Communication Department
Spring 2015 Course Offerings

Comm 25  Intro. To Communication (2)
Comm 27  Public Speaking (3)
Comm 31  Media & Society (3)
Comm 43  Intro. To Interpersonal Communication (3)
Comm 50  Intro. To Communication Technology (3)
Comm 117 Political Advocacy (4)
Comm 132 Writing for Media (4)
Comm 134 Documentary Film Production (4)
Comm 137 Public Relations Case Studies & Problems (4)
Comm 140 Writing for Public Relations (4)
Comm 143 Intercultural Communication (4)
Comm 147 Nonverbal Communication (4)
Comm 145 Human Communication Theory
Comm 150 Ethical Issues in Communication (4)
Comm 151 Community Based Learning (2)
Comm 155 Persuasion (4)
Comm 160 Communication Research Methods (4)
Comm 193A Health Communication (1-4)

Comm. 25 – Introduction to Communication

COURSE DESCRIPTION:
This course 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: Tuesday
HOURS: 10:00 am – 11:45 am
INSTRUCTOR: Dr. Marlin Bates
READING LIST: TBA
GRADING: Letter Grade Only
MAXIMUM ENROLLMENT: 25

COMM. 27 – Public Speaking

COURSE DESCRIPTION:
A study of the basic principles of public speaking. This course is one of the four lower core courses for the communication major.
RECOMMENDED FOR FRESHMEN: YES
DAYS: Monday
Lecture: (two sections)
Discussion: Wednesday & Fridays; Tuesdays & Thursdays (see course schedule)
HOURS:
Lecture: 2:00 pm – 3:15 pm (Section 01)   Dr. Marlin Bates
Lecture: 3:30 pm – 4:45 pm (Section 02)   Steven K. Farias
Discussions: Various times (see course schedule)
INSTRUCTOR: Dr. Marlin Bates
READING LIST:
GRADING: Letter Grade Only for Communication majors
Letter Grade or Pass/No Credit for other majors
MAXIMUM ENROLLMENT: 25 students per discussion section

**COMM. 31 – Media and Society**
COURSE DESCRIPTION:
A survey of the growth and development of mass communications in America (newspaper, radio, television, magazines, public relations) from a historical and descriptive perspective. Principles of the mass communication process. This course is one of the four lower core courses for the communication major.
RECOMMENDED FOR FRESHMEN: YES
DAYS: Mon/Wed/Fri
HOURS: 11:00 am – 12:15 pm (Section 1) 12:30 pm – 1:45 pm (Section 2)
INSTRUCTOR: Dr. Alan Ray Dr. Paul Turpin
READING LIST:
*Media and Culture*, 6th Edition, by Campbell, Martin & Fabos, Bedford/St. Martin’s,
Additional reading will be handed out in class and assigned.
GRADING: Letter Grade Only
MAXIMUM ENROLLMENT: 40

**COMM 43 - Intro. To Interpersonal Communication**
Introduction to the study of human interaction that occurs in relatively informal, everyday social contexts. Using models, theories, and skills of communication as takeoff points, the course introduces students to dimensions related to trust, openness, listening, perception, language, nonverbal communication, conflict, social influence, and communication competence. Focus is to develop an increasing student awareness of the complexities of interpersonal relationships. This course is one of the four lower core courses for the communication major.
RECOMMENDED FOR FRESHMEN: YES
DAYS: Tues/Thursday
HOURS: 3:00 pm – 4:45 pm
INSTRUCTOR: Dr. Frances Winters
MAXIMUM ENROLLMENT: 40

**COMM 50 – Intro. To Communication Technologies**
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 is discussed. Students learn production skills that will be useful in upper division communication courses. This course is one of the four lower core courses for the communication major.
RECOMMENDED FOR FRESHMEN: Yes – Communication majors only
DAYS: Mon/Wed/Fri
HOURS: 3:30 pm – 4:45 pm M Lecture
3:30 pm – 4:45 pm W Lab 1
3:30 pm – 4:45 pm F Lab 2
INSTRUCTOR: Dr. Kenneth Day
READING LIST:
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 20

**COMM 117 - Political Advocacy**
COURSE DESCRIPTION:
Principles of persuasion in political contexts in the U.S. (types and characteristics of political audiences, official and unofficial advocacy campaigns, media framing of political news & commentary) from historical and theoretical
perspectives. Focus is to make students aware of the constraints and opportunities in policy arguments and their public dissemination.

RECOMMENDED FOR FRESHMEN: YES
DAYS: Mon/Wed/Fri
HOURS: 9:30 am – 10:45 am
INSTRUCTOR: Dr. Paul Turpin
READING LIST:
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 20

COMM 132 - Writing for Media
COURSE DESCRIPTION:
Examination and production of electronic and print writing techniques. Emphasis on writing news, information, and entertainment messages for the electronic and print industries. Some work in student media facilities involved.
Prerequisite: COMM 031. Lab fee required.
RECOMMENDED FOR FRESHMEN: YES
DAYS: Mon/Wed/Fri
HOURS: 12:30 pm – 1:45 pm
INSTRUCTOR: Dr. Alan Ray
READING LIST:
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 20

COMM 134 - Documentary Film Production
COURSE DESCRIPTION:
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. Apply production techniques that include operating digital cameras, lighting, working with social actors, interviewing, and location management. Use post-production skills that include digital editing of video and audio, distribution and promotion. Write a treatment demonstrating a thorough comprehension and analysis of each documentary project.
DAYS: Tuesday/Thursday
HOURS: 3:00-4:45pm
PROFESSOR: Teresa Bergman
READING LIST:
GRADING: Letter grade only.
Required: TBA
MAXIMUM ENROLLMENT: 20

