

Communication Studies

(formerly Communication)

**ACADEMIC
COUNSELING**

Folsom campus - 916-608-6500
El Dorado Center - 530-642-5645
Rancho Cordova Center - 916-255-0717

DEGREE A.A. - Communication, Organizational Communication
CERTIFICATE OF RECOGNITION Applied Communication Skills

The Communication Studies Department at Folsom Lake College is committed to excellent teaching that provides an innovative and stimulating environment for student learning in theoretical and pragmatic applications of communication education. With the primary mission of encouraging completion of an Associate in Arts degree and promoting transfer opportunities, the Department provides superior educational opportunities to a diverse student population and supports a cooperative environment that reflects and honors the diverse backgrounds, perspectives, abilities and interests of all. The Department supports both faculty and students in the pursuit of continuing education to better their personal, academic and professional lives, to help them meet the communication challenges of an increasingly complex world, and to adapt to the changing communication demands of the future.

Career Options

Public Information; Human Resources Development; Corporate Training; Motivational Speaking; Political Speech Writing; Radio & Television; Advertising; Public Relations; College & University Instruction; Organizational Administration; Negotiation & Mediation Services; Writing for Publication; Personnel Management; Customer Service; Social Science Research; Corporate Imaging; Campaign Management; Marketing; Community Relations; Grant Writing

Highlights

- Degree and Certificate program
- Transfer requirements simultaneously met while pursuing degree

Many of the courses required for this degree can also be used to fulfill transfer general education requirements for the CSU system.

In the Communication program, our courses are multidisciplinary in nature. Communication studies offer students an opportunity to explore coursework in oral communication, critical thinking, social sciences, multicultural studies, and living skills.

Students will find this background helpful and applicable to their everyday pursuits. Students intending to transfer to a university will have a solid base of courses that will interface with further, focused study in a major. For those wishing to pursue a university degree in the field of communication, degrees can be earned with emphasis in the following areas:

- Mass Media Studies
- Broadcast Electronic Communication Arts
- Organizational Communication
- Intercultural Communication
- Visual Communication
- Rhetoric
- Group Communication
- Interpersonal Communication

DEGREE

A.A. — Communication, Organizational Communication

The role of communication in the workplace today has grown in importance, and workplace communication competencies are increasingly in demand. The number one skill identified by employers is the ability to communicate clearly in both oral and written form. The number two skill identified by employers as necessary is the ability to work effectively as a member of a team. A competitive workplace requires employees to exercise competence in interview skills, professional presentations, written communication, group problem solving, intercultural interactions, conflict management, and analytical reasoning. This degree gives students a foundation that can be used in any career path, increasing their preparation for employment and preparing them for transfer to a four-year college or university.

REQUIRED PROGRAMUnits
Core Courses:	
COMM 301 Introduction to Public Speaking	3
COMM 311 Argumentation and Debate.....	3
COMM 321 Interpersonal Communication	3
CMED 300/JOUR 310 Mass Media and Society	3
Communication in Organizations.....	6
COMM 341 Organizational Communication (3)	
And one (1) of the following:	
BUS 330 Managing Diversity in the Workplace (3)	
COMM 315 Persuasion (3)	
MGMT 360 Management Communication (3)	
Written Communication	6
ENGWR 300 College Composition (3)	
And one (1) of the following:	
BUS 310 Business Communication (3)	
ENGWR 302 Adv Composition & Critical Thinking* (3)	
(* 2 nd semester writing requirement for CSUS)	
Communication for a Diverse World.....	6-7
COMM 325 Intercultural Communication (3)	
And one transfer level course of foreign language or American Sign Language (3-4)	
Communication in Groups and Teams	6
COMM 331 Group Discussion (3)	
And one (1) of the following:	
COMM 373 Forensics Laboratory (3)	
Or any department approved internship	
TOTAL UNITS REQUIRED	36-37

This A.A. degree may be obtained by completion of the Required Program, plus General Education Requirements, plus sufficient electives to meet a 60-unit total.

