Program
BA in Communication Design
Options in:
  - Graphic Design
  - Internet Communication
  - Media Arts
BA in Communication Studies
Options in:
  - Organizational Communication
  - Human Communication
BS in Instructional Design and Technology
BA in Journalism
Options in:
  - News-Editorial
  - Public Relations
  - Minor in Broadcasting
  - Minor in Communication Design
  - Minor in Human Communication
  - Minor in Instructional Design
  - Minor in Journalism
  - Minor in Organizational Communication
Certificate in Community College Faculty Preparation/Adult Education
Certificate in Electronic Printing and Publishing
MA in Communication Studies
MS in Instructional Design and Technology
Facilities
Students have access to computer writing and information technology labs, fully equipped speech and debate squad room, audio and video production and editing facilities, photographic darkrooms, digital imaging labs, print/graphic design facilities, color television studios, a print technology laboratory, and the services of the Instructional Media Center.
Internships
Intern programs are transitions between school and work. The programs provide students with academic credit while pursuing on-the-job experiences. Internship assignments are available throughout California as well as in Washington, D.C., Boston, and New York.
Communication Activities
Communication houses a number of student-operated programs, including The Orion (a weekly student newspaper), the nationally recognized Speech and Debate Team, Tehama Group Communications (a student-managed public relations agency), Milk Crate Productions (student video production company), and numerous student clubs and organizations. In addition, faculty and student research is facilitated by the Center for Instructional Technology Research.

Career Outlook
The field of communication is dynamic and expanding. It is energized by the continual and rapid development of digital communication and the growing industrial, business, government, and personal use of these technologies. The BA in Communication Design provides opportunities for positions in media design, production, and network systems. Graphic designers are in demand for advertising, commercial art, and corporate communication agencies. Information and communication systems specialists have opportunities in many industries and government agencies in network design, management, and operations. Internet communication specialists have opportunities in many industries and government agencies in network design, management, multimedia, and web design. Graduates in the Media Arts Option work in television and radio broadcasting or in independent production companies and corporate media departments creating video and audio programs. Graduates of the BS and MS in Instructional Design and Technology find careers in government, industry, and military organizations in the field of human performance technology and training development. As designers and developers of training materials and systems they apply communication technology to E-learning and other distance formats, interactive multimedia, computer based instruction, as well as traditional media for education and training. The BA and MA in Communication Studies offer humanistic and social science approaches leading to a wide range of employment options, including sales, education, research, management, consulting, and human services. With a BA in Journalism, public relations option graduates work in corporate, travel, entertainment, government, and non-profit settings. News-editorial option graduates work with organizations such as newspapers, magazines, and new technology businesses.

Communication
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Chair: Ruth M. Guzley
Graduate Coordinator: Ruth M. Guzley
Internship Coordinator: Stephanie Hamel

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Cross-Disciplinary Study Programs:

**Internet Communication**
CSU, Chico provides for the study of information systems in three distinct but complementary programs in the Colleges of Business; Communication and Education; and Engineering, Computer Science, and Technology. In the Option in Internet Communication of the College of Communication and Education, students encounter a range of issues that are not addressed in other campus programs concerned with information systems. The Option in Internet Communication in the College of Communication and Education provides for:

1. Core courses in Communication Design.
2. Analysis of the ways in which new electronic technologies (both computers and telecommunication) are transforming human behavior in organizations.
3. Assessment of the impact and nature of human-machine communication processes and their long-term effects on the world of work, education, and the home in an evolving information-based economy.
4. Impact of new information media and communication technology on the information-seeking behaviors of individuals and groups.
5. Growth of governmental regulatory policies concerned with new information technology.

**THE BACHELOR OF ARTS IN COMMUNICATION STUDIES**

**Total Course Requirements**

**for the Bachelor’s Degree: 120 units**
See “Requirements for the Bachelor’s Degree” in The University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

A suggested Major Academic Plan (MAP) has been prepared to help students meet all graduation requirements within four years. Please request a plan from your major adviser or view it and other current advising information on the CSU, Chico Web.

**General Education Requirements: 48 units**
See “General Education Requirements” in The University Catalog and The Class Schedule for the most current information on General Education Requirements and course offerings. The course requirements marked below with an asterisk (*) may also be applied toward General Education.

**Cultural Diversity Course Requirements: 6 units**
See “Cultural Diversity” in The University Catalog. Most courses taken to satisfy these requirements may also apply to General Education.

**American Institutions Requirement: 6 units**
See the “American Institutions Requirement” under “Bachelor’s Degree Requirements.” This requirement is normally fulfilled by completing HIST 130 and POLS 155. Courses used to satisfy this requirement do not apply to General Education.

**Literacy Requirement:**
See “Mathematics and Writing Requirements” in The University Catalog. Writing proficiency in the major is a graduation requirement and may be demonstrated through satisfactory completion of a course in your major which has been designated as the Writing Proficiency (WP) course for the semester in which you take the course. Students who earn below a C- are required to repeat the course and earn a C- or better to receive WP credit; See The Class Schedule for the designated WP courses for each semester. You must pass ENGL 130 (or its equivalent) with a C- or better before you may register for a WP course.

**Course Requirements for the Major: 42-45 units**
The following courses, or their approved transfer equivalents, are required of all candidates for this degree. Additional required courses, depending upon the selected option or advising pattern, are outlined following the degree core program requirements.

Communication Studies majors must pass the four specified required courses (three for the core, one for the option) with a C- or better prior to enrolling in 400-level CMST courses. These courses are designated in the following core and option requirements. Students should plan to enroll in these courses to begin their program of study.

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**DEGREE CORE PROGRAM: 18 units**
Communication Studies students must pass CMST 131, CMST 233, and CMST 331 with a C- or better prior to enrolling in any 400-level CMST courses.

**4 courses required:**
- CMST 233 Found of Interpersonal Com 3.0 FS
- CMST 330 Theory/Principles Commun 3.0 FS
- CMST 331 Iss in Communication Studies 3.0 FS
- CMST 332 Communication Research 3.0 FS

**1 course selected from:**
- CMST 131 Speech Comm Fundamentals 3.0 FS *
- CMST 131H Speech Communication: Honors Prerequisites: Acceptance into the Honors Program.

**1 course selected from:**
- CMST 334 Gender and Communication 3.0 FS *
- CMST 335 Intercult Comm Theory/Prac 3.0 FS Eth

**Major Option Course Requirements: 24-27 units**
The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of the major course requirements.

- Prior to enrolling in any 400-level courses, all students must complete CMST 131, CMST 233, and CMST 331 with a C- or better. Students selecting the Organizational Communication Option must also complete CMST 370 with a C- or better before enrolling in any 400-level courses. Students selecting the Human Communication Option must complete CMST 255 or CMST 354 with a C- or better before enrolling in any 400-level courses.

**THE OPTION IN ORGANIZATIONAL COMMUNICATION: 24 units**

**5 courses required:**
- CMST 132 Small Group Communication 3.0 FS *
- CMST 370 Intro to Organizational Comm 3.0 FS
- CMST 470 Organizational Comm Theories 3.0 FS
- Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher for CMST majors or by faculty permission for non-majors.
- CMST 472 Org Ldrshp & Decm Making 3.0 FS WP
- Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher; CMST 132 for CMST majors or by faculty permission for non-majors.
- CMST 489 Internship Program 1.0-10.0 FS
- Prerequisites: Completion of 18 units within either the Degree Core, Organizational Communication Option, or Human Communication Option.
- CMST 489 must be taken for 3 units.

**2 courses selected from:**
- CMST 480 Mngng Intrprs Conflict Thu Com 3.0 FS
- Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher.
- CMST 482 Advanced Comm & Career Skills 3.0 FS
- Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher; CMST 132.
- CMST 484 Advanced Interviewing Skills 3.0 FS
- Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher; CMST 132 for CMST majors or by faculty permission for non-majors.

**3 units selected from:**
- Upper-division communication elective units (CMST) selected in consultation with your adviser.
- NOTE: No more than 8 units of Forensics (CMST 139 and CMST 339) may be counted toward total university requirements.

**Formal Minor Requirement**
Communication Studies majors with an option in Organizational Communication must complete a formal minor or a second major in a department outside of Communication Studies. Students must obtain their major adviser’s approval on their selection of a minor and courses for the minor.

**THE OPTION IN HUMAN COMMUNICATION: 27 units**

**Option Core: 12 units**

**4 courses required:**
- CMST 251 Adv Presentational Speaking 3.0 FS
- Prerequisites: CMST 131.
- CMST 255 Argumentation and Debate 3.0 FS *
- Prerequisites: CMST 131 or CMST 132.
CMST 354 Persuasion 3.0 FS
Prerequisites: CMST 131.

CMST 451 Rhetorical Communicative Theory 3.0 FA WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher.

Option Breadth: 9 units
Students must choose one course from each of the following categories.

Cultural Context
1 course selected from:
CMST 122 Small Group Communication 3.0 FS *
CMST 334 Gender and Communication 3.0 FS *
CMST 335 Intercult Comm Theory/Pract 3.0 FS Eth
CMST 356 Genocide and Mass Persuasion 3.0 FS *NW
This course is also offered as SOCI 356 and MJIS 356.
CMST 455 Israeli Public Address 3.0 F2
Prerequisites: CMST 121, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course is also offered as MJIS 455.

CMST 459 Health Communication 3.0 FS
Prerequisites: CMST 131, CMST 331; CMST 233 and CMST 354 or CMST 255 or CMST 370 with a grade of C- or higher.

Public Advocacy
1 course selected from:
CMST 424 Public Opinion and Propaganda 3.0 FS
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course is also offered as JOUR 424 and POLS 424.
CMST 428 Politics and the Media 3.0 FA
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course is also offered as POLS 428 and JOUR 428.
CMST 457 Adv Study of Public Address 3.0 FS
Prerequisites: CMST 121, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only.

Option Electives: 6 units
Select two courses from the following that have not been taken for any other requirement.

2 courses selected from:
CMST 132 Small Group Communication 3.0 FS *
CMST 139 Forensics 1.0-3.0 FS
CMST 333 Gender and Communication 3.0 FS *
CMST 335 Intercult Comm Theory/Pract 3.0 FS Eth
CMST 350 Rhetorical Criticism 3.0 FA
CMST 356 Genocide and Mass Persuasion 3.0 FS *NW
This course is also offered as SOCI 356 and MJIS 356.
CMST 424 Public Opinion and Propaganda 3.0 FS
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course is also offered as JOUR 424 and POLS 424.
CMST 428 Politics and the Media 3.0 FA
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course is also offered as POLS 428 and JOUR 428.
CMST 454 Jewish Rhetoric 3.0 F1 WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher (MJIS majors). CMST 121, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course is also offered as MJIS 454.
THE BACHELOR OF ARTS IN COMMUNICATION DESIGN

Total Course Requirements for the Bachelor's Degree: 120 units

See "Requirements for the Bachelor's Degree" in The University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

A suggested Major Academic Plan (MAP) has been prepared to help students meet all graduation requirements within four years. Please request a plan from your major adviser or view it and other current advising information on the CSU, Chico Web.

Please see General Education, Cultural Diversity, American Institutions, and Literacy Requirements under the BA in Communication Studies.

Course Requirements for the Major: 51-63 units

The following courses, or their approved transfer equivalents, are required of all candidates for this degree. Additional required courses, depending upon the selected option or advising pattern, are outlined following the degree core program requirements.

DEGREE CORE PROGRAM: 18 units

6 courses required:

CDES 101 Introduction to Communication 3.0 FS
This course is also offered as JOU 101.
CDES 102 Principles of Comm Design 3.0 FS
CDES 103 Writing for Electronic Media 3.0 FS
Prerequisites: ENGL 130.
CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
CDES 307 Technology and Communication 3.0 FS
Prerequisites: CDES 102.
CDES 303 Communication Criticism 3.0 FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher.

MAJOR OPTION COURSE REQUIREMENTS: 33-45 units

The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of the major course requirements.

THE OPTION IN GRAPHIC DESIGN: 45 units

All students take the Option Core for 9 units and select an advising pattern for 28 to 37 additional units, depending on the pattern chosen.

