

**Communication Department
Spring 2010 Course Offerings**

COMM 27 - Public Speaking (3 units)
COMM 31 - Media and Society (3 units)
COMM 50 - Intro. to Comm. Technology (3 units)
COMM 116/216 - Rhetorical Theory & Criticism (4 units)
COMM 132 - Writing for Media (4 units)
COMM 137/237 - PR Case Studies & Problems (4 units)
COMM 139/239 - Theory of Mass Communication (4 units)
COMM 140 - Writing for Public Relations (4 units)
COMM 147/247 - Nonverbal Communication (4 units)
COMM 151 - Community Based Learning (2 units)
COMM 152/252 - Public Relations Administration (4 units)
COMM 155/255 - Persuasion (4 units)
COMM 160/260 - Communication Research Methods (4 units)
COMM 193B - Documentary Film Production (4 units)
COMM 274 - Graduate Seminar in Statistical Application (4 units)
COMM 278 - Graduate Seminar in Political Communication (4 units)

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[Spring schedule of Classes](#)

COMM 27 – Public Speaking (3 units)
Mondays 3:30 pm - 4:50 pm (Section 01) or 5:30 pm – 6:50 pm (Section 02)
Discussion sections WF or TR (see course schedule)
Instructor: Dr. Jon Schamber jschamber@pacific.edu

This course is designed to help students develop and improve their public speaking skills.

Learning outcomes

- recognizing the role and importance of public speaking for one's career
- developing confidence in presenting speeches
- demonstrating skills in researching, organizing and outlining speeches
- producing appropriate rhetorical appeals for speeches
- choosing appropriate supporting materials for speeches
- using simplicity, vividness and appropriateness of language in speeches
- using effective vocal and non-vocal delivery in speeches
- critically evaluating the quality of speeches
- applying ethical standards to public speaking situations

Course readings

Lucas, S. (2008), *The Art of Public Speaking* (10th Edition). Boston: McGraw-Hill

- ❖ *Letter Grade Only for Communication majors*
- ❖ *Letter Grade or Pass/No Credit for other majors*
- ❖ *Maximum Enrollment 25 students per discussion section*
- ❖ *Recommended for Freshmen*

COMM 31 – Media and Society (3 units)

MW 9:30-10:50am

Instructor: Dr. Teresa Bergman tbergman@pacific.edu

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 six core courses required for the communication major.

Learning objectives

At the end of the semester, a student will be able to:

- 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

Sample Readings

Media and Culture, 7th Edition, by Campbell, Martin & Fabos, Bedford/St. Martin's, 2010.

- ❖ *Letter Grade Only for Communication majors*
- ❖ *Letter Grade or Pass/No Credit for other majors*
- ❖ *Maximum Enrollment 40*
- ❖ *Recommended for Freshmen*

COMM 50 – Intro. to Comm. Technology (3 units)

M 8-9:20am, plus Labs (see course schedule)

Instructor: Dr. Ken Day kdday@pacific.edu

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*
- ❖ *Letter grade only*
- ❖ *Enrollment 17 maximum*
- ❖ *Communication majors only*
- ❖ *Recommended for freshmen*

COMM 116/216 – Rhetorical Theory & Criticism (4 units)

TR 1-2:50pm

Instructor: Dr. Marlin Bates mbates@pacific.edu

Rhetorical Theory and Practice takes the skills you have acquired in other communication courses and directs them to "peek behind the curtain." By understanding and employing rhetorical theory you will better understand how arguments are constructed to distribute messages and attempt to gain adherence to those messages. You will be able to join, as Kenneth Burke stated, "the never-ending conversation." Once you join the conversation, your world will never look the same again.

Learning objectives

- Learn the basics of rhetorical theory
- To understand the evolution of rhetoric
- To develop skills in understanding the impact of rhetoric
- To develop skills in identifying rhetorical elements
- To understand the academic research process

Sample readings

Bates, M. (1999). *A Narrative Criticism of Christian Identity's "Who Killed Christ?" Tracts*. (Stockton, CA: University of the Pacific).

Bates, M. (2005). *Implicit Identity Theory in the Rhetoric of the Massively Multiplayer Online Role-playing Game (MMORPG), Ultima Online*. (State College, PA: Pennsylvania State University).

