COMM 27 - Public Speaking (3)
COMM 31 - Media and Society (3)
COMM 43 - Intro. to Interpersonal Communication (3)
COMM 50 - Intro. to Communication Technology (3)
COMM 114/214 - Argumentation and Advocacy (4)
COMM 135 - Principles of Public Relations (4)
COMM 140 - Writing for Public Relations (4)
COMM 143 - Intercultural Communication (4)
COMM 145/245 - Human Communication Theory (4)
COMM 149/249 - Intro. to Organization Communication (4)
COMM 150 - Ethical Issues in Communication (4)
COMM 151 - Community Based Learning (2)
COMM 160/260 - Communication Research Methods (4)
COMM 261 - Graduate Seminar: Critical & Qualitative Research Methods (4)
COMM 271 - Graduate Seminar: Rhetorical Thought (4)
COMM 273 - Graduate Seminar: Mass Communication (4)

Comm. 27 – Public Speaking (3 units)

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.

RECOMMENDED FOR FRESHMEN: YES

DAYS:
Lecture: Monday
Discussion: Wed./Fri. and Tues./Thurs. (check times online)

HOURS:
Lecture: Section 1 - 3:30 pm - 4:50 pm
Section 2 - 5:30 pm – 6:50 pm
Discussions: (check times online)

INSTRUCTOR: Dr. Jon Schamber jschambe@pacific.edu

READING LIST:
COMM 31 – Media and Society
COURSE DESCRIPTION: A survey of the growth and development of mass communications in America (newspaper, radio, television, films, magazines, public relations, internet) from a historical and descriptive perspective including principles of the mass communication process. This course is one of the four lower core courses for the communication major.

Learning Objectives:
- Understand the history of major events of mass communication
- Grasp the current framework of the media industries
- Comprehend the influences of media upon society
- Gain insight into media production
- Understand the need for informed and evaluative analysis of media content

RECOMMENDED FOR FRESHMEN: YES

DAYS: Mon./Wed.

HOURS: 11:00 am- 12:20 pm

INSTRUCTOR: Dr. Paul Turpin turpin.p@gmail.com

READING LIST:
Additional readings will be handed out in class and assigned.

GRADING: Letter grade only

ENROLLMENT: 40
required. Twenty percent of the student's course grade will be based on his/her participation in the discussion section. Two short, written take-home assignments will allow the student to focus on the "real world" application of the principles discussed in class.

RECOMMENDED FOR FRESHMEN:   YES

DAYS:
Lecture:       Tuesday
Discussions:  Wed./ Thurs.

HOURS:
Lecture:       3:00 pm – 4:50 pm
Discussions:   (check times online)

INSTRUCTOR:   Dr. Randall Koper       rkoper@pacific.edu

READING LIST:
New York: Oxford University Press.

GRADING:   Letter Grade or Pass/No Credit

MAXIMUM ENROLLMENT:  100

**COMM 50 - Intro. to Communication Technology**

**COURSE DESCRIPTION:**
This course provides an introduction to the nature, design and use of communication technologies, including networks, email, Web pages, presentation tools, and groupware. Social impacts and diffusion of new technologies are discussed. Students learn production skills that will be useful in upper division Communication courses, and that will facilitate the Department's portfolio assessment program.

*Lab fee required.*

RECOMMENDED FOR FRESHMAN:   Yes – Communication majors only

DAYS:   Monday

HOURS:   12:30 pm – 1:50 pm
Labs:        L01 on Wed. @ 12:30 pm – 1:50 pm
            L02 on Thurs. @ 8:00 am – 9:20 am
            L03 on Fri.  @ 12:30 pm – 1:50 pm

INSTRUCTOR:   Dr. Kenneth Day        kdday@pacific.edu

READING LIST:

GRADING:   Letter grade only
COMM 114/214  Argumentation and Advocacy

COURSE DESCRIPTION:
Argumentation and Advocacy (Comm. 114/214) is designed to help you develop your understanding of intercollegiate and pro-forma debate. Debate is something you experience every day of your lives and in your future career, be it lawyer, teacher, or clerk. In this course, you will experience both theoretical and practical aspects of this through a combination of lectures, demonstrations and exercises of the subject. You will see an exhibition of various styles, techniques and real-life applications of the subject matter. Additionally, you will hone your critical listening skills.

Prerequisites: Comm. 27, 31, 43 and 50 with a grade of C or higher.

RECOMMENDED FOR FRESHMEN: NO

DAYS: Tues./Thurs.

HOURS: 3:00 pm – 4:50 pm

INSTRUCTOR: Dr. Marlin Bates  mbates@pacific.edu

READING LIST:

GRADING: Letter Grade Only

MAXIMUM ENROLLMENT: 20

COMM 135  Principles of Public Relations

COURSE DESCRIPTION:
Increase your understanding of Public Relations! You will study theory and learn how public relations functions in organizations and fills an important role in society. You will study concepts and theories related to public relations’ role and apply them through promotions and presentations. This course serves as the foundation in Public Relations within the Communication major.

Prerequisites: Comm. 31, or permission of instructor.

RECOMMENDED FOR FRESHMEN: (With permission of instructor)

DAYS: Tues./Thurs.