OPTION CORE: 8 units

2 courses required:

CDES 132 Visual Communication Concepts-D 2.0 FS
CDES 281 Print as Digital Output Medium 3.0 FS
1 course selected from:

CDES 313 Basic Advertising Copywriting 3.0 FS
Prerequisites: CDES 103 or JOU 260.
ENGL 230 Report Writing 3.0 FS
Prerequisites: ENGL 130.
MGMT 300 Communication in Business 3.0 FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher.

PORTFOLIO REQUIREMENT

The successful completion of a Portfolio Review is necessary for entry into upper-division Graphic Design course work. The portfolio is comprised of work from ARTS 122, ARTS 125, CDES 230, and CDES 206, and is reviewed by Visual Communication faculty.

Level One (Pre-Portfolio): 10 units

3 courses required:

ARTS 122 Color Theory 3.0 FS
ARTS 125 Basic Drawing 3.0 FS
CDES 230 Visual Comm Portfolio Review 1.0 FS
Prerequisites: ARTS 122, ARTS 125, CDES 132, CDES 206, or faculty permission.
1 course selected from:

ARTS 101 Art History Survey 3.0 FS *
ARTS 102 Art History Survey 3.0 FS *

Level Two: 21 units

7 courses required:

CDES 214 Computer Graphics 3.0 FS
CDES 282 Digital Pre-publishing I 3.0 FS
Prerequisites: CDES 114, CDES 281, or faculty permission.
CDES 331 History of Graphic Design 3.0 SP
CDES 332 Letterforms 3.0 FS
Prerequisites: CDES 230.
CDES 333 Graphic Visualization 3.0 FS
Prerequisites: CDES 230 for CDES majors. Other majors require instructor permission.
CDES 334 Typography I 3.0 FS
Prerequisites: CDES 230, CDES 282; concurrent enrollment in or prior completion of CDES 214.
CDES 434 Typography II 3.0 FS
Prerequisites: CDES 334.

Level Three: 3 units

1 course selected from:

CDES 337 Visual Information Design 3.0 FS
Prerequisites: CDES 214, CDES 282.
CDES 335 Advertising Design 3.0 FA
Prerequisites: CDES 333 or CDES 334.
CDES 337 Packaging 3.0 SP
Prerequisites: CDES 333, CDES 334.
CDES 396 Inter. Photo & Digital Imaging 3.0 FS
Prerequisites: CDES 296 (with a grade of C or higher).
CDES 431 Publication Design 3.0 FA
Prerequisites: CDES 333, CDES 334.
CDES 432 Environmental Graphic Design 3.0 FA
Prerequisites: CDES 333, CDES 334.
CDES 435 Corporate Design Systems 3.0 SP
Prerequisites: CDES 331, CDES 334.
CDES 436 Kinetic Typography 3.0 SP
Prerequisites: CDES 214 and CDES 282, or faculty permission.
CDES 496 App Photo & Digital Imaging 3.0 FS
Prerequisites: CDES 396.

Level Four: 3 units

1 course required:

CDES 439 Design Workshop 2.0-5.0 FS
Prerequisites: CDES 333, CDES 434, faculty permission.
CDES 439 must be taken for 3 units.

THE OPTION IN INTERNET COMMUNICATION: 36-39 units

All students take the Option Core (12 units) and elective courses (6 units) for a total of 18 units, and select an advising pattern for 28-37 additional units, depending on the pattern chosen.

4 courses required:

CDES 281 Print as Digital Output Medium 3.0 FS
CDES 222 Intro to WWW Design & Pub 3.0 FS
CDES 322 Advanced WWW Design & Publish 3.0 FS
Prerequisites: CDES 282.
CDES 323 Human Interface Design 3.0 FA
Prerequisites: CDES 222.

ELECTIVES 6 units

2 courses selected from:

CDES 311 Electronic Media Regulation 3.0 FS
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
CDES 315 Electronic Media Economics 3.0 FA
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
CDES 317 Info & Comm Technologies 3.0 FS
CDES 319 New Telecom Technology 3.0 SP
Prerequisites: Senior standing or faculty permission.
CDES 327 Visual Information Design 3.0 FS
Prerequisites: CDES 214, CDES 282.
CDES 425 Prod Planning & Est for WWW 3.0 FS
Prerequisites: CDES 214, CDES 282.
CDES 429 WWW Practicum 3.0 FS
Prerequisites: CDES 222 or faculty permission. Completion of or concurrent enrollment in CDES 323 is recommended.

Advising Pattern Course Requirements: 18-21 units

The following courses, or their approved transfer equivalents, are required depending upon the advising pattern chosen. Students must select one of the following advising patterns for completion of the major course requirements.
FORMAL MINOR PATTERN: 18-21 units

Students who select the Formal Minor Advising Pattern in the Internet Communication Option are required to complete a formal minor in either Computer Science (21 units) or Management Information Systems (18 units).

WWW MEDIA DEVELOPMENT PATTERN: 18 units

6 courses required:
- CDES 214 Computer Graphics 3.0 FS
- CDES 282 Digital Pre-publishing I 3.0 FS
- CDES 314 Intro Multimedia Dsgn & Dev 3.0 FS
- Prerequisites: Basic computer literacy, faculty permission.
- CDES 396 Inter. Photo & Digital Imaging 3.0 FS
- Prerequisites: CDES 206 (with a grade of C or higher). 
- CDES 414 Adv Multimedia Dsgn & Develop 3.0 SP
- Prerequisites: CDES 314.
- CDES 429 WWW Practicum 3.0 FS
- Prerequisites: CDES 222 or faculty permission. Completion of, or concurrent enrollment in, CDES 323 is recommended.

THE OPTION IN MEDIA ARTS: 33 units

OPTION CORE: 15 units

5 courses required:
- CDES 141 Media Aesthetics 3.0 FS
- CDES 216 Introduction to Audio in Media 3.0 FS
- CDES 261 Found of Electronic Media 3.0 FS
- CDES 311 Electronic Media Regulation 3.0 FS
- CDES 366 Field Video Production 3.0 FS
- CDES 373 Design & Dev of Instruct Prod 3.0 FS
- Prerequisites: CDES 271 or concurrent enrollment or faculty permission.
- CDES 475 Performance Analysis 3.0 FS
- Prerequisites: CDES 373 or faculty permission.

WRITING: 3 units

1 course selected from:
- CDES 313 Basic Advertising Copywriting 3.0 FS
- Prerequisites: CDES 103 or JOUR 260.
- CDES 343 Narrative Scriptwriting 3.0 FS
- Prerequisites: CDES 103.
- CDES 363 Broadcast News 3.0 FS
- Prerequisites: CDES 103, CDES 216.

MANAGEMENT: 3 units

1 course selected from:
- CDES 315 Electronic Media Economics 3.0 FA
- Prerequisites: CDES 214 (both with a grade of C or higher). 
- CDES 345 Media Production Management 3.0 FA
- Prerequisites: CDES 271.
- CDES 348 Program & Audience Analysis 3.0 FS
- Prerequisites: CDES 214 (both with a grade of C or higher). 
- CDES 365 Electronic Media Management 3.0 SP
- Prerequisites: CDES 214 (both with a grade of C or higher). 
- CDES 469 Media Arts Practicum 1.0-3.0 FS
- Prerequisites: CDES 366 or faculty permission.

CDES 469 must be taken for 3 units.

PRODUCTION: 9 units

3 courses selected from:
- Three courses are to be selected from the following two areas; at least one course must be selected from each area.
- Video Production Area
- CDES 464 Advanced Video Editing 3.0 FS
- Prerequisites: CDES 366.
- CDES 466 Studio Video Production 3.0 FS
- Prerequisites: CDES 366.
- CDES 468 Video Production Workshop 3.0 FA
- Prerequisites: CDES 366.
- Computer Production Area
- It is recommended that students who choose six units from computer production take them all from one department.
- CDES 214 Computer Graphics 3.0 FS
- CDES 222 Intro to WWW Design & Pub 3.0 FS
- CDES 314 Intro Multimedia Dsgn & Dev 3.0 FS
- Prerequisites: Basic computer literacy, faculty permission.
- CDES 322 Advanced WWW Design & Publish 3.0 FS
- Prerequisites: CDES 222.
- APCG 330 3-D Computer Modeling 3.0 FS
- Prerequisites: APCG 110 or previous computer graphics experience.
- APCG 340 Computer Animation 3.0 FS
- Prerequisites: APCG 110 and APCG 330 or permission of instructor.
- CDES 414 Adv Multimedia Dsgn & Develop 3.0 SP
- Prerequisites: CDES 314.
- CDES 436 Kinetic Typography 3.0 SP
- Prerequisites: CDES 214 and CDES 282, or faculty permission.

THEORY, AESTHETICS, OR PERFORMANCE: 3 units

1 course selected from:
- CDES 241 North American Cinema 3.0 SP
- CDES 242 History of Documentary Film 3.0 FA
- CDES 243 American Radio and Television 3.0 SP
- Prerequisites: Junior standing, CDES 103, CDES 206, CDES 216, CDES 141, CDES 261 (both with a grade of C or better); faculty permission.
- CDES 362 Media Performance 3.0 FA
- Prerequisites: CDES 103, CDES 216.

Please see the Electives, Grading, and Advising Requirements under the BA in Communication Studies.

THE BACHELOR OF SCIENCE IN INSTRUCTIONAL DESIGN AND TECHNOLOGY

Total Course Requirements for the Bachelor’s Degree: 120 units

See “Requirements for the Bachelor’s Degree” in The University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

A suggested Major Academic Plan (MAP) has been prepared to help students meet all graduation requirements within four years. Please request a plan from your major adviser or view it and other current advising information on the CSU, Chico Web.

Please see General Education, Cultural Diversity, American Institutions, and Literacy Requirements under the BA in Communication Design.

Course Requirements for the Major: 53 units

The following courses, or their approved transfer equivalents, are required of all candidates for this degree.

DEGREE CORE PROGRAM: 18 units

6 courses required:
- CDES 101 Introduction to Communication 3.0 FS
- This course is also offered as JOUR 101.
- CDES 102 Principles of Comm Design 3.0 FS
- CDES 103 Writing for Electronic Media 3.0 FS
- Prerequisites: ENGL 130.
- CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
- CDES 303 Communication Criticism 3.0 FS WP
- Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher.
- CDES 307 Technology and Communication 3.0 FS
- Prerequisites: CDES 102.

ADDITIONAL UNITS REQUIRED: 35 units

Instructional Design: 18 units

6 courses required:
- CDES 271 Intro Design Instruct/Training 3.0 FS
- Prerequisites: CDES 272 or concurrent enrollment or faculty permission. Students taking the course for the Minor in Education should request faculty permission.
- CDES 272 Media for Instruction/Training 3.0 FS
- Prerequisites: CDES 271 or concurrent enrollment or faculty permission.
- CDES 473 Design & Dev of Instruct Prod 3.0 FS
- Prerequisites: CDES 272.
- CDES 474 Eval Instruct Products & Prog 3.0 FS
- Prerequisites: CDES 373 or faculty permission.
- CDES 475 Performance Analysis 3.0 FS
- Prerequisites: CDES 373.
- CDES 476 Res, Theory, App in INST 3.0 FS
- Prerequisites: CDES 373.

Technical Skills: 5 units

2 courses required:
- CDES 131 Visual Communication Concepts 2.0 FS
- CDES 216 Introduction to Audio in Media 3.0 FS
Communication

Media Emphasis: 6 units
2 courses selected from:
Select both courses from one of the following groups.

Video Group
CDES 366 Field Video Production 3.0 FS
Prerequisites: CDES 103, CDES 206, CDES 141, CDES 261
(both with a grade of C or higher).
CDES 464 Advanced Video Editing 3.0 FS
Prerequisites: CDES 366.
CDES 466 Studio Video Production 3.0 FS
Prerequisites: CDES 366.

Multimedia Group
CDES 222 Intro to WWW Design & Pub 3.0 FS
Prerequisites: Basic computer literacy, faculty permission.
CDES 314 Intro Multimedia Dsgn & Dev 3.0 FS
Prerequisites: CDES 222.
CDES 414 Adv Multimedia Dsgn & Develop 3.0 SP
Prerequisites: CDES 314.