Benson, T., Ed. (1993) *Landmark Essays on Rhetorical Criticism*. (Davis, CA: Hermagoras Press).

Burke, K. (1969) *A Rhetoric of Motives*. (Berkeley: University of California Press).

Foss, S. K. (2008) *Rhetorical Criticism: Exploration and Practice*. (Prospect IL: Waveland Press).

Wilson, E. (2007). *The Death of Socrates*. (Cambridge, MA: Harvard University Press).

- ❖ *Prerequisite: COMM 160 or permission of instructor*
- ❖ *Not recommended for freshmen*
- ❖ *Letter Grade Only*
- ❖ *Enrollment: 30 maximum*
- ❖ *Cross-listed for graduate credit as COMM 216*

COMM 132 – Writing for Media (4 units)

MW 6-7:50pm

Instructor: Dr. Alan Ray aray@pacific.edu

Development of media writing skills enabled in this course. Students learn the strategies and techniques of creating for radio, TV, film, and print. Also, students get valuable experience producing actual programs for KPAC radio and Pac 2 TV.

Sample readings

Writing for TV by Shook & Lattimore

NY Times Online Edition

- ❖ *Lab fee required*
- ❖ *Prerequisite: COMM 31*
- ❖ *Not recommended for freshmen*
- ❖ *Enrollment: 20 maximum*

COMM 137/237 – PR Case Studies & Problems (4 units)

T 1-4:20pm

Instructor: Dr. Carol Ann Hackley tchackley@yahoo.com

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.

Sample readings

Public Relations Practices – Managerial Case Studies & Problems, Center & Jackson

- ❖ *Prerequisite: COMM 135*
- ❖ *Not recommended for freshmen*
- ❖ *Letter Grade Only*
- ❖ *Enrollment: 20 maximum*

COMM 139/239 – Theory of Mass Communication (4 units)

MWF 9:30-10:50am

Instructor: Dr. Ken Day kdday@pacific.edu

An overview of major theories and research in mass communication. Application of theories that explain and predict communication effects of political campaigns, advertising, entertainment, and information. Theoretical areas to be covered include socialization, information, diffusion, advertising, persuasion, and uses and gratification's research. The state, function, and form of theory of mass communication will be discussed.

- ❖ *Prerequisite: COMM 160 or instructor's permission*
- ❖ *Not recommended for freshmen*
- ❖ *Letter Grade Only*
- ❖ *Enrollment: 25 maximum*
- ❖ *Cross-listed for graduate credit as COMM 237*

COMM 140 – Writing for Public Relations (4 units)

TR 10-11:50am

Instructor: David Frederickson, Visiting Professor

dfrederickson@pacific.edu

This course focuses on the core writing skills required of a 21st Century media communications professional, whatever specialized area of the profession that individual may choose to pursue. Special emphasis will be placed on those writing applications of particular value to those aspiring to a career in the arena of public relations. More specifically, featured topics that we will explore together will include: news releases for PR, feature stories, signed articles, op-ed pieces and letters, information backgrounders, speeches, program writing and scripting, to name a few. Successful completion of this course should provide you with the skills and knowledge to embrace the art of writing as a central tool in your range of activities as a future public relations professional. At the end of our time together, you should be able to:

- Easily identify the many different writing forms we have explored;
- Produce any of these forms necessary to carry out the assignments given to you as a working communications professional; and,
- Recognize these written pieces and their impact on the products, services, issues, clients, organizations and communities they address.

About the instructor

Visiting Professor David W. Frederickson, Director of Pacific's GrassRoots Global Institute, in the Jacoby Center, brings a broad spectrum of experience to this course. Frederickson returns to Pacific from Washington, DC, where he has served the past 25 years in a variety of senior public affairs positions, most recently as Counselor for Communications at the U.S. Small Business Administration.

As a media communications professional, Frederickson has been through nine Presidential campaigns; worked for five Presidents; traveled well over a million miles. He has worked with thousands of media professionals, around the world, including the White House Press Corps. As an award winning member of the news media, he has more than 15 years of broadcast experience. During those years he served as anchor, host, correspondent, producer, and executive producer of some 700 television programs, documentaries and special projects. In those years, he interviewed close to 2000 newsmakers at the local, regional and national level.

Sample readings

Wordsmithing: The Art & Craft of Writing for Public Relations by Ron Rhody and Dr. Carol Ann Hackley;

The Associated Press Stylebook and Libel Manual

On Deadline: Managing Media Relations, Carole M. Howard & Wilma K. Mathews.