COMM 137 - Public Relations Case Studies and Problems
COURSE DESCRIPTION:
Advanced course in public relations. The course will engage students in case study research and application of public relations principles. Written and oral presentations; adherence to professional standards of excellence. Prerequisite: COMM 135.
RECOMMENDED FOR FRESHMEN: YES
DAYS: Tues/Thurs
HOURS: 10:00 am – 11:45 am
INSTRUCTOR: Dr. Heather Hether
READING LIST: Request a syllabus (hhether@pacific.edu)
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 15
COMM 140 - Writing for Public Relations
COURSE DESCRIPTION:
Theory and practice in public relations writing in the context of publicity. Students will learn to write news releases, backgrounds, business letters and feature stories. Prerequisite: COMM 135.
RECOMMENDED FOR FRESHMEN: YES
DAYS: Tues/Thurs
HOURS: 1:00 pm – 2:45 pm
INSTRUCTOR: Pacific Staff
READING LIST:
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 15

COMM 143 - Intercultural Communication
COURSE DESCRIPTION:
Analysis of the major variables affecting interpersonal communication between persons of differing cultural backgrounds.
RECOMMENDED FOR FRESHMAN: NO
DAYS: Mon./Wed./Fri.
HOURS: 9:00 am – 11:15 am
INSTRUCTOR: Dr. Kenneth Day
READING LIST:
GRADING: Letter grade only
MAXIMUM ENROLLMENT: 22

COMM 145 - Human Communication Theory
COURSE DESCRIPTION:
A study of contemporary understandings of human interaction. Beginning with epistemological issues as a framework, the course examines theory building, foundation theories of our discipline, and contextual theories. Each student will present symposiums of a given theory and the course will culminate with an in depth analysis of a communication artifact and theory.
RECOMMENDED FOR FRESHMEN: NO
DAYS: Tues./Thurs.
HOURS: 10:00 am – 11:45 am
INSTRUCTOR: Dr. Frances Winters
GRADING: Letter Grade or Pass/No Credit
MAXIMUM ENROLLMENT: 22

COMM 150 – Communication Capstone
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, completed Communication core classes.
RECOMMENDED FOR FRESHMEN: NO
DAYS: Tue/Thu
HOURS: 1:00 p.m. – 2:45 p.m.
INSTRUCTOR: Dr. Teresa Bergman
READING LIST:
Required Texts

**Recommended Readings**


**GRADING**  Letter Grade Only

**MAXIMUM ENROLLMENT**: 20

**COMM 151 - Community Based Learning**

**COURSE DESCRIPTION:**

This senior-level capstone course provides students with a supervised learning experience in an off-campus, community-based organization. Students will apply their knowledge of communication theories and skills to the needs of local organizations, allowing them to contribute to the public good. Prerequisite: Senior standing.

**DAYS:** Mon & Wed

**HOURS:** 2:00 p.m. – 3:15 p.m.

**INSTRUCTOR:** TBA

**READING LIST:** Readings for the course will be provided by the instructor.

**GRADING:** Letter Grade Only

**MAXIMUM ENROLLMENT:** 20

**COMM 160 - Communication Research Methods**

**COURSE DESCRIPTION:**

A study of research methods appropriate for examining communication related problems. Topics for the course include descriptive methods, and experimental methods, statistical models for data analysis and research reporting and writing. Prerequisites: COMM 027, 031, and 043 with a C+ or better.

**RECOMMENDED FOR FRESHMEN:** NO

**DAYS:** Mon/Wed/Fri

**HOURS:** 11:00 am – 12:15 pm

**INSTRUCTOR:** Dr. Qingwen Dong

**READING Requirement:**


**GRADING:** Letter Grade Only

**MAXIMUM ENROLLMENT:** 20

**COMM 193A – Health Communication**

**COURSE DESCRIPTION:**

This course explores the field of health communication by examining the major theories used to explain and predict how health behaviors are influenced by communication from a variety of sources. Among the topics to be covered include: health in the media; health communication campaigns; doctor-patient communication; and health and new technology.

**RECOMMENDED FOR FRESHMEN:** YES

**DAYS:** Tues/Thurs

**HOURS:** 5:00 p.m. – 6:45 p.m.

**INSTRUCTOR:** Dr. Heather Hether


**GRADING:** Letter Grade Only

**MAXIMUM ENROLLMENT:** 20

**COMM 191. Independent Study (2-4)**

**COMM 193. Special Topics (4)**

**COMM 197. Independent Research (2-4)**

**Graduate Courses**
COMM 261. Critical and Qualitative Research Methods (4)
COMM 262. Quantitative Research Methods
COMM 271. Graduate Seminar in Rhetorical Thought (4)
COMM 272. Graduate Seminar in Interpersonal Communication (4)
COMM 273. Graduate Seminar in mass Communication Theory (4)
COMM 275. Graduate Seminar in Public Relations (4)
COMM 276. Communication in Learning Settings (4)
COMM 277. Media Relations (4)
COMM 278. Political Communication (4)
COMM 287. Graduate Internship (2 or 4)
COMM 289. Graduate Practicum (2 or 4)
COMM 291. Independent Graduate Study (2-4)
COMM 293. Special Topics (2-4)
COMM 297. Graduate Research (1-4)
COMM 299. Thesis