Additional Courses: 6 units
2 courses selected from:
CDES 317 Info & Comm Technologies 3.0 FS
CDES 319 New Telecom Technology 3.0 SP
Prerequisites: Senior standing or faculty permission.
CDES 327 Visual Information Design 3.0 FS
Prerequisites: CDES 214, CDES 282.
MGMT 303 Managing People/Bus Proc/Chg 3.0 FS
MGMT 304 Human Resource Management 3.0 FS
MGMT 350 Organizational Behavior 3.0 Inq
Prerequisites: MGMT 303.
PSYC 362 Psychology of Learning 3.0 FS
PSYC 414 Psychology of Teaching 3.0 FS
Prerequisites: PSYC 355, faculty permission.
PSYC 494 Industrial/Organizational Psy 3.0 Inq

Please see the Electives, Grading, and Advising Requirements under the BA in Communication Studies.

Please see Honors in the Major under the BA in Communication Studies.

THE BACHELOR OF ARTS IN JOURNALISM

Total Course Requirements for the Bachelor's Degree: 124 units
See "Requirements for the Bachelor's Degree" in The University Catalog for complete details on general degree requirements. A minimum of 40 units, including those required for the major, must be upper division.

A suggested Major Academic Plan (MAP) has been prepared to help students meet all graduation requirements within four years. Please request a plan from your major adviser or view it and other current advising information on the CSU, Chico Web.

Please see General Education, Cultural Diversity, American Institutions, and Literacy Requirements under the BA in Communication Studies.

Course Requirements for the Major: 34-35 units
The following courses, or their approved transfer equivalents, are required of all candidates for this degree. Additional required courses, depending upon the selected option or advising pattern, are outlined following the degree core program requirements.

National accreditation standards require a journalism major to take a 34-35-unit journalism/communication curriculum. Of the 124-unit degree program, 80 units must be taken outside the journalism/communication curriculum. Overall, 65 of the units must be in liberal arts and sciences. The following courses, if taken as General Education or upper-division theme, will apply to the 80 outside units: CMST 131, CMST 132, CMST 255, CMST 334. Community college transfer students may apply 6 units (e.g., JOUR 260 and JOUR 101) to the 34-35-unit major. Other transfer units in journalism (to a maximum of 9-10) may apply to the 89-90 units beyond the major.

DEGREE CORE PROGRAM: 9 units
2 courses required:
JOUR 101 Introduction to Communication 3.0 FS
This course is also offered as CDES 101.
JOUR 260 Writing for Mass Media 3.0 FS
Prerequisites: ENGL 130.

1 course selected from:
JOUR 460 Ethical Problems in Mass Media 3.0 FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher.
JOUR 460H Eth Probs in Mass Media-Hnrs 3.0 FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher; admission to the Honors in the Major program; JOUR 101, JOUR 260. For Option in News-Editorial: JOUR 321. For Option in Public Relations: JOUR 341.

FORMAL MINOR REQUIREMENT

Journalism majors with options in News-Editorial and Public Relations are required to complete a formal minor in a department outside the School of Communication.

Major Option Course Requirements: 25-26 units
The following courses, or their approved transfer equivalents, are required dependent upon the option chosen. Students must select one of the following options for completion of the major core requirements.

THE OPTION IN NEWS-EDITIORIAL: 25-26 units
4 courses required:
JOUR 320 Mass Communication Law 3.0 FS
Prerequisites: JOUR 101, JOUR 260.
JOUR 321 Public Affairs Reporting 3.0 FS
Prerequisites: HIST 130, JOUR 260, POLS 155.
JOUR 327 News Editing and Copyreading 3.0 FS
Prerequisites: JOUR 260.
JOUR 329 Laboratory Newspaper 2.0 FS
Prerequisites: JOUR 260; JOUR 327 or JOUR 341; or faculty permission.

14-15 units selected from:
Group A
2 courses selected from:
JOUR 244 Intro to Public Relations 3.0 FS
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260.

JOUR 313 International Communication 3.0 FS
Prerequisites: JOUR 260.
JOUR 322 History of American Journalism 3.0 FA
Prerequisites: JOUR 260.
JOUR 411 Race and Diversity in Media 3.0 FS
Prerequisites: JOUR 260.
JOUR 424 Public Opinion and Propaganda 3.0 FS
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255, or CMST 354, or CMST 370 with a grade of C- or higher for CMST majors only. This course is also offered as CMST 424 and POLS 424.

JOUR 428 Politics and the Media 3.0 FA
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 354, or CMST 370 with a grade of C- or higher for CMST majors only; faculty permission. This course is also offered as POLS 428 and CMST 428.

Group B
5-6 units selected from:
JOUR 325 Magazine Writing 3.0 FS
Prerequisites: JOUR 260.

JOUR 329 Laboratory Newspaper 2.0 FS
Prerequisites: JOUR 260; JOUR 327 or JOUR 341; or faculty permission.

JOUR 351 Public Relations Publications 3.0 FA
Prerequisites: JOUR 260; JOUR 244 and JOUR 341 for public relations option; JOUR 321 for news-editorial option.

JOUR 355 Internet Newspapers/Magazines 3.0 FS
Prerequisites: JOUR 260.

JOUR 429 Advanced Feature Writing 3.0 FS
Prerequisites: JOUR 260; JOUR 321 or 325 for news-editorial option; JOUR 335 or 341 for public relations option.

JOUR 489 Journalism Internship 1.0-3.0 FS
Prerequisites: Faculty permission.

JOUR 329 is repeatable, with instructor and adviser permission, up to 4 units to count toward the major; 2 units for the option core; 2 units toward Group B; and up to 4 units as electives.

JOUR 489 is repeatable, with instructor and adviser permission, up to 3 units, with 1 unit counting toward Group B and up to 2 units as electives.
Group C - Visual Literacy

1 course selected from:

- JOUR 351 Public Relations Publications 3.0 FA
- Prerequisites: JOUR 260; JOUR 244 and JOUR 341 for public relations option;
- JOUR 321 for news-editorial option.
- JOUR 353 Photojournalism 3.0 FS
- Prerequisites: JOUR 260.
- JOUR 355 Internet Newspapers/Magazines 3.0 FS
- Prerequisites: JOUR 260.

**NOTE:** JOUR 355 may be used to fulfill requirements in either Group B or Group C in the Public Relations Option.

**THE OPTION IN PUBLIC RELATIONS: 25-26 units**

4 courses required:

- JOUR 244 Intro to Public Relations 3.0 FS
- Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260. This course is also offered as POLS 144.
- JOUR 341 Writing for Public Relations 3.0 FS
- Prerequisites: JOUR 244, JOUR 260.
- JOUR 344 Public Relations Strategy 3.0 FS
- Prerequisites: JOUR 244, JOUR 341.
- JOUR 445 Public Relations Laboratory 2.0 FS

14 units selected from:

**Group A**

2 courses selected from:

- JOUR 313 International Communication 3.0 FS
- JOUR 320 Mass Communication Law 3.0 FS
- Prerequisites: JOUR 101, JOUR 260.
- JOUR 322 History of American Journalism 3.0 FA
- Prerequisites: JOUR 260.
- JOUR 411 Race and Diversity in Media 3.0 FS
- Prerequisites: JOUR 260.
- JOUR 424 Public Opinion and Propaganda 3.0 FS
- Prerequisites: CMST 233, CMST 331, and CMST 255 or CMST 354, or CMST 370 with a grade of C- or higher for CMST majors only. This course is also offered as CMST 424 and POLS 424.
- JOUR 447 Public Relations Management 3.0 SP
- Prerequisites: JOUR 244, JOUR 260, JOUR 341.

**Group B**

5-6 units selected from:

- CDES 313 Basic Advertising Copywriting 3.0 FS
- Prerequisites: CDES 103 or JOUR 260.
- JOUR 321 Public Affairs Reporting 3.0 FS
- Prerequisites: HIST 120, JOUR 260, POLS 155.
- JOUR 325 Magazine Writing 3.0 FS
- Prerequisites: JOUR 260.
- JOUR 327 News Editing and Copyreading 3.0 FS
- Prerequisites: JOUR 260.
- JOUR 329 Laboratory Newspaper 2.0 FS
- Prerequisites: JOUR 260; JOUR 327 or JOUR 341; or faculty permission.
- JOUR 331 Public Relations Publications 3.0 FS
- Prerequisites: JOUR 260; JOUR 244 and JOUR 341 for public relations option; JOUR 321 for news-editorial option.
- JOUR 355 Internet Newspapers/Magazines 3.0 FS
- Prerequisites: JOUR 260.
- JOUR 429 Advanced Feature Writing 3.0 FS
- Prerequisites: JOUR 260; JOUR 321 or 325 for news-editorial option; JOUR 335 or 341 for public relations option.
- JOUR 444 Public Relations Laboratory 1.0 FS
- Prerequisites: JOUR 244, JOUR 260, JOUR 341, JOUR 445.
- JOUR 445 Public Relations Laboratory 2.0 FS
- Prerequisites: JOUR 244, JOUR 260, JOUR 341, JOUR 444.
- JOUR 489 Journalism Internship 1.0-3.0 FS
- Prerequisites: Faculty permission.

JOUR 329 and JOUR 445 are repeatable, with instructor and adviser permission, for a total of 8 units; 2 units for the option core, 2 units toward Group B, and up to 4 units as electives.

JOUR 489 is repeatable, with instructor and adviser permission, up to 3 units, with 1 unit counting toward Group B and 2 units as electives.

Group C - Visual Literacy

1 course selected from:

- CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
- Prerequisites: JOUR 260; JOUR 244 and JOUR 341 for public relations option; JOUR 321 for news-editorial option.
- JOUR 353 Photojournalism 3.0 FS
- Prerequisites: JOUR 260.
- JOUR 355 Internet Newspapers/Magazines 3.0 FS
- Prerequisites: JOUR 260.

Please see the Electives, Grading, and Advising Requirements under the BA in Communication Studies.

Please see Honors in the Major under the BA in Communication Studies.

NOTE: Students majoring in journalism who elect to complete the minor in Management of Human Resources will take 6 units (instead of 3 units) from the menu titled “These elective courses which reflect the changing composition of the work force.” The additional 3 units will take the place of the requirement to take 3 units from courses within the College of Business.

THE MINOR IN BROADCASTING

Course Requirements for the Minor: 24 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

5 courses required:

- CDES 101 Introduction to Communication 3.0 FS
  This course is also offered as JOUR 101.
- CDES 102 Principles of Comm Design 3.0 FS
- CDES 141 Media Aesthetics 3.0 FA
- CDES 261 Found of Electronic Media 3.0 FS
- CDES 311 Electronic Media Regulation 3.0 FS
- Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.

NOTE: Students must earn a grade of C or better in CDES 141 and CDES 261 to enroll in any CDES upper-division courses for this minor.

3 courses selected from:

At least 3 units must be selected from upper-division courses.

- CDES 103 Writing for Electronic Media 3.0 FS
- CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
- CDES 216 Introduction to Audio in Media 3.0 FS
- CDES 241 North American Cinema 3.0 SP
- CDES 242 History of Documentary Film 3.0 FA
- CDES 261 Adv Presentational Speaking 3.0 FS
- Prerequisites: JOUR 341 American Radio and Television 3.0 SP
  Prerequisites: Junior standing, CDES 103, CDES 206, CDES 216, CDES 261, CDES 261 (both with a grade of C or better); faculty permission.
- CDES 345 Media Production Management 3.0 FA
  Prerequisites: CDES 366.
- CDES 362 Media Performance 3.0 FS
- Prerequisites: CDES 103, CDES 216.
- CDES 363 Broadcast News 3.0 FS
- Prerequisites: CDES 103, CDES 216.
- CDES 365 Electronic Media Management 3.0 SP
- Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
- CDES 368 Public Affairs Programming 3.0 FA
- Prerequisites: CDES 103, CDES 216, CDES 261 (with a grade of C or higher).
- JOUR 244 Intro to Public Relations 3.0 FS
- Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260.

This course is also offered as POLS 144.
- JOUR 260 Writing for Mass Media 3.0 FS
- Prerequisites: ENGL 130.

THE MINOR IN COMMUNICATION DESIGN

Course Requirements for the Minor: 20-21 units

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

3 courses required:

- CDES 101 Introduction to Communication 3.0 FS
  This course is also offered as JOUR 101.
- CDES 102 Principles of Comm Design 3.0 FS
- CDES 307 Technology and Communication 3.0 FS
  Prerequisites: CDES 102.

