of emphasis. For information on transfer degrees, visit www.sb1440.org (http://www.sb1440.org).

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

Credit Programs

- Communication, Associate in Arts (AA): Applied Communication Emphasis (https://catalog.sbcc.edu/academic-departments/communication/communication-aa-applied-emphasis)
- Communication, Associate in Arts (AA): Communication Science Emphasis (https://catalog.sbcc.edu/academic-departments/communication/communication-aa-science-emphasis)
- Communication Studies, Associate in Arts for Transfer (AA-T) (https://catalog.sbcc.edu/academic-departments/communication-studies-aat)
- Global Leadership, Associate in Arts (AA) (https://catalog.sbcc.edu/academic-departments/communication/global-leadership-aa)
- Global Leadership, Certificate of Achievement (C) (https://catalog.sbcc.edu/academic-departments/communication/global-leadership-certificate-achievement)
Credit Courses
Communication (COMM)

COMM 100 Oral Communication For ESL Students (3 Units)
Course Advisories: ESL Level 4 (ESL 122 or 123 or 124).
Hours: 54 (54 lecture)
Introductory Communication course for students completing ESL Level V.
Study and development of communication skills necessary for success in non-ESL courses. Includes dyadic communication and public speaking activities. Students participate in activities to reinforce learning of these skills.
Transfer Information: CSU Transferable
C-ID: COMM 180.

COMM 101 Introduction to Communication (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
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 101.

COMM 110 Introduction to Communication (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
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-taped 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 121 Interpersonal Communication (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
Hours: 54 (54 lecture)
Introduction to principles of effective communication in interpersonal relationships, with a focus on verbal and nonverbal channels, person perception, conflict resolution, listening, and communication barriers. Study includes social science research 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 120.

COMM 121H Interpersonal Communication, Honors (3 Units)
Limitations on Enrollment: Admission to Program.
Skills Advisories: Eligibility for ENG 110 or 110H.
Hours: 54 (54 lecture)
Introduction to principles of effective communication in interpersonal relationships, with a focus on verbal and nonverbal channels, person perception, conflict resolution, listening, and communication barriers. Study includes social science research and presentational speaking. In-depth exploration of selected concepts of COMM 121.
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)
Skills 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.
C-ID: COMM 110.

COMM 131 Fundamentals Of Public Speaking (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
Hours: 54 (54 lecture)
Introduction in public speaking, stressing audience analysis, organization and support of ideas. Students prepare and deliver speeches on topics of current concern. Video-taped 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.
Skills Advisories: Eligibility for ENG 110 or 110H.
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-taped 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 141 Small Group Communication (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
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)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
Hours: 54 (54 lecture)
This course explores leadership and management styles needed to effectively lead in a global society. Students explore leadership theories and principles and apply them to real world problems across a variety of contexts to better understand effective leadership in today's world. Examines strategies that enable leaders to make effective change in business, government, nonprofits, education, and community based organizations.
Transfer Information: CSU Transferable, UC Transferable
COMM 151 Intercultural Communication (3 Units)
Skills Advisories: Eligibility for ENG 110 or ENG 110H.
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 152 Communication in Organizations (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
Hours: 54 (54 lecture)
This course examines communication in various organizational situations, focusing on the use of effective communication strategies for achieving organizational and individual goals. Emphasis is placed on identifying and amending ineffective communication within organizations.
SBCC General Education: SBCCGE Area D2, SBCCGE Area E4
Transfer Information: CSUGE Area A1, CSU Transferable
COMM 156 Mediated Communication in Organizations (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
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

COMM 171 Mass Media And Society (3 Units)
Skills Advisories: Eligibility for ENG 110 or 110H.
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
COMM 235 Argumentation And Debate (3 Units)
Prerequisites: ENG 110 or 110H.
Skills Advisories: Eligibility for ENG 110 or 110H.
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.