❖ *Prerequisite: COMM 135*

❖ *Not recommended for freshmen*

❖ *Letter Grade Only*

❖ *Enrollment: 20 maximum*

COMM 147/247 – Nonverbal Communication (4 units)

TR 1-2:50pm

Instructor: Dr. Randall Koper rkoper@pacific.edu

This course is designed to develop the student's understanding of nonverbal communication and human behavior. It will also increase the student's effectiveness as a communicator in interpersonal contexts. Achievement of these goals requires emphasis on both theory and practice. The course focuses on the coding systems and functions of nonverbal communication, including: how perceptual processes

affect communication, the study of nonverbal behavior, nonverbal elements in interpersonal communication, and effective behavior management.

Sample readings

Knapp, M. L. and Hall, J. A. (2006). *Nonverbal Communication in Human Interaction* (6th Ed.). New York: Thompson Wadsworth

- ❖ *Not recommended for freshmen*
- ❖ *Letter Grade Only*
- ❖ *Enrollment: 25 maximum*
- ❖ *Cross-listed for graduate credit as COMM 247*

COMM 151 – Community Based Learning (2 units)

M 1-2:50pm

Instructor: Dr. Jon Schamber jschambe@pacific.edu

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. Readings to be provided by instructor.

- ❖ *Prerequisite: Senior standing, COMM majors only*
- ❖ *Letter Grade Only*
- ❖ *Enrollment: 20 maximum*

COMM 152/252 – Public Relations Administration (4 units)

Th 1-4:20pm

Instructor: Dr. Carol Ann Hackley tchackley@yahoo.com

A senior-level seminar, this course serves as the capstone for public relations. Students learn communication strategies for effective leadership and motivation, through assignments and projects designed to enhance critical skills of management for the understanding of public relations research, action/planning, communication and evaluation. Take-home exams provide outlets for creativity, as management exercises.

Sample readings

If It Ain't Broke, Break It!, Kriegel

On Deadline, Howard & Matthews

Now Is Too Late, Baron

- ❖ *Prerequisite: COMM 135, 137 (may be taken concurrently), Senior standing*
- ❖ *Letter Grade Only*
- ❖ *Enrollment: 20 maximum*
- ❖ *Cross-listed for graduate credit as COMM 252*

COMM 155/255 – Persuasion (4 units)

TR 10-11:50am

Instructor: Dr. Randall Koper rkoper@pacific.edu

This course is a survey of social psychological and communication approaches to social influence. Both past and contemporary theorizing will be explored, and the empirical basis for generalization will be examined. The student will develop a greater awareness of social influence processes as a result. The last units in the course will focus on principles of social influence in various contexts, i.e., interpersonal, small group, organizational, and mass media.

Sample readings

Bettinghaus, E. P. & Cody, M. J. (1994). *Persuasive Communication* (5th Ed.). Fort Worth: Harcourt Brace College Publishers.

- ❖ *Not recommended for freshmen*

- ❖ Letter Grade Only
- ❖ Enrollment: 25 maximum
- ❖ Cross-listed for graduate credit as COMM 255

COMM 160/260 – Communication Research Methods (4 units)

MWF 11am-12:20pm

Instructor: Dr. Qingwen Dong qdong@pacific.edu

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.

Sample readings

Schutt, R. K. (2006) *Investigating the Social World* (5th Edition): The process and practice of research. Thousand Oaks, CA: Sage.

Dong, Q. (2008) *Readings in Communication Research Methods*. San Diego, CA, University Readers/

- ❖ Prerequisite: Comm. 27, 31 and 43 with a C+, or better
- ❖ Not recommended for freshmen
- ❖ Letter Grade Only
- ❖ Enrollment: 20 maximum
- ❖ Cross-listed for graduate credit as COMM 260

COMM 193B – Documentary Film Production (4 units)

MW 1-2:50pm

Instructor: Dr. Teresa Bergman tbergman@pacific.edu

This course explores the theory and practice of documentary production. Through a series of assignments, lectures and screenings students will learn the basics of video production for documentary style productions. This course covers the research, management, pre-production, production and post-production processes that are necessary to make a documentary film. Students will work primarily within groups to produce four documentary projects using digital production equipment and techniques.