The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

3 courses selected from:

At least 3 units must be selected from upper-division courses.

- CDES 103 Writing for Electronic Media 3.0 FS
- CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
- CDES 216 Introduction to Audio in Media 3.0 FS
- CDES 241 North American Cinema 3.0 SP
- CDES 242 History of Documentary Film 3.0 FA
- CDES 261 Adv Presentational Speaking 3.0 FS
- Prerequisites: JOUR 341 American Radio and Television 3.0 SP
  Prerequisites: Junior standing, CDES 103, CDES 206, CDES 216, CDES 261, CDES 261 (both with a grade of C or better); faculty permission.
- CDES 345 Media Production Management 3.0 FA
  Prerequisites: CDES 366.
- CDES 362 Media Performance 3.0 FS
  Prerequisites: CDES 103, CDES 216.
- CDES 363 Broadcast News 3.0 FS
  Prerequisites: CDES 103, CDES 216.
- CDES 365 Electronic Media Management 3.0 SP
  Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
- CDES 368 Public Affairs Programming 3.0 FA
  Prerequisites: CDES 103, CDES 216, CDES 261 (with a grade of C or higher).
- JOUR 244 Intro to Public Relations 3.0 FS
  Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260.

This course is also offered as POLS 144.
- JOUR 260 Writing for Mass Media 3.0 FS
  Prerequisites: ENGL 130.
Communication

4 courses selected from:
CDES 101 Writing for Electronic Media 3.0 FS
Prerequisites: ENGL 130.
CDES 141 Media Aesthetics 3.0 FS
CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
CDES 241 North American Cinema 3.0 SP
CDES 242 History of Documentary Film 3.0 FA
CDES 261 Found of Electronic Media 3.0 FS
CDES 281 Print as Digital Output Medium 3.0 FS
CDES 315 Electronic Media Economics 3.0 FA
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
CDES 331 History of Graphic Design 3.0 SP
CDES 341 American Radio and Television 3.0 SP
Prerequisites: Junior standing, CDES 103, CDES 206, CDES 216, CDES 141, CDES 261 (both with a grade of C or better); faculty permission.
CDES 362 Media Performance 3.0 FA
Prerequisites: CDES 103, CDES 216.
CDES 363 Broadcast News 3.0 FS
Prerequisites: CDES 103, CDES 216.
CDES 368 Public Affairs Programming 3.0 FA
Prerequisites: CDES 103, CDES 216, CDES 261 (with a grade of C or higher).

THE MINOR IN INSTRUCTIONAL DESIGN
Course Requirements for the Minor: 23-24 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

4 courses required:
CDES 101 Introduction to Communication 3.0 FS
This course is also offered as JOUR 101.
CDES 102 Principles of Comm Design 3.0 FS
CDES 271 Intro Design Instruct/Training 3.0 FS
CDES 307 Technology and Communication 3.0 FS
Prerequisites: CDES 102.

4 courses selected from:
CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
CDES 272 Media for Instruction/Training 3.0 FS
Prerequisites: CDES 271 or concurrent enrollment or faculty permission. Students taking the course for the minor in Education should request faculty permission.
CDES 281 Print as Digital Output Medium 3.0 FS
CDES 311 Electronic Media Regulation 3.0 FS
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
CDES 319 New Telecom Technology 3.0 SP
Prerequisites: Senior standing or faculty permission.
CDES 323 Human Interface Design 3.0 FA
Prerequisites: CDES 222.
CDES 373 Design & Dev of Instruct Prod Prerequisites: CDES 272.
CDES 475 Performance Analysis Prerequisites: CDES 373.
CDES 476 Res, Theory, App in INST Prerequisites: CDES 373.

THE MINOR IN JOURNALISM
Course Requirements for the Minor: 18 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

The purpose of the Minor in Journalism is to offer students the opportunity to build a knowledge and skills base in the professional fields of news and public relations. Students selecting this minor can enhance their employment desirability by learning an array of media writing and conceptual skills. Students also can expect to achieve a detailed understanding of the role of journalism in society, thus enhancing a general liberal arts education.

Select one of the following patterns.

Public Relations Pattern: 18 units
Pattern Core: 9 units
3 courses required:
JOUR 244 Intro to Public Relations 3.0 FS
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260.
This course is also offered as POLS 144.
JOUR 260 Writing for Mass Media 3.0 FS
Prerequisites: ENGL 130.
JOUR 341 Writing for Public Relations Prerequisites: JOUR 244, JOUR 260.

Electives: 9 units
3 courses selected from:
JOUR 310 Entertain/Media/Amer Culture Prerequisites: ENGL 130.
JOUR 311 Women/Men/Media 3.0 SP *
This course is also offered as WMST 311.
JOUR 313 International Communication 3.0 FS
JOUR 312 History of American Journalism 3.0 FA
Prerequisites: JOUR 260.

News-Editorial Pattern: 18 units
Pattern Core: 9 units
2 courses required:
JOUR 260 Writing for Mass Media Prerequisites: ENGL 130.
JOUR 320 Mass Communication Law Prerequisites: JOUR 101, JOUR 260.
1 course selected from:
JOUR 321 Public Affairs Reporting Prerequisites: HIST 130, JOUR 260, POLS 155.
JOUR 327 News Editing and Copyreading Prerequisites: JOUR 260.

Electives: 9 units
3 courses selected from:
JOUR 310 Entertain/Media/Amer Culture Prerequisites: ENGL 130.
JOUR 311 Women/Men/Media 3.0 SP *
This course is also offered as WMST 311.
JOUR 313 International Communication 3.0 FS
JOUR 322 History of American Journalism 3.0 FA
Prerequisites: JOUR 260.
Substitutions in course electives or prerequisites may be allowed with the permission of the departmental adviser.

THE MINOR IN ORGANIZATIONAL COMMUNICATION
Course Requirements for the Minor: 18 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

All course transfers are subject to approval by the undergraduate adviser. Students must meet with the adviser for approval.

Organizational Communication minors must complete CMST 233 and CMST 370 with a C- or better in each course before they can enroll in 400-level CMST courses.

5 courses required:
CMST 233 Found of Interpersonal Com 3.0 FS
CMST 335 Intercult Comm Theory/Pract 3.0 FS Eth
CMST 370 Intro to Organizational Comm 3.0 FS
CMST 470 Organizational Comm Theories 3.0 FS
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher for CMST majors or by faculty permission for non-majors.
CMST 472 Org Ldrshp & Decsn Making 3.0 FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher; CMST 132 for CMST majors or by faculty permission for non-majors.
3 units selected from:
Students may select their elective units from all available CMST courses, with prior approval of the CMST undergraduate adviser.

THE MINOR IN HUMAN COMMUNICATION
Course Requirements for the Minor: 20 units
The following courses, or their approved transfer equivalents, are required of all candidates for this minor.

Human Communication minors must complete CMST 131 with a C- or better before they can enroll in 400-level CMST courses.

1 course selected from:
CMST 131 Speech Comm Fundamentals 3.0 FS *
CMST 131H Speech Communication: Honors 3.0 FA *
Prerequisites: Acceptance into the Honors Program.

9 units selected from:
CMST 233 Found of Interpersonal Com 3.0 FS
CMST 251 Adv Presentational Speaking 3.0 FS
THE MASTER OF ARTS IN COMMUNICATION STUDIES

Course Requirements for the Master’s Degree: 30 units

Continuous enrollment is required. A maximum of 6 semester units of transfer credit may be applied toward the degree.

Graduate Time Limit: All requirements for the degree are to be completed within five years of the end of the semester of enrollment in the oldest course applied toward the degree. See “Graduate Education” in The University Catalog for complete details on general degree requirements. Students are expected to make reasonable progress by completing all courses on schedule. Students not adhering to declared schedules will be referred to the Graduate Coordinator for program review and recommendations which may include program modification or dismissal from the program.

Prerequisites for Admission to Conditionally Classified Status:

1. Satisfactory grade point average as specified in “Admission to Master’s Degree Programs” in The University Catalog.
2. Approval by the department and the Office of Graduate Programs.
3. An acceptable baccalaureate in Communication Studies from an accredited institution or an equivalent approved by the Office of Graduate Studies.

An applicant who does not meet all of the prerequisites for admission to classified status (see below) may be admitted on a provisional basis as a conditionally classified student. This admission provides the student a trial period to demonstrate ability. Students are expected to carry at least 9 units of course work at the 400/500/600 level, make no grade lower than B, and finish all course work (no “incomplete” or “satisfactory progress”). Normally a decision to advance a student to classified status or terminate the student from the program will be made at the conclusion of the student’s first semester in the program.

Prerequisites for Admission to Classified Status:

In addition to any requirements listed above:

1. An undergraduate major in Information and Communication Systems, Mass Communication, Journalism, Media Arts, Public Relations, Instructional Technology, Visual Communication, Speech, or Organizational Communication. In the absence of an undergraduate major in one of the above, and based on the individual student’s background, the Graduate Coordinator may make recommendations for courses to be taken as prerequisites for classified status. Such prerequisite course work will not count toward the fulfillment of master’s program requirements.
2. A grade point average of at least 3.0 (B) in all undergraduate course work.
3. Completion of the Graduate Record Examination or Miller Analogies Test.
4. A statement outlining the applicant’s motivation, objectives, and expected area of emphasis.
5. At least three letters of recommendation from the applicant’s former instructors or professional supervisors.
6. One article or paper authored by the applicant to demonstrate writing skills or one article or paper and a portfolio within the applicant’s specialty to exhibit higher skills, abilities, and talents in the expected area of emphasis.

Admission to Candidacy:

In addition to any requirements listed above:

1. Classified graduate standing and completion at the university of at least 15 units of the proposed program, 9 of which must be in residence.
2. Formation of the Graduate Advisory Committee in consultation with the Graduate Coordinator. Normally, the committee will be formed during or immediately following successful completion of the student’s second semester and will consist of at least three members. The chair of the committee and one other committee member must be members of the department offering the student’s degree.
3. Development of an approved program in consultation with the Graduate Advisory Committee and with the approval of the Graduate Coordinator.

Requirements for the MA in Communication Studies:

Completion of all requirements as established by the department graduate committee, the graduate advisory committee, and the Office of Graduate Studies, to include:

1. Completion of an approved program consisting of 30 units of 400/500/600-level courses as follows:
   (a) 24 to 30 units in the discipline of Communication, which must include the following 9-unit core.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMST 255</td>
<td>Argumentation and Debate</td>
<td>3.0 FS*</td>
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<tr>
<td>Prerequisites: CMST 131 or CMST 132.</td>
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<tr>
<td>CMST 334</td>
<td>Gender and Communication</td>
<td>3.0 FS*</td>
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<tr>
<td>CMST 335</td>
<td>Interculturel Communication/Practic</td>
<td>3.0 FS</td>
<td></td>
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<tr>
<td>CMST 339</td>
<td>Forensics</td>
<td>1.0-3.0</td>
<td>FS</td>
</tr>
<tr>
<td>CMST 354</td>
<td>Persuasion</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: CMST 131.</td>
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<tr>
<td>CMST 370</td>
<td>Intro to Organizational Comm</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 235, or CMST 230 with a grade of C- or higher for CMST majors only.</td>
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<tr>
<td>This course is also offered as JOUR 424 and POLS 424.</td>
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<tr>
<td>CMST 428</td>
<td>Politics and the Media</td>
<td>3.0 FA</td>
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<tr>
<td>Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 235, or CMST 255, or CMST 370 with a grade of C- or higher for CMST majors only.</td>
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<tr>
<td>This course is also offered as POLS 428 and JOUR 428.</td>
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<tr>
<td>CMST 451</td>
<td>Rhetorical Communication Science</td>
<td>3.0 FA WP</td>
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<tr>
<td>Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, CMST 131, CMST 233, CMST 331, and CMST 235 or CMST 354 with a grade of C- or higher.</td>
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<tr>
<td>CMST 457</td>
<td>Adv Study of Public Address</td>
<td>3.0 FA</td>
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<tr>
<td>Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher.</td>
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<tr>
<td>CMST 458</td>
<td>Social Movement Communication</td>
<td>3.0 SP</td>
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<tr>
<td>Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher.</td>
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<tr>
<td>CMST 459</td>
<td>Health Communication</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: CMST 131, CMST 233, CMST 235 or CMST 230 with a grade of C- or higher.</td>
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<tr>
<td>CMST 472</td>
<td>Org Ldrship &amp; Decor Making</td>
<td>3.0 FS WP</td>
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<tr>
<td>Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher.</td>
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<tr>
<td>CMST 480</td>
<td>Mgrng Interp Conflict Thru Com</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher.</td>
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<tr>
<td>8 units selected from:</td>
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<tr>
<td>Communication Studies (CMST) courses or substitute courses approved in advance by CMST adviser.</td>
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<tr>
<td>NOTE: No more than 8 units of Forensics (CMST 139 and CMST 339) may be counted toward toward university requirements.</td>
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</tbody>
</table>

THE CERTIFICATE IN ELECTRONIC PRINTING AND PUBLISHING

Course Requirements for the Certificate: 25-26 units

The following courses, or their approved transfer equivalents, are required of all candidates for this certificate.