Upon completion of this program, the student will be able to:

- demonstrate an understanding of the history, evolution and multidisciplinary nature of human communication.
- analyze evidence and reasoning to identify and provide appropriate and credible support for written and oral communication.
- demonstrate individual responsibility, integrity, and respect in all communication interactions.
- design and deliver effective and appropriate written and/or oral messages in a variety of personal, professional, and social contexts.
- demonstrate communication competency utilizing both nonverbal and verbal communication strategies appropriate for diverse audiences.
- differentiate amongst various theoretical perspectives within the discipline of Human Communication.
- differentiate amongst various theoretical perspectives within the field of Organizational Communication.

CERTIFICATE OF RECOGNITION**Applied Communication Skills**

REQUIRED PROGRAM	Units
COMM 301 Introduction to Public Speaking	3
COMM 325 Intercultural Communication	3
COMM 331 Group Discussion	3
COMM 341 Organizational Communication	3
Plus one (1) additional course selected from:	3
COMM 311 Argumentation and Debate (3)	
COMM 315 Persuasion (3)	
COMM 321 Interpersonal Communication (3)	
COMM 361 The Communication Experience (3)	
COMM 371 Voice and Diction (3)	
TOTAL UNITS REQUIRED	15

This certificate program provides the communication skills necessary for entry-level positions in business, and helps improve managerial attributes with an emphasis on abilities to communicate effectively, efficiently and appropriately in organizational settings. Students with this certificate are prepared to design messages based on analysis of the intended audience and cultural context, apply effective listening skills, analyze persuasive messages, and demonstrate effective oral presentation skills. The certificate prepares students with the skills necessary to demonstrate proficiency in different communication settings by identifying and appraising factors that affect organizational communication structures in small group, interpersonal and intercultural settings.

Upon completion of this program, the student will be able to:

- design and relate messages clearly for effective and appropriate oral communication.
- apply effective listening skills to comprehend spoken messages, analyze information critically and consider multiple perspectives.
- compose ideas clearly in effective, appropriate and well-organized written messages.
- demonstrate effective communication appropriate to diverse contexts and people.

Communication Studies (COMM)**COMM 301 INTRODUCTION TO PUBLIC SPEAKING 3 UNITS**

Prerequisite: ENGWR 101 with a grade of "C" or better; or placement through the assessment process.

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course prepares students to speak in a variety of rhetorical situations: academic, professional, social, and political. Students will demonstrate effective verbal and non verbal delivery, ethical research methodology, analytical thinking and listening skills, organization and outlining skills, and appropriate presentation skills. In order to effectively assess oral communication competency, each student will complete a minimum of 22 minutes of evaluated speaking time. Emphasis is on researching, preparing, organizing, writing and presenting a variety of speeches for different audiences. Video taping equipment may be used as an aid to the student's self-analysis and improvement. Access to a computer with online capabilities may be required and is available on campus.

COMM 305 ORAL INTERPRETATION 3 UNITS

Prerequisite: ENGWR 101 with a grade of "C" or better; or placement through the assessment process

Advisory: COMM 301 or ENGWR 300

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course introduces students to the field of performance studies through the oral interpretation of various literary genres, including Western and Non-Western literature. The focus is on audience analysis, selection and thematic analysis of literature, script writing, discussion and application of vocal and physiological delivery techniques, program performance, and post performance evaluation. Theoretical issues and historical developments are examined and applied to the current performance trends in solo, duo and interpreters' theatre.

COMM 311 ARGUMENTATION AND DEBATE 3 UNITS

Prerequisite: ENGWR 300 with a grade of "C" or better

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course introduces students to argumentation, critical evaluation of evidence, and reasoning in the context of debate. Intended as a practical course, the fundamentals of proposition analysis, case building and dissent are discussed and applied.

COMM 315 PERSUASION 3 UNITS

Prerequisite: ENGWR 300 with a grade of "C" or better

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course presents fundamental theories and techniques of persuasion as they occur in various communication contexts. Students develop critical thinking skills by examining message production, analyzing messages and exploring the social impact of persuasion.