HOURS: 1:00 pm – 2:50 pm
INSTRUCTOR:  (Staff)

READING LIST:  *Effective Public Relations* – Cutlip, Center & Broom

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:  10:00 am – 11:50 am

INSTRUCTORS:  TBA

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:  20

**COMM 143  Intercultural Communication**

COURSE DESCRIPTION:
This course provides an analysis of the major cultural variables and differing worldviews affecting interpersonal communication between persons of differing cultural backgrounds. Exposure is given to a range of cultures with particular emphasis on Japan and the Middle East as cultures greatly different from that of the United States but in two very different ways. A major theme of the course is that culture shapes what we value and how we see the world. Racism and prejudice are addressed as well as suggested techniques for managing intercultural conflict. The course uses a combination of lecture and discussion along with relevant audio-visual materials and exercises in intercultural contact as well as experiential learning in the community and within a virtual world.
COMM 145/245   Human Communication Theory
COURSE DESCRIPTION:
This course is designed to develop the student's understanding of past and present theoretical issues in the study of human communication. The course begins with a survey of various epistemological schemes, reviewing both traditional and scientific approaches to reasoning and knowledge. The course will continue by developing the student's vocabulary of important concepts in discussing theory and theory building. After a review of several general theoretical perspectives, current thematic and contextual theories of human communication will be examined.

COMM 149/249   Intro. to Organization Communication
COURSE DESCRIPTION:
This course takes both a theoretical and an applied approach in introducing the student to the role of communication in various aspects of organizational functioning, such as motivation, leadership, decision-making, conflict management, message management, etc.

A significant portion of the course content is found in the textbook and focuses on organizational theories and processes in combination with communication theory. Additional material is presented in lectures and readings. Each student is responsible for the entire content of the textbook, lectures, and related readings.

The primary learning modality is through human process and interaction. At least one class each week is composed of group activities designed to enhance learning. Embedded in the course is a team project, a portion of which, takes place in an organization. This experiential learning creates opportunities to work in a team, to gain professional experience, to network, and to apply class learning to real world problems.

Prerequisites: Comm. 27, 43 or permission of the instructor.

RECOMMENDED FOR FRESHMAN: With Professor approval only.

DAYS: Monday

HOURS: 1:00 pm – 4:30 pm

INSTRUCTOR: Professor Wendy Brodnick

READING LIST:

Organizational Communication: Approaches and Processes by Katherine Miller, 5th Edition (Hardcover - April 11, 2008)

GRADING: Letter Grade Only

MAXIMUM ENROLLMENT: 20

COMM 150 Ethical Issues in Communication

COURSE DESCRIPTION:
This course is a senior-level seminar devoted to situating what students have learned in the Communication Major within a broader social and ethical context, and preparing students to move forward with confidence into a world where valuing and learning never stop. Topics include the role of communication in sustaining community, standards for ethical communication, communication’s role in moral decision making, and other topics of interest to the students and the instructor.

Prerequisites: Senior standing

RECOMMENDED FOR FRESHMAN: No
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:** Tuesday
**HOURS:** 1:00 pm – 2:50 pm
**INSTRUCTOR:** Dr. Jon Schamber  jschambe@pacific.edu
**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 students 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 – 12:20 pm

INSTRUCTOR: Dr. Qingwen Dong  qdong@pacific.edu

READING LIST:


GRADING: Letter Grade Only

MAXIMUM ENROLLMENT: 20

**COMM 261 Graduate Seminar:**
**Critical and Qualitative Research Methods**
COURSE DESCRIPTION:
The course provides a graduate-level introduction to qualitative methods used in communication studies. Topics covered provide an overview of rhetorical analysis, critical and cultural studies, ethnography, and case studies in public relations. The course emphasizes the connection between the theoretical foundations of qualitative inquiry and their applications to communicative interactions. Applications include the writing of criticism, fieldwork in ethnography, and case studies.

Prerequisites: Graduate Standing.

DAYS: Tues./Thurs.

HOURS: 4:00-7:00pm

INSTRUCTOR: Dr. Teresa Bergman  tbergman@pacific.edu

READING LIST: Will be distributed at the first class meeting.

GRADING: Letter Grade Only

MAXIMUM ENROLLMENT: 20

**COMM 271 Graduate Seminar: Rhetorical Thought**
COURSE DESCRIPTION:
A graduate seminar in the practice of rhetorical criticism, with an emphasis on the working practices of critics of primarily oral, written, and media texts in the discipline of speech communication. Students will read widely in rhetorical criticism and interpretive theory and will write an extended seminar paper. At the end of the course, the paper will be of conference presentation quality. Although a variety of perspectives will be investigated, the student will be expected to be able to engage in the texts on a level that is considerably “outside the box.” The seminar is conceived as an intensive, advanced workshop in rhetorical criticism.

**DAYS:** Wednesday

**HOURS:** 4:00 pm – 7:30 pm

**INSTRUCTOR:** Dr. Marlin Bates mbates@pacific.edu

**READING LIST:**


**GRADING:** Letter Grade Only

**MAXIMUM ENROLLMENT:** 15

**COMM 273 Graduate Seminar: Mass Communication**

**COURSE DESCRIPTION:**

This course is to provide an introduction to mass communication theory and scholarship from diverse scholarly perspectives as well as theories of how new media play a critical role in shaping individuals, groups, and social interaction. Students will be exposed to various topics of media processes and effects including conceptual and methodological issues, message selection and processing, persuasion and learning, content and audiences and medium issues. Students will be expected to conduct a research project through various steps including proposing research question, writing literature review, collecting data, testing hypothesis, and completing and presenting a research report of their studies.

The course has five major outcome objectives: 1) students are expected to demonstrate their understanding of fundamental mass communication principles and theories; 2) students should be able to evaluate and analyze critically mass communication studies and reports; 3) students should be able to integrate those mass communication principles and theories into their individual research
studies on mass communication; 4) students should be able to assess the impact of new media on shaping individuals’ perception, attitudes and behaviors; and 5) students are expected to synthesize mass communication principles and theories to apply them in dealing with various communication and social, cultural and psychological issues.

DAYS: Mondays

HOURS: 6:00 pm – 9:30 pm

INSTRUCTOR: Dr. Qingwen Dong qdong@pacific.edu


Additional readings will be provided.

GRADING: Letter grade only