Certificate Core: 16 units

6 courses required:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES 131</td>
<td>Visual Communication Concepts</td>
<td>2.0 FS</td>
<td></td>
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<tr>
<td>CDES 222</td>
<td>Intro to WWW Design &amp; Pub</td>
<td>3.0 FS</td>
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<tr>
<td>CDES 281</td>
<td>Print as Digital Output Medium</td>
<td>3.0 FS</td>
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<tr>
<td>CDES 282</td>
<td>Digital Pre-publishing I</td>
<td>3.0 FS</td>
<td></td>
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<tr>
<td>Prerequisites: CDES 114, CDES 281, or faculty permission.</td>
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<tr>
<td>CDES 327</td>
<td>Visual Information Design</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: CDES 214, CDES 282.</td>
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</tbody>
</table>

Writing: 3 units

1 course selected from:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES 103</td>
<td>Writing for Electronic Media</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: ENGL 130.</td>
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<tr>
<td>ENGL 230</td>
<td>Report Writing</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: ENGL 130.</td>
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<tr>
<td>JOUR 260</td>
<td>Writing for Mass Media</td>
<td>3.0 FS</td>
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<tr>
<td>Prerequisites: ENGL 130.</td>
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</table>

Graphics: 3 units

1 course selected from:

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>Units</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARTS 450</td>
<td>Advanced Electronic Arts</td>
<td>3.0 FS</td>
<td></td>
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<tr>
<td>Prerequisites: ARTS 350 or faculty permission.</td>
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<td></td>
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<tr>
<td>CDES 214</td>
<td>Computer Graphics</td>
<td>3.0 FS</td>
<td></td>
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<tr>
<td>APCG 110</td>
<td>Computer-Assisted Art I</td>
<td>3.0 FS*</td>
<td></td>
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Capstone: 3 units

1 course required:

<table>
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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDES 429</td>
<td>WWW Practicum</td>
<td>3.0 FS</td>
<td></td>
</tr>
<tr>
<td>Prerequisites: CDES 222 or faculty permission. Completion of, or concurrent enrollment in, CDES 323 is recommended.</td>
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</tbody>
</table>
CMST 601 Sem in Communication Studies 3.0 FA
Prerequisites: CMST 330; CMST graduate standing or faculty permission.
CMST 602 Seminar in Comm Research Methods 3.0 FA
Prerequisites: CMST 332; CMST graduate standing or faculty permission.
CMST 603 Approach to Human Comm Res 3.0 SP
Prerequisites: CMST graduate standing or faculty permission.
(b) At least 24 of the units required for the degree in 600-level courses, with Graduate Coordinator and Graduate Advisory Committee approval, graduate students may take up to 6 units of 500-level courses at CSU, Chico.
(c) Not more than 6 semester units of transfer and/or extension credit (correspondence courses and U. C. extension course work are not acceptable).
(d) Not more than 15 units taken after admission to classified status.
(e) Not more than a total of 6 units of Independent Study (697) and/or Internship (489), and not more than 3 units of Master’s Thesis (699T) or Master’s Project (699P).
(f) Not more than 6 units in any one disciplinary area outside Communication Studies.
2. Completion of one of the following plans:
(a) Thesis or Project Plan. Requires 3 units of Master’s Thesis (699T) or Master’s Project (699P), plus at least 27 units of graduate-level courses. A public presentation and defense of the thesis or project is required. Students who are planning to continue their education to the doctoral level or who are interested in communication research are encouraged to choose the Thesis Plan.
(b) Comprehensive Plan. Requires 30 units of graduate-level course work, including at least 24 units in Communication Studies. The Graduate Advisory Committee will administer and evaluate six hours of written comprehensive examinations, plus oral review, covering the student’s major emphasis of study (e.g., interpersonal communication, rhetoric, organizational communication, or communication philosophy). All components of the exam must receive a grade of “pass” for the degree to be awarded. A failing grade will prohibit the student from continuing graduate work until the comprehensives are passed. Exams may normally be repeated only once, at the discretion of the committee, no later than the following semester. The committee may allow partial rewriting of the exam, but only once. A second failure will result in termination of the student’s course of study.
3. Approval by the department graduate committee and the Graduate Coordinators Committee on behalf of the faculty of the university.

Course Requirements:
Students without an undergraduate degree in Communication and/or significant course work in speech, rhetoric, public address, communication theory and philosophy, interpersonal communication, organizational communication, small group communication, or intercultural communication may be required to take prerequisite course work prior to enrolling in graduate classes in Communication Studies.

Students must satisfy the Graduate Literacy Requirement before they may be advanced to candidacy, prepare a thesis prospectus, or schedule comprehensive examinations.

9 units required:
CMST 604 Sem: Political Communication 3.0 FA
This course is also offered as POLS 604.
CMST 606 Interpersonal Comm Theories 3.0 SP
Prerequisites: CMST graduate standing or faculty permission.
CMST 607 Seminar in Organizational Comm 3.0 FA
Prerequisites: CMST graduate standing or faculty permission.
CMST 608 Comm Theories and Philosophies 3.0 Inq
Prerequisites: CMST graduate standing or faculty permission.
CMST 609 Sem in Health Communication 3.0 SP
Prerequisites: CMST graduate standing.
CMST 611 Seminar in Intercultural Comm 3.0 FA
Prerequisites: CMST 335 or equivalent; CMST graduate standing or faculty permission.
CMST 612 Sem: Rhetoric/Public Address 3.0 S2
Prerequisites: CMST 451; CMST graduate standing or faculty permission.
CMST 613 Sem in Rhetorical Criticism 3.0 S1
Prerequisites: CMST graduate standing or faculty permission.
CMST 614 Feminist Rhetorical Criticism 3.0 F1
Prerequisites: CMST graduate standing or faculty permission.
CMST 698 Contemporary Research Problems 3.0 Inq
Prerequisites: CMST graduate standing or faculty permission.

Students selecting the Thesis or Project Plan are required to complete 3 units of CMST 699T or CMST 699P. Students selecting the Comprehensive Plan are required to take 30 units of course work.

Students selecting the Comprehensive Plan are required to have completed at least 24 units of their approved graduate program, including CMST 601, CMST 602, and CMST 603 prior to taking exams. Comprehensive Exams are administered and evaluated by the graduate advisory committee and the Graduate Coordinator.

Graduate Literacy Requirement:
Writing proficiency is a graduation requirement. Majors will demonstrate their writing competence both by articles or papers submitted as a requirement for admission to classified status and by their successful completion of the core courses for the degree (CMST 601, CMST 602, and CMST 603), each of which requires a research paper.

Graduate Grading Requirements:
All courses in the major (with the exception of Master’s Study - 699) must be taken for a letter grade, except those courses specified by the department as Credit-No Credit grading only. A maximum of 3 units of Credit-No Credit grades (for CMST 699T or CMST 699P) may be used on the approved program. While grading standards are determined by individual programs and instructors, it is also the policy of the university that unsatisfactory grades may be given when work fails to reflect achievement of the high standards, including high writing standards, expected of students pursuing graduate study.

Students must maintain a minimum 3.0 grade point average in each of the following three categories: all course work taken at any accredited institution subsequent to admission to the master’s program; all course work taken at CSU, Chico subsequent to admission to the program; and all courses on the approved master’s degree program.

Students not maintaining the required grade point averages will be referred to the Graduate Coordinator for program review and recommendations, which may include program modification or dismissal from the program.

Graduate Advising Requirement:
Advising is mandatory each semester for Communication Studies majors. Consult the Graduate Coordinator for specifics.

THE MASTER OF SCIENCE IN INSTRUCTIONAL DESIGN AND TECHNOLOGY

Course Requirements for the Master’s Degree: 30 units
Continuous enrollment is required. A maximum of 9 semester units of transfer credit may be applied toward the degree.

Graduate Time Limit: All requirements for the degree are to be completed within five years of the end of the semester of enrollment in the oldest course applied toward the degree. See “Graduate Education” in The University Catalog for complete details on general degree requirements.

Students are expected to make reasonable progress by completing all courses on schedule according to the individual student’s selected program. Students not adhering to declared schedules will be referred to the Graduate Coordinator for program review and recommendations which may include program modification or dismissal from the program.

Prerequisites for Admission to Conditionally Classified Status:
1. Satisfactory grade point average as specified in “Admission to Master’s Degree Programs” in The University Catalog.
2. Approval by the department and the Office of Graduate Programs.
3. An acceptable baccalaureate from an accredited institution or an equivalent approved by the Office of Graduate Studies.

An applicant who does not meet all of the prerequisites for admission to classified status (see below) may be admitted on a provisional basis as a conditionally classified student. This admission provides the student a trial period to demonstrate ability. Students are expected to carry at least 9 units of course work at the 400/500/600 level, make no grade lower than B, and finish all course work (no “incomplete” or “satisfactory progress”). Normally a decision to advance a student to classified status may be made at the conclusion of the student’s first semester in the program.
Prerequisites for Admission to Classified Status:
In addition to any requirements listed above:
1. If an applicant does not hold an undergraduate degree in Instructional Technology, the Graduate Coordinator may make recommendations, based on the individual student’s background, for courses to be taken as prerequisites for classified status. Such prerequisite course work may not count toward the fulfillment of master’s program requirements.
2. A minimum grade point average of 3.0 during the last 60 semester units of undergraduate course work.
3. Completion of either the Graduate Record Examination (minimum score of 1400) or the Miller Analogies Test (minimum score of 50).
4. A statement outlining the applicant's motivation, objectives, and expected area of emphasis in graduate studies.
5. At least three letters of recommendation from the applicant’s former instructors or professional supervisors.
6. One article or paper authored by the applicant to demonstrate writing skills (with one article and a portfolio within the applicant’s specialty to exhibit higher skills, abilities, and talents in the expected area of emphasis.
7. Level 1 computer competence: Macintosh and DOS/Windows word processing, graphics, operating systems, a general theoretical understanding of how computers work, and electronic mail.

Advancement to Candidacy:
In addition to any requirements listed above:
1. Classified graduate standing and completion at the university of at least 18 units of the proposed program, 9 of which must be in residence.
2. Formation of the Graduate Advisory Committee in consultation with the Graduate Coordinator. Normally, the committee will be formed during the student’s first year and will consist of at least three members. The chair of the committee must be a member of the Communication Design Department.
3. Development of an approved program in consultation with the graduate advisory committee and with the approval of the Graduate Coordinator.

Requirements for the MS in Instructional Design and Technology:
Completion of all requirements as established by the department, the graduate advisory committee, and the Office of Graduate Studies, to include:
1. Completion of an approved program consisting of 30 units of 400/500/600-level courses as follows:

   Research and Theory Core: 18 units
   - CMST 603: Approach to Human Comm Res 3.0 SP
   - CDES 671: Semi Theory/Res of Instruc Tech 3.0 FA
   - CDES 672: Res Methods in Instruc Tech 3.0 SP
   - CDES 676: Adv Instruc Dsgn & Development 3.0 FA
   - Prerequisites: CDES 373 or CDES 475.
   - CDES 677: Eff of Info & Communictn Age 3.0 FA
   - CDES 679: Practicum/Multimedia Proj Mgmt 3.0 SP
   - Prerequisites: CDES 314, faculty permission.