COMM 321 INTERPERSONAL COMMUNICATION 3 UNITS

Prerequisite: ENGWR 51 with a grade of "C" or better

Course Transferable to UC/CSU

Hours: 54 hours LEC

Explore communication skills associated with satisfying relationships. Using simulations and structured exercises, students experiment with various approaches to successful communication in person-to-person situations. This course strives to increase an individual's personal communication effectiveness through heightened awareness and greater skill as both a sender and receiver of shared messages.

COMM 325 INTERCULTURAL COMMUNICATION 3 UNITS

Prerequisite: ENGWR 51 with a grade of "C" or better

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course introduces students to the challenges and promises of intercultural communications in the United States. Variations and commonalities in communication patterns across cultures are examined as well as processes and outcomes among persons of different group-based experiential backgrounds. Practical application of factors which influence communication among individuals of different cultures is emphasized.

COMM 331 GROUP DISCUSSION 3 UNITS

Prerequisite: ENGWR 51 with a grade of "C" or better

Course Transferable to UC/CSU

Hours: 54 hours LEC

Increase your understanding of how communication in small groups is uniquely different from other communication. Enhance your effectiveness in small groups by learning about roles, functions, leadership, and norms. Problem-solving and decision-making skills are emphasized through simulations and discussion.

COMM 341 ORGANIZATIONAL COMMUNICATION 3 UNITS

Prerequisite: ENGWR 101 with a grade of "C" or better

Course Transferable to CSU

Hours: 54 hours LEC

This course is designed to allow students to examine both theoretical and pragmatic essentials of effective organizational messages from preparation and presentation to effective observation and analysis. Students will explore the dynamics of organizational communications in various situations including focus groups, quality control groups, ad hoc committees, conflict negotiation teams and problem solving/decision making groups. The roles of internal and external messages on the communication process and organizational effectiveness will be examined and analyzed.

COMM 361 THE COMMUNICATION EXPERIENCE 3 UNITS

Prerequisite: ENGWR 51 with a grade of "C" or better

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course introduces students to basic skills and the fundamental concepts necessary for effective communication in a variety of settings. Special emphasis is placed on practical experiences within groups, facilitation of interpersonal relationships, and methods of conflict resolution.

COMM 363 INTRODUCTION TO COMMUNICATION THEORY 3 UNITS

Prerequisite: None.

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course will introduce the student to the symbolic process of human communication through the study of basic communication models, fundamental theory, and relevant research findings. Emphasis will be placed on achieving an understanding of the communication process, and the process through which researchers in the field add to their existing body of knowledge.

COMM 371 VOICE AND DICTION 3 UNITS

Prerequisite: None

Course Transferable to UC/CSU

Hours: 54 hours LEC

This course focuses on individual speech improvement through the study and practice of voice control and manipulation, proper breathing, and diction. Emphasis is placed on achieving correct pronunciation, enunciation, and voice production. Students will build on basic theories and practice of the interpretation of various oral selections chosen by the instructor and by the student. This course is intended for public speaking students, and drama and media majors.

COMM 373 FORENSICS LABORATORY 2 UNITS

Prerequisite: None

Course Transferable to CSU

Hours: 108 hours LAB

A laboratory class for students who wish to participate in intercollegiate forensics competition. Areas of interest include debate, persuasion, oral interpretation, expository speech, impromptu speaking and readers' theatre. May be taken four times for credit.

COMM 494 TOPICS IN COMMUNICATION STUDIES .5-4 UNITS

Prerequisite: None

Course Transferable to CSU

Hours: 72 hours LEC

A survey of contemporary communication topics that allows students to choose a particular option from several. Possible options may include, but are not limited to: extemporaneous speaking, intercultural communication in the workplace, communication in the classroom, conflict, principles of visual communication, readers' theatre, parliamentary procedure and decision making techniques. Students may receive one unit of credit in each topic area. Consult class schedule for specific topics offered.

COMM 495 INDEPENDENT STUDIES IN COMMUNICATION STUDIES 1-3 UNITS

Prerequisite: None

Course Transferable to CSU

Hours: 18 hours LEC ; 54 hours LAB

COMM 499 EXPERIMENTAL OFFERING IN COMMUNICATION .5-4 UNITS

Prerequisite: None

Course Transferable to CSU

Hours: 54 hours LEC ; 54 hours LAB