Course objectives

- Conduct historical research, schedule, secure participation releases, obtain copyright clearance, write treatments, location scout
- Learn production techniques that include operating digital cameras, lighting, working with social actors, interviewing, location management
- Learn post-production skills that include digital editing of video and audio, distribution and promotion.

Sample readings

Writing, Directing, and Producing Documentary Films and Videos, Third Edition, Alan Rosenthal, Southern Illinois University Press, 2007.

In-class handouts

Recommended readings:

Making Documentary Films and Reality Videos: A Guide to Planning, Filming, and Directing the Documentary, Fourth Edition, Michael Rabiger, Focal Press, 2004.

The Subject of Documentary, Michael Renov, University of Minnesota Press, 2004.

- ❖ *Not recommended for freshmen*
- ❖ *Letter Grade or Pass/No Credit*
- ❖ *Enrollment: 20 maximum*

COMM 274 – Graduate Seminar in Statistical Application (4 units)

W 4-7:30pm

Instructor: Dr. Randall Koper rkoper@pacific.edu

This course is designed to prepare Master's and Doctoral students in Education and the Social Sciences for the completion of their thesis/dissertation. Three characteristics make the course unique. First, it focuses primarily on the conceptual, rather than the mathematical, aspects of statistical applications; there is very little "number crunching" (however, students will need a calculator). Second, the course provides a comprehensive look at the General Linear Model and covers topics ranging from "What is a Statistic?" to "Multivariate Applications". Third, the course is developed around a Mastery Learning Model, which rewards both immediate understanding and persistence. In other words, all students will master the course content, but probably at different rates. Finally, the last phase of the course provides a laboratory for students to learn the fundamentals of SPSS (Statistical Package for the Social Sciences). Each student will conduct a series of computer analyses on real data in which they begin with a simple FREQUENCY analysis and move on to RELIABILITY, CORRELATION, ANOVA, and REGRESSION analyses. Students will be expected to make both statistical and conceptual interpretation of the SPSS output.

- ❖ *Prerequisite: graduate standing*
- ❖ *Letter Grade Only*
- ❖ *Enrollment: 15 maximum*

COMM 278 Graduate Seminar in Political Communication (4 units)

Tuesday 4:00-7:30pm

Instructor: Dr. Paul Turpin pturpin@pacific.edu

This course is designed to acquaint students with foundational conceptions of political perspectives and modes of communication, to provide a grounding in rhetorical approaches to persuasion in a political context, and to examine the theoretical and pragmatic opportunities and obstacles to advocacy in the current mediated context of national, regional, or local politics. Of central interest will be the role of values in the establishment, maintenance, and justification of individual and organizational identity in political advocacy.

Learning objectives

- To develop a familiarity with the fundamental principles of rhetoric in persuasion.
- To develop an understanding of framing as a rhetorical act.
- To understand the historical and theoretical roots of political-economic value systems.
- To understand how media dynamics influence the communication of values and identity.
- To design an advocacy project in a professional and constructive context.
- To analyze and critique advocacy efforts in a scholarly manner.

Students will be expected to create an advocacy project portfolio and write an analysis of political communication persuasive strategies and problems in a research paper.

Sample readings

Davies, Jack. *Legislative Law and Process in a Nutshell*. Nutshell Series. St. Paul, Minn.: West, 1986.

Denton, Robert E., and Gary C. Woodward. *Political Communication in America*. 3rd ed. Praeger Series in Political Communication. Westport, Conn.: Praeger, 1998.

Fournier, Ron, Douglas B. Sosnik, and Matthew J. Dowd. *Applebee's America : How Successful Political, Business, and Religious Leaders Connect with the New American Community*. Simon & Schuster, 2006.

Lakoff, George. *Don't Think of an Elephant: Know Your Values and Frame the Debate--the Essential Guide for Progressives*. Chelsea Green, 2004.

Luntz, Frank. *Words That Work : It's Not What You Say, It's What People Hear*. 1st ed. New York: Hyperion, 2007

Popkin, Samuel L. *The Reasoning Voter: Communication and Persuasion in Presidential Campaigns*. 2nd ed. Chicago: The University of Chicago Press, 1994.

❖ *Prerequisite: graduate standing*

❖ *Letter Grade Only*

❖ *Enrollment: 15 maximum*