   Electives: 9 units
   Additional 400/500/600-level courses from communication design or other appropriate courses selected in consultation with the Graduate Coordinator.

   Thesis or Project: 3 units
   - CDES 699T: Master's Thesis 3.0 FS
   - CDES 699P: Master's Project 3.0 FS
   - Prerequisites: faculty permission.
   - (a) At least 18 of the units required for the degree in 600-level courses.
   - (b) Not more than 9 semester units of transfer and/or extension credit (correspondence courses and/or extension course work at not acceptable). Open University courses are counted in the 9-unit total.
   - (c) Not more than 12 units taken before admission to classified status.
   - (d) Not more than a total of 6 units of Independent Study (697) and/or Internship (289); not more than 3 units of Master's Thesis (699T) or Master’s Project (699P).
   - (e) Not more than 6 units in any one disciplinary area outside instructional technology.
   - (f) Students without an undergraduate degree in instructional technology, psychology, or education may be required to take prerequisites prior to enrolling in graduate courses.

   2. Completion of thesis or project. Requires 3 units of Master's Thesis (699T) or Master's Project (699P), plus at least 27 units of course work completed. A public presentation and/or oral defense of the thesis or project is required.

   3. Approval by the department, graduate committee, and the Graduate Coordinators Committee on behalf of the faculty of the university.

Graduate Literacy Requirement:
Writing proficiency is a graduation requirement.
M.S. in Instructional Design and Technology majors will demonstrate their writing competence both by the articles or papers submitted as a requirement for admission to classified status and by their successful completion of the core courses for the degree (CDES 671, CDES 672, and CDES 677), each of which requires a research paper.

Graduate Grading Requirements:
All courses in the major (with the exceptions of Independent Study - 597/697, Comprehensive Examination - 696, Master’s Project - 699P; and Master’s Thesis - 699T) must be taken for a letter grade, except those courses specified by the department as ABC/No Credit (400/500-level courses), AB/No Credit (600-level courses), or Credit/No Credit grading only. A maximum of 10 units combined of ABC/No Credit, AB/No Credit, and Credit/No Credit grades may be used on the approved program (including 597/697, 696, 699P, 699T and courses outside the major). While grading standards are determined by individual programs and instructors, it is also the policy of the university that unsatisfactory grades may be given when work fails to reflect achievement of the high standards, including high writing standards, expected of students pursuing graduate study.

Students not maintaining the required grade point averages will be referred to the Graduate Coordinator for program review and recommendations, which may include program modification or dismissal from the program.

Graduate Advising Requirement:
Advising is mandatory each semester for Instructional Technology majors. Consult the Graduate Coordinator for specifics.

The Faculty

Department of Communication Design
Teresa Bergman, 2001, Assistant Professor, PhD, UC Davis.
John G. Berryman, 1989, Professor, MAA, Montana State U.
Dolores T. Blaack, 1972, Assoc Prof Emerita, MA, LSU.
Aaron Bor, 1980, Professor, EdD, U of Northern Colorado.
Terry D. Curtis, 1985, Professor, JD, U Chicago.
John F. Long, 1990, Chair, Professor, PhD, U Utah.
Robert G. Main, 1976, Professor Emeritus, PhD, U Maryland.
Jennifer Meadows, 1996, Assoc Professor, PhD, U Texas.
John M. Russel, 1996, Assoc Professor, PhD, VA Tech.
Barbara Sudlick, 2000, Assoc Professor, MFA, Yale U.
Thomas M. Welsh, 1994, Graduate Coor, Assoc Professor, PhD, Indiana U.
Byron Wolfe, 1999, Assoc Professor, MFA, Arizona State Univ.

Department of Communication Arts and Sciences
Susan Avanzino, 1995, Assist Professor, PhD, USC.
Steven R. Brydon, 1973, Professor, PhD, USC.
Gary G. Collier, 1971, Professor Emeritus, PhD, U Iowa.
Samuel Edelman, 1979, Professor, PhD, U Arizona.
Allen E. Forbes, 1948, Professor Emeritus, EdD, Stanford U.
Ruth M. Guzley, 1994, Chair, Professor, PhD, Arizona State Univ.
Stephanie A. Hamel, 2003, Associate Professor, PhD, U Texas.
Madeline M. Keaveney, 1974, Professor Emerita, PhD, U Illinois.
Stephen W. King, 1987, Dean, Dean Emeritus, PhD, U Illinois.
Robert G. Main, 1976, Professor Emeritus, PhD, U Maryland.
Jennifer Meadows, 1996, Assoc Professor, PhD, VA Tech.
Barbara Sudlick, 2000, Assoc Professor, MFA, Yale U.

Department of Journalism
Glen Bleske, 1994, Professor, PhD, U NC.
Katherine J. Milo, 1981, Chair, Professor, EdD, U TN.
Kurt E. Nordstrom, 1985, Professor, PhD, U Denver.
Keith A. Sheldon, 2000, Lecturer B, MA, Pepperdine.
Communication Course Offerings
Please see the section on "Course Description Symbols and Terms" in The University Catalog for an explanation of course description terminology and symbols, the course numbering system, and course credit units. All courses are lecture and discussion and employ letter grading unless otherwise stated. Some prerequisites may be waived with faculty permission. Many syllabi are available on the Chico Web.

COMM 399H Senior Honors Prerequisites: Completion of 9 units of Honors undergraduate courses; college Honors Adviser's and Student, in conference with faculty member, will develop a research proposal. This will entail developing research design, methodology, appropriate to the field of communication and the student's interests, review of literature, collecting data, and acceptance of a prospectus for a project or thesis. Formerly COMM 299H.

Communication Design Course Offerings
CDES 101 Introduction to Communication 3.0 Fa/Spr This course teaches the concepts, history, and applications of communication. The implications and ethical issues of media and the communication process are covered. Formerly CDES 001. CAN JOUR 4. This course is also offered as JOUR 101.

CDES 102 Principles of Communication Design 3.0 Fa/Spr An introductory survey course demonstrating the methods and principles common to the communication design disciplines, including advertising, communication, and storytelling. Formerly CDES 002.

CDES 103 Writing for Electronic Media 3.0 Fa/Spr Prerequisites: ENGL 130. An introduction to the styles and formats used in writing for radio, television, multimedia, and the Web. Writing includes communicational service announcements, news, and informational programming. Special fee required; see The Class Schedule. Formerly CDES 003.

CDES 114 Computer Technology in Communication 2.0 Fa/Spr Prerequisites: CDES 271 or concurrent enrollment or faculty permission. Students will explore the fundamental role of computer hardware and software in the production of electronic media. Special fee required; see The Class Schedule. Formerly CDES 010.

CDES 121 Stage Electrics 2.0 Spring An introduction to technical theatre production in the areas of stage and television lighting, electrical practices and equipment operation. Course includes lecture/discussion and practical assignments. 1.0 hour discussion, 2.0 hours activity. Formerly CDES 076. This course is also offered as THEA 121.

CDES 131 Visual Communication Concepts 2.0 Fa/Spr Prerequisites: ARTS 122, ARTS 125, CDES 132, CDES 206, or faculty permission. Visual communication is explored through images which audiences view. Includes graphic design methodology, layout, typography, symbolism, and grid systems developed from thumbnail through comprehensive. For non-Graphic Design majors only. 1.0 hour lecture, 3.0 hours laboratory. Formerly CDES 023.

CDES 132 Visual Communication Concepts 2.0 Fa/Spr For Graphic Design majors only. Visual communication is explored through images which audiences view. Includes graphic design methodology, layout, typography, symbolism, and grid systems developed from thumbnail through comprehensive. 1.0 hour lecture, 3.0 hours laboratory. Formerly CDES 023D.

CDES 133 Media Aesthetics 3.0 Fa/Spr This course will explore the elements of visual design as they apply to the production of video and film. An overview of visual literacy will be given, and the application of these elements to the critical analysis of video and film productions will be discussed. Successful completion of this course for majors requires a grade of C or higher. Formerly CDES 040.

CDES 206 Introduction to Photography and Digital Imaging 3.0 Fa/Spr Prerequisites: CDES 271 or concurrent enrollment or faculty permission. An introductory survey of the printing, publishing, and packaging areas of graphic arts. Systems of digital printing, including inkjet, subliminal dye, dry toner, and liquid ink systems. Emphasis on industry organization and structure, printed products for mass distribution, and methods of graphic arts reproduction. 2.0 hours lecture, 1.0 hour discussion. Special fee required; see The Class Schedule. Formerly CDES 085.

CDES 214 Computer Graphics 3.0 Fa/Spr Prerequisites: CDES 271. An introduction to computer graphics utilizing both PC and Macintosh platforms. Applications for print, video, and training are stressed. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 122.

CDES 215 Introduction to Audio in Media 3.0 Fa/Spr This course is designed to develop audio production skills for media projects. Students will work with microphones, mixers, turntables, recorders, and tape-editing equipment in producing the sound component of audio, video, slide-tape, and live presentations. 2.0 hours lecture, 3.0 hours laboratory. Special fee required; see The Class Schedule. Formerly CDES 066.

CDES 221 Introduction to Information Studies 3.0 Fa/Spr Prerequisites: ENGL 130. The fundamental study of the theory, practices, and interdisciplinary nature of information. The development of information in modern social and economic institutions. Theoretical foundations of information as a science. Evaluate major methodologies related to the study of information, its measurement, operational value, structure, notational form, retrieval processes, and the use and value of information in organizations. Open to non-majors. Formerly CDES 106.

CDES 222 Introduction to WWW Design and Publishing 3.0 Fa/Spr Prerequisites: ENGL 130. Introduction to hypertext markup language (HTML) and the Web publication process. Includes practical exercises in the creation and publication of Web pages and the construction of coherent Web sites. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 112.

CDES 230 Visual Communication Portfolio Review 1.0 Fa/Spr Prerequisites: ARTS 122, ARTS 125, CDES 132, CDES 206, or faculty permission. Orientation to the visual portfolio process and review. Requires student to submit work for consideration by faculty members. 2.0 hours activity. Formerly CDES 029V.

CDES 241 North American Cinema 3.0 Fall Motion picture beginnings. How production, distribution, and use developed to make motion pictures a powerful medium for mass communication. The significance of the motion picture as an entertainment, education, information, and propaganda device meeting unique social needs and purposes. Open to non-majors. Formerly CDES 140.

CDES 242 History of Documentary Film 3.0 Fall The origins and major movements in the area of documentary film. The various uses relating to propaganda, social problems, and personal insight. Production motivations in seeking the mass audience through documentary. Open to non-majors. Formerly CDES 147.

CDES 249 Analysis of Applied Media Methods 2.0 Fa/Spr See description below. 4.0 hours activity. You may take this course more than once for a maximum of 6.0 units. Formerly CDES 120A.

CDES 261 Foundations of Electronic Media 3.0 Fa/Spr Prerequisites: CDES 271 or concurrent enrollment or faculty permission. Discussion and analysis of the function, structure, organization, operation, and economics of the various telecommunication industries, including broadcasting, cable, independent production, and other related new technologies. Successful completion of this course for majors requires a grade of C or higher. Required for enrollment in upper-division Media Arts courses. Formerly CDES 100.

CDES 271 Introduction to the Design of Instruction and Training 3.0 Fa/Spr Prerequisites: CDES 271 or concurrent enrollment or faculty permission. An introduction to the area of media for instruction and training. The course is divided into three general areas: (1) Hardware; (2) Theory; (3) Application. Students will design and carry out plans for actual use of media in teaching and learning situations. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 152.

CDES 281 Print as Digital Output Medium 3.0 Fa/Spr A study of the principles and operation of computer-aided print production methods. Formerly CDES 139.
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<th>Course Title</th>
<th>Credits</th>
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<th>Prerequisites</th>
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<tr>
<td>CDES 282</td>
<td>Digital Pre-publishing I</td>
<td>3.0</td>
<td>Fa/Spr</td>
<td></td>
<td>Examination of digital pre-publishing (print and WWW).</td>
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CDES 338  Illustration Design 3.0 Fa/Spr
Prerequisites: ART 125 is strongly recommended.
This course defines illustration theory and illustrator's role in visual communication process. Explores use of illustration as method of visual problem-solving. Designed to help students explore professional field of illustration design, its special characteristics, and techniques. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 143.

