Communication Department
Spring 2014 Course Offerings

COMM 25 – Intro. To Communication (2)
COMM 27 – Public Speaking (3)
COMM 31 – Media and Society (3)
COMM 50 – Intro. to Communication Technology (3)
COMM 132 – Writing for Media (4)
COMM 133 – Documentary Film as Persuasive Communication (4)
COMM 137- Public Relations Case Studies & Problems (4)
COMM 140 – Writing for Public Relations (4)
COMM 150 – Ethical Issues in Communication (4)
COMM 151 – Community Based Learning (2)
COMM 160–Communication Research Methods (4)
COMM 193A – Special Topics: Health Communication

**COMM 025 Introduction to Communication**
COURSE DESCRIPTION:
Introduction to Communication (Comm 25) is designed to introduce students to areas of human discourse: interpersonal communication, group and organizational communication, mediated communication, and public speaking. Students will experience both theoretical and practical aspects of this through a combination of lectures, demonstrations, and exercises of the subject. Students will see an exhibition of various styles, techniques and real-life applications of the subject matter. Additionally, students will hone their critical thinking skills. This course will also introduce students to the careers and skills people may pursue with a degree in communication.
RECOMMENDED FOR FRESHMEN: Yes.
DAYS: T
HOURS: 10-11:45
INSTRUCTOR: Dr. Bates
READING LIST:
GRADING: Letter Grade Only X
Letter Grade or Pass/No Credit
Pass/No Credit Only
MAXIMUM ENROLLMENT: 25

**COMM 027 – Public Speaking**
COURSE DESCRIPTION:
This course is designed to help students develop and improve their public speaking skills. The primary learning objectives of the course include (1) developing confidence in presenting speeches, (2) adapting messages for a particular audience, (3) creating rhetorical appeals and selecting appropriate supporting materials for speeches, (4) demonstrating skills in researching, organizing, and outlining speeches, and (4) using effective vocal and non-vocal delivery techniques.
COMM 031 – Media and Society

COURSE DESCRIPTION:
This course surveys the growth and development of mass communication in the U.S. (i.e. newspaper, radio, television, film, magazines, public relations, Internet) from historical and descriptive perspectives, which include the principles of mass communication and media-effects theories. The course covers historic and contemporary aesthetic developments in all aspects of mass media, and students develop critical skills in order to evaluate sources of mediated information. This course is one of the four lower division core courses for the communication major and satisfies the I-B U.S. Studies General Education requirement.
RECOMMENDED FOR FRESHMEN: YES

DAYS: MWF
HOURS: 11 am – 11:55 am
INSTRUCTOR: Dr. Paul Turpin pturpin@pacific.edu, turpin.p@gmail.com
READING LIST:
Additional readings will be handed out in class and assigned through Sakai or online sources.
GRADING: Letter grade only
ENROLLMENT: 40
COMM 132 – Writing for Media

COURSE DESCRIPTION:
This course is designed to help students learn and enhance writing skills for radio, TV, film, advertising, and social media. The course examines scripting, editing, and presentation of media projects for public dissemination on electronic media. Students in this course produce materials for publication and broadcast on kpac.pacific.edu as well as the athletic website pacifictigers.com.

RECOMMENDED FOR FRESHMEN: NO
DAYS: MWF
HOURS: 12:30-1:45; MW 6-8:20
INSTRUCTOR: Dr. Alan Ray, aray@pacific.edu
READING LIST: Readings will be handed out in class and assigned through Sakai or online sources.
LAB FEE: $75
GRADING: Letter grade only
ENROLLMENT: 30

COMM 133 - Documentary Film as Persuasive Communication

Course Description:
This is a survey course of documentary film that begins at the turn of the century and continues through contemporary productions. We explore the documentary film’s origins and trace out its development in relation to its use and reception as persuasive communication. We consider various critical approaches to documentaries in order to interpret the films as representations of historic actuality and their influence on society. Through screenings, lectures, written assignments, and exams you will become familiar with the history of the documentary, the evolution of the genre, its rhetorical construction and its cultural influences. This course counts for four units and there are no pre-requisites for this class.
DAYS: Tues./Thurs.
HOURS: 3 pm – 4:45 pm
INSTRUCTOR: Dr. Teresa Bergman, tberman@pacific.edu
READING LIST:
COMM 137/237 – PR Case Studies & Problems
COURSE DESCRIPTION:
An advanced course in public relations, Comm. 137 utilizes the case-study method, engaging students in research and application of theory and principles. Students form "Public Relations Agencies," to work on pro bono projects, benefiting the community, and individually develop a major case study from research and original interviews with principals involved. Written and oral presentations are required.
RECOMMENDED FOR FRESHMEN: NO
DAYS: Tues./Thurs.
HOURS: 10 am – 11:45 am
INSTRUCTOR: Dr. Heather Hether, hhether@pacific.edu
READING LIST:
Public Relations Practices – Managerial Case Studies & Problems - Center & Jackson
GRADING: Letter Grade Only
MAXIMUM ENROLLMENT: 25