CDES 341  American Radio and Television 3.0 Spring
Prerequisites: Junior standing, CDES 103, CDES 206, CDES 216; CDES 141, CDES 261 (both with a grade of C or better) or faculty permission.
This course examines the development of radio/television formats, programming types, ideology, and genres from historical and critical standpoints. The impact on cultural functions, political agendas, social judgment, art forms, and human communication will be addressed through interpretation of mediated content. Formerly CDES 268.

CDES 343  Narrative Scriptwriting 3.0 Fa/Spr
Prerequisites: CDES 103
An advanced writing course for non-print media which provides experience in writing narrative scripts for television and film. Consideration will be given to format and style as well as aspects of dramatic structure. Special fee required; see The Class Schedule. Formerly CDES 170.

CDES 345  Media Production Management 3.0 Fall
Prerequisites: CDES 366.
This course is designed to acquaint the student with the responsibilities of the producer in all media productions. Special fee required; see The Class Schedule. Formerly CDES 246.

CDES 348  Programming and Audience Analysis 3.0 Fa/Spr
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
A thorough review of the basics of broadcast and online programming practices and theory including both qualitative and quantitative audience analysis. Programming for broadcast, cable, satellite, premium, public, and online media are discussed and analyzed. Formerly CDES 248.

CDES 362  Media Performance 3.0 Fall
Prerequisites: CDES 103, CDES 216.
The skills and techniques of announcing in audio, slide tape, film, and video presentations. Areas covered include copy interpretation and the objective delivery of material in a variety of audio, film, video, and live presentations. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 162.

CDES 363  Broadcast News 3.0 Fa/Spr
Prerequisites: CDES 103, CDES 216.
Theory, practice, and techniques involved in gathering, writing, and reporting broadcast news. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 160.

CDES 365  Electronic Media Management 3.0 Spring
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
The programming and management principles involved in the operation of electronic media communication facilities. Course content includes sales, advertising, programming, legal and ethical management responsibilities, and other related topics. Industry professionals are frequent guest speakers. Special fee required; see The Class Schedule. Formerly CDES 164.

CDES 366  Field Video Production 3.0 Fa/Spr
Prerequisites: CDES 103, CDES 206, CDES 216; CDES 141, CDES 261 (both with a grade of C or higher).
Theory and techniques of video production designed to develop skills in electronic field video production. The course includes all pre-production, production, and post-production videotape editing elements related to the production of all video programs. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 168A.

CDES 368  Public Affairs Programming 3.0 Fall
Prerequisites: CDES 103, CDES 216; CDES 261 (with a grade of C or higher).
The planning, researching, writing, and production of news and informational programs related to public affairs. Course content includes interview, discussion, and documentary styles of public affairs programming. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 163.

CDES 373  Design and Development of Instructional Products 3.0 Fa/Spr
Prerequisites: CDES 272
Application of systematic instructional design and development techniques. The student functions as an instructional planner and performs key instructional design/product development tasks such as assessing instructional needs and developing detailed design specification, prototypes and final instructional products. Emphasis on developing products for incorporation into an instructional design portfolio. Special fee required; see The Class Schedule. Formerly CDES 272.

CDES 396  Intermediate Photography and Digital Imaging 3.0 Fa/Spr
Prerequisites: CDES 206 (with a grade of C or higher).
In-depth study of contemporary photographic techniques, stressing advanced systems of exposure and digital imaging for high-quality output. Emphasis will be placed on furthering aesthetic and creative vision in conjunction with refining technical proficiency. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 190.

CDES 398  Special Topics 1.0-3.0 Fa/Spr
Prerequisites: Faculty permission.
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. Credit/no credit grading only. Formerly CDES 198.

CDES 399  Special Problems 1.0-3.0 Fa/Spr
Prerequisites: Faculty permission.
This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. You may take this course more than once for a maximum of 6.0 units. Credit/no credit grading only. Formerly CDES 199.

CDES 414  Advanced Multimedia Design and Development 3.0 Spring
Prerequisites: CDES 314.
Project-based course designed to develop the student's ability to function as a multimedia development team member. Emphasis on design and development of multimedia programs for use in education and training, information delivery, and performance support. 1.0 hour discussion, 4.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 270B.

CDES 425  Production Planning and Estimating for WWW 3.0 Fa/Spr
Prerequisites: CDES 222.
Techniques and strategies for arriving at reliable cost estimates for digital WWW media projects, to include direct, indirect, and contingency costs and profits. Critical path analysis and computational techniques are stressed. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 218.

CDES 429  WWW Practicum 3.0 Fa/Spr
Prerequisites: CDES 222 or faculty permission. Completion of, or concurrent enrollment in, CDES 323 is recommended.
The role of the computer in handling office functions is examined. Emphasis will be on the analysis of office services and operations in terms of organizational structure and individual requirements. System design and implementation will be covered in terms of user acceptance, equipment requirements, and cost/benefits. Comparisons will be made between centralized and decentralized systems. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 219.

CDES 431  Publication Design 3.0 Fall
Prerequisites: CDES 333, CDES 334.
Creation of documents to affect audiences, including book, magazine, annual report, newsletter, and experimental formats. Includes publication formula, analysis, and relation to electronic platforms. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 221.

CDES 432  Environmental Graphic Design 3.0 Fall
Prerequisites: CDES 333, CDES 334.
Environmental signage and information systems design for exhibits, retail, transportation, parks, museums, and related architecture. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 223.

CDES 434  Typography II 3.0 Fa/Spr
Prerequisites: CDES 334.
Introduction to typographic semantics, with an emphasis on the expression of meaning, experimentation, and discovery. Topics include contemporary typographic theory, font design, mixing messages, non-linear composition and sequence. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule. Formerly CDES 133B.

CDES 435  Corporate Design Systems 3.0 Spring
Prerequisites: CDES 333, CDES 334.
Analysis, creation, and presentation of identity, branding, and licensing for corporate, government, education, medical, and non-profit organizations. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 222.

CDES 436  Kinetic Typography 3.0 Spring
Prerequisites: CDES 214 and CDES 282, or faculty permission.
Introduction to time-based information design and kinetic typography, exploring relationships between music and typographic composition for new media. Topics include historical relationships between music and typography, form and space, hierarchy and structure, texture and depth, time and movement. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule. Formerly CDES 234.
CDES 439  Design Workshop  2.0-5.0 Fa/Spr  Prerequisites: CDES 333, CDES 434, faculty permission.  This course is studio practice offered for 2.0-5.0 units. You must register directly with a supervising faculty member. Course is designed to provide actual studio practice in graphic design and will focus on client relationships, design management, specifications, cost analysis, printer interface, and quality control. Students will function as design studio staff members with a faculty member as art director. Recommended for Visual Communication majors only. You may take this course more than once for a maximum of 3.0 units. Special fee required; see The Class Schedule. Formerly CDES 297.

CDES 462  Digital Video Production  3.0 Fall  Prerequisites: CDES 366.  This course will focus on the design and creation of television programs used in corporate training, interactive video, and other non-dramatic settings. Students will be responsible for the television producer’s functions in planning and supervising the execution of television programs, with emphasis on content, organization, and use of production techniques to secure the intended audience response. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 267.

CDES 464  Advanced Video Editing  3.0 Fa/Spr  Prerequisites: CDES 366.  Involves complicated and detailed editing of video-based materials using digital and analog linear and nonlinear video editing procedures and techniques. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 242.

CDES 466  Studio Video Production  3.0 Fa/Spr  Prerequisites: CDES 366.  Theory and techniques of color video production designed to develop skills in all aspects of video production. This course includes pre-production and production elements related to the production of all video programs. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 1688.

CDES 468  Video Production Workshop  3.0 Fall  Prerequisites: CDES 366.  Selected video production projects involving advanced techniques not covered in the core curriculum. Emphasis on the integration of non-media forms into complete video programs. 2.0 hours discussion, 3.0 hours laboratory. You may take this course more than once for a maximum of 6.0 units. Formerly CDES 2481.

CDES 469  Media Arts Practicum  1.0-3.0 Fa/Spr  Prerequisites: CDES 366 or faculty permission.  Provides students with opportunities to further define their skills and abilities in video-related experiences. You may take this course more than once for a maximum of 3.0 units. Formerly CDES 266.

CDES 474  Evaluation of Instructional Products and Programs  3.0 Fa/Spr  Prerequisites: CDES 373 or faculty permission.  Theory and practice of evaluation as it relates to instructional products and programs. Consideration of formative and summative evaluation techniques that are particularly applicable to instructional technology, including peer and expert review, pilot testing, and cost-benefit analysis. Examination of sampling techniques and measurement methods that support the evaluation effort. Formerly CDES 273.

CDES 475  Performance Analysis  3.0 Fa/Spr  Prerequisites: CDES 373.  Theoretical frameworks and strategic approaches to analyzing the source of human/organizational performance problems are discussed. Emphasis on analytical approaches to needs analysis that result in recommended interventions to solve performance problems such as training, organizational development, and workplace redesign. Special fee required; see The Class Schedule. Formerly CDES 271.

CDES 476  Research, Theory, and Application of Instructional Technology  3.0 Fa/Spr  Prerequisites: CDES 373.  An overview of the scholarly theory, research literature and application of the field of instructional technology. Classic models and theories about instruction, learning, perception, systems and communication are examined. Research findings that have potential applications in the design, production or delivery of instruction are featured. Micro-theories such as component display theory and elaboration theory, which have particular relevance to instructional design, are considered. Formerly CDES 274.

CDES 489  CDES Internship  1.0-8.0 Fa/Spr  Prerequisites: Faculty permission.  This course is an internship offered for 1.0-12.0 units. You must register directly with a supervising faculty member. The internship is a program designed to provide the student with occupational experience — within the industrial environment — in the information and communication profession prior to graduation. The internship is designed as a transition to professional practice wherein the student will work full-time within an industrial firm for a length of time to be established between the cooperating firm, the intern, and California State University, Chico. The student will experience a wide range of industrial situations, conditions, and practice. Students will serve their internship under the direct supervision of a practicing member of the profession. You may take this course more than once for a maximum of 15.0 units. Formerly CDES 289.

CDES 492  Pictorial Organization  3.0 Fa/Spr  Prerequisites: CDES 206, CDES 396, or faculty permission.  Enrichment of the student's visual literacy. Extension of the student's ability to develop concepts visually and to reinforce these concepts with words/music/sound effects. The course is designed for both instructional technology and media arts students. Students will be able to verbalize a concept and illustrate it with synchronous images, words, music, and sound effects in a single-sequence slide tape. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 41.

CDES 494  Photographic Copying and Tilting Techniques  1.0 Fa/Spr  Prerequisites: CDES 206.  This course is designed to teach students concepts and skills in photographic copying and tilting techniques and their applications to motion picture, instructional media, and TV production. 3.0 hours laboratory. Formerly CDES 290.

CDES 496  Applied Photography and Digital Imaging  3.0 Fa/Spr  Prerequisites: CDES 396.  Students will develop effective communication and analytical skills in areas such as product and illustration photography. Emphasis will be placed on camera and lighting control, problem solving, composition, and art direction. Primarily for graphic design students. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 292.

CDES 497  Specialized Photographic Techniques  1.0 Fa/Spr  Prerequisites: CDES 396 or faculty permission.  This course explores specialized techniques including post-visualization, solarization, high-contrast printing, masks, dual print, etc., of both color and black and white materials. The stress is on darkroom manipulation and will deal with camera and non-camera-generated negatives. Formerly CDES 293.

CDES 498  Special Topics  1.0-3.0 Fa/Spr  This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. Formerly CDES 298.

CDES 499  Independent Study  1.0-3.0 Fa/Spr  Prerequisites: Faculty permission.  This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. You may take this course more than once for a maximum of 6.0 units. Credit/no credit grading only. Formerly CDES 299.

CDES 624  Telecommunication Switching and Signaling Technologies  2.0 Inquire  This course is an introduction to the operation, testing, and management of the technologies of telecommunication connectivity in the wide area, including digital multiplexing and cross-connect systems, Integrated Services Digital Network (ISDN), frame relay systems, Asynchronous Transfer Mode (ATM), optical system, Fast Division Multiplexing (WDM) and Synchronous Optical Network (SONET). 1.0 hour lecture, 2.0 hours activity. ABC/no credit grading only. Formerly CDES 385.