COMM 140 – Writing for Public Relations
COURSE DESCRIPTION:
Writing for Public Relations focuses on core writing skills required of 21st Century Communications professionals. Special emphasis is placed on the “why,” as well as the “how.” Students will learn to write news releases, feature stories, signed articles, op-ed pieces and letters, information backgrounders, speeches, proposals, etc.
Prerequisite: Comm. 135
RECOMMENDED FOR FRESHMAN: NO
DAYS: Tues./Thurs.
HOURS: 1 pm – 2:45 pm
INSTRUCTORS: Pacific Staff
READING LIST:
Wordsmithing: The Art & Craft of Writing for Public Relations - Ron Rhody & Dr. Carol Ann Hackley
On Deadline: Managing Media Relations, Carole M. Howard & Wilma K. Mathews
The Associated Press Stylebook and Libel Manual
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 15

COMM 150 – Communication Capstone
COURSE DESCRIPTION:
This course is a senior level capstone seminar devoted to expanding and applying communication course concepts that students have learned in the communication major and applying this knowledge to contemporary communication issues. Students undertake individual research projects and employ a variety of communication methodologies and theories to uncover the social, historical and ethical implications of their chosen communication interests. The course is designed to foster and promote communication competence, including analytic capacity, media literacy and ability to identify ethical issues in communication. Preparation for future professional work and development will also be explored in this class.

Prerequisites: Senior standing
RECOMMENDED FOR FRESHMAN: No
DAY: Tues./Thurs.
HOURS: 1 pm – 2:45 am.
INSTRUCTOR: Dr. Teresa Bergman, tbergman@pacific.edu
READING LIST: (Unavailable at this time)
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 20

COMM 151 - Community Based Learning (2 units)
COURSE DESCRIPTION:
This capstone, experiential learning course for Communication majors allows students to work as communication consultants for a non-profit organization or government agency. Students will apply their knowledge of communication principles, theories, and research methods to the needs of a local organization.
Prerequisite: Senior standing.
DAYS: Monday
HOURS: 2:00 pm – 3:15 pm
INSTRUCTOR: Pacific Staff
READING LIST: Readings for the course will be provided by the instructor.
GRADING: Letter Grade Only
MAXIMUM ENROLLMENT: 20

COMM 160/260 - Communication Research Methods
COURSE DESCRIPTION:
This course is designed to introduce students to basic social and behavioral research methods applicable to the study of communication problems and processes. The course is designed to help student understand communication research methods, critique and analyze communication research studies, conduct basic research to answer communication questions and solve communication problems. Students are expected to develop a better understanding of the “logic” of the research process, and develop skills in designing research instruments, applying both quantitative and qualitative research methods to solve problems, using statistical package to conduct
data analysis, and writing empirical reports. Students are also expected to understand the role of ethics in doing communication research.

Prerequisite: Comm. 27, 31 and 43 with a C+, or better.

RECOMMENDED FOR FRESHMEN: NO

DAYS: Mon./Wed./Fri.

HOURS: 11:00 am – 12:15 pm

INSTRUCTOR: Dr. Qingwen Dong qdong@pacific.edu

READING LIST:

GRADING: Letter Grade Only

MAXIMUM ENROLLMENT: 20

**COMM 193a - Special Topics: Health Communication**

COURSE DESCRIPTION:
Throughout the semester we will examine the major theories used to explain and predict how health behaviors are influenced by communication with various interpersonal sources, like family, friends, and healthcare practitioners, and through exposure to health content in media. Among the topics to be covered include: health communication campaigns; doctor-patient communication; health in the media; and health and new technology. This course counts as a Theory elective in Communication.

DAYS: Tues./Thurs.

HOURS: 5 pm – 6:45 pm

INSTRUCTOR: Dr. Heather Hether, hhether@pacific.edu

GRADING:

ENROLLMENT: 20