CDES 625  WAN Technologies  2.0 Inquire  This course introduces the operation, testing, and management of the technologies of telecommunication connectivity in the wide area, including digital multiplexing and cross-connect systems, Integrated Services Digital Network (ISDN), frame relay systems, Asynchronous Transfer Mode (ATM), fiber optic systems, (Wave Division Multiplexing: WDM) and Synchronous Optical Network (SONET). 1.0 hour lecture, 2.0 hours activity. ABC/no credit grading only. Formerly CDES 387.

CDES 627  Digital Applications and Local Networks  1.0 Inquire  This course is an introduction to the operation, testing, and management of the technologies of digital telecommunication applications and network systems, including Local Area Network (LAN) systems, router systems and their use in internetworking applications, and digital services systems, including synchronization systems. 5.0 hour lecture, 1.0 hour activity. ABC/no credit grading only. Formerly CDES 386.
Communication Studies Course Offerings

CMST 131 Speech Communication Fundamentals 3.0 Fa/Spr
Effective oral communication. Introduction to human communication theory. Practice in gathering, organizing, and presenting material in speeches to persuade, inform, and interest. 1.0 hour lecture, 2.0 hours discussion. This is an approved General Education course. Formerly CMST 011. CAN SPCH 4.

CMST 131H Speech Communication Honors 3.0 Fall
Prerequisites: Acceptance into the Honors Program.
Effective oral communication. Introduction to human communication theory. Practice in gathering, organizing, and presenting material, with special emphasis on evidence, reasoning, analysis, and argument. Oral advocacy. 3 credits. This is an approved General Education course. Formerly CMST 011H.

CMST 132 Small Group Communication 3.0 Fa/Spr
This course examines communication in small group processes such as group development, group climate, leadership and roles, problem solving, and conflict. Participation in an in-class small group helps facilitate individual and group improvement. This is an approved General Education course. Formerly CMST 012. CAN SPCH 10.

CMST 133 Speech and Debate Practicum 1.0 Fa/Spr
Using speeches developed for other communication classes, students will compete in a speech tournament held on a weekend designated at the beginning of each semester. Students will practice public speaking, argumentation, and debate skills and will receive written feedback from a minimum of two different critics. This course is for students without any previous competitive public speaking experience. You may take this course more than once for a maximum of 2.0 units. Credit/no credit grading only. Formerly CMST 015.

CMST 139 Forensics 1.0-3.0 Fa/Spr
This course is offered as 139A-C for 1.0-3.0 units respectively. Supervised preparation for participating in intercollegiate contests in debate, persuasion, informative speaking, oral interpretation, speeches to entertain, and similar events. No more than 8 units of Forensics (CMST 139 or CMST 339) may be counted toward total university requirements. You may take this course more than once for a maximum of 3.0 units. Special fee required; see The Class Schedule. Formerly CMST 019.

CMST 198 Special Topics 1.0-3.0 Inquire
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. Formerly CMST 098.

CMST 233 Foundations of Interpersonal Communication 3.0 Fa/Spr
An introduction to the study of one-to-one relationships, focusing on the experience, behavior, and rules governing such interpersonal contexts as friendships, families, and employer-employee relations. Factors influencing communication are studied, such as language, perception, non-verbal, power, status, and roles. Problems of communication are identified and studied. Confidence in relating interpersonally is handled. Formerly CMST 113.

CMST 251 Advanced Presentational Speaking 3.0 Fa/Spr
The use of presentional technology coupled with advanced public speaking techniques is explored in this course. Students learn to use a variety of technological devices such as presentational software, recording and multimedia visual aids pursuant to the communication goals outlined by the instructor. Students learn about the relationship between technology and communication theory and the skills necessary to speak effectively in public and professional contexts. Formerly CMST 111.

CMST 255 Argumentation and Debate 3.0 Fa/Spr
Study of the nature of argument, including methods of analysis, research, patterns and fallacies of reasoning, use and tests of evidence, refutation, and debate as a practical application of argumentation. This is an approved General Education course. Formerly CMST 115.

CMST 330 Theory and Principles of Communication 3.0 Fa/Spr
This course will (a) teach the major theories and related principles of the field; (b) relate these theories to the research base and the limitations of research methodology; and (c) emphasize the ethical and moral issues that are faced by those who work in the communication field. Formerly CMST 100.
CMST 350 Rhetorical Criticism 3.0 Fall
Implications of genocide are considered. This is an approved General Education course.

CMST 424 Public Opinion and Propaganda 3.0 Fa/Spr
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 354, or CMST 255, or CMST 370 with a grade of C- or higher for CMST majors only. Analysis of major factors in group and individual opinion formation, with emphasis on politics, opinion measurement, and the role of mass media in the political process. Formerly CMST 224. This course is also offered as POLS 424.

CMST 428 Politics and the Media 3.0 Fall
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 354, or CMST 255, or CMST 370 with a grade of C- or higher for CMST majors only. An examination of the relationships of politics and the mass media. Includes a project involving media analysis and campaigns or public policy decisions. Formerly CMST 228. This course is also offered as POLS 428 and JOUR 428.

CMST 451 Rhetorical Communication Theory 3.0 Fall
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher. Study of rhetorical and communication from classical to modern times. Emphasis on continuing questions, trends, developments, and influence upon contemporary thought. This is a writing proficiency course, WP, course; a grade of C- or better certifies writing proficiency for majors. Formerly CMST 211.

CMST 454 Jewish Rhetoric 3.0 DShDR
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 354 with a grade of C- or higher for CMST majors only. This course will explore the major persuasive sacred and secular texts and speeches of Jewish culture from the Bible to the present. Included in the course will be explorations of Moses’ last speech, rabbinical halakhic argumentation, rabbinical homiletics, Jewish rhetorical influences on early Christianity, Medieval disputations, the impact of the Haskalah movement, the Holocaust, the creation of the state of Israel, and modern Jewish political rhetoric. Note: This course will fulfill the writing proficiency requirement for the Communication Studies major. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. Formerly CMST 214. This course is also offered as MJIS 454.

CMST 455 Israeli Public Address 3.0 EnvFa
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course is an in-depth exploration of the history of the creation of the State of Israel and its changes through rhetorical analysis and criticism of Israeli public address. The course begins with speeches from the late 19th century and moves to the present. The course explores Arab and Jewish-Israeli public address as well as the public address concerning the Arab/Israeli conflict from the Israeli, Arab, European, and American perspectives. Formerly CMST 219. This course is also offered as MJIS 455.

CMST 457 Advanced Study of Public Address 3.0 Fall
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. This course studies discourse as a practical art of disseminating information and influencing opinion and action. Speeches in the United States and throughout the world are discussed and analyzed within their historical context. Formerly CMST 217.

CMST 458 Social Movement Communication 3.0 Spring
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher for CMST majors only. Study of theories of social movement communication, with application to examples of political, and/or public information campaigns. Formerly CMST 218.

CMST 459 Health Communication 3.0 Fa/Spr
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 370 with a grade of C- or higher; or CMST 334 or CMST 335. This course introduces students to the theory/practice of health communication as a context within which dyadic, small group, and organizational communication occurs. Students examine topics such as provider-client communication, health communication and technology, diversity and culture as influences in health communication, and the role that the mass media plays in disseminating information about and impacting health communication. This lecture/discussion class examines relevant case studies and works with local health agencies in brief service learning projects designed to put theoretical knowledge to practical social use. Formerly CMST 209.
CMST 470 Organizational Communication Theories 3.0 Fa/Spr
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher for CMST majors or by faculty permission for non-majors.
In-depth theoretical approaches and research perspectives are studied from the field of organizational communication. Theories studied include classical to modern theories of organization, as well as contemporary and critical theories in the communication field. Research areas reviewed include network analysis, socialization, control practices, and others. Application of theory into research is also explored. Formerly CMST 226.

CMST 472 Organizational Leadership and Decision Making 3.0 Fa/Spr
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher; CMST 332 for CMST majors or by faculty permission for non-majors.
This course represents an advanced exploration and application of leadership and associated decision making with particular focus on communication processes in a variety of contexts. Discussion topics include, but are not limited to, traditional and contemporary leadership theory, leadership communication competence, leadership and dissent, gender and cultural issues associated with leadership and decision making, followers as an integral part of the leadership equation, and ethical issues related to leadership communication. A group project offers students the opportunity to witness first-hand concepts discussed and to apply what they have learned. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. Formerly CMST 229.

CMST 480 Managing Interpersonal Conflict Through Communication 3.0 Fa/Spr
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher.
This course focuses on the study and application of communication theory useful for understanding the causes of interpersonal conflict and its constructive management. Course activities such as in-class skill building exercises, readings, lectures, discussions, films, audiotape lessons, and written assignments help students apply theory to practice. Formerly CMST 210.

CMST 482 Advanced Communication and Career Skills 3.0 Fa/Spr
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher; CMST 132.
Students master advanced public speaking skills while working concurrently on knowledge development in general career environments as well as specific professional contexts. Potential career choices and strategies for the communication major are identified and explored. This course challenges the student to identify their post-graduation goals and prepare for their career choices via extensive knowledge accumulation, skill advancement, and development of their overall communication competence. Formerly CMST 222.

CMST 484 Advanced Interviewing Skills 3.0 Fa/Spr
Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 370 with a grade of C- or higher; CMST 132.
This course extends students' interviewing knowledge and experience beyond job search interviews into complex contexts such as focus groups, needs assessment, performance appraisal, and employee counseling and disciplinary action. Attention is given to listening and nonverbal behavior in interview contexts, interview development and management, facilitation skills for group interviews, and analysis and interpretation of interview data. Technology as a medium for interviews is also explored. Formerly CMST 230.

CMST 489 Internship Program 1.0-10.0 Fa/Spr
Prerequisite: enrollment of 10 units within either the Degree Core, Organizational Communication Option, or Human Communication Option.
To enroll in CMST 489, students must apply for an internship directly with a member of the cooperating organization. Students serve their internships under the direct supervision of a member of the cooperating organization. Students can only enroll in the course through the coordinator. This course is offered for 1.0-10.0 units, and only 3.0 units count toward graduation requirements in the organizational and human communication options. You may take this course more than once for a maximum of 15.0 units. Formerly CMST 489.

CMST 498 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. Formerly CMST 298.

CMST 556 Teaching the Holocaust and Genocide 3.0 Summer
The study of genocide has been mandated as part of the educational curricula in the State of California. In particular, the Holocaust, the Soviet Union under Stalin, and the Cambodian slaughter are emphasized in the Social Science Framework. We will explore these major acts of genocide in the 20th century along with others, such as the continuing massacres of Hutus and Tutsis in Rwanda and Burundi. Emphasis will be placed on understanding the rhetorical and mass persuasive basis of genocide. Formerly CMST 256. This course is also offered as SO CI 456 and MJJS 556.

CMST 601 Seminar in Communication Studies 3.0 Fall
Prerequisites: CMST 330; CMST graduate standing or permission. Reviews classical and contemporary research in communication. Introduces graduate students to scholarly study of human and mediated communication. Formerly CMST 361.

CMST 602 Seminar in Communication Research Methods 3.0 Fall
Prerequisites: CMST 332; CMST graduate standing or faculty permission.
This course is designed to provide students with working understanding of research methods associated with the field of communication with special attention to quantitative inquiry. Methods addressed include but are not limited to surveys, experiments, content analysis, and evaluation research. On a practical level, students learn how to read and interpret research articles of a quantitative nature, how to construct research proposals for qualitative research studies, and how to analyze statistical data using SPSS. Formerly CMST 302.

CMST 603 Interpretive Approaches to Human Communication Research 3.0 Spring
Prerequisites: CMST 330, CMST graduate standing or faculty permission. This course reviews current interpretive and critical approaches to human communication research. Formerly CMST 303.

CMST 604 Seminar in Political Communication 3.0 EvnFa
Prerequisites: CMST 330, CMST graduate standing or permission.
A review of classical and contemporary research in political communication; presentation and discussion of current issues in political communication. Formerly CMST 304. This course is also offered as POLS 604.

CMST 606 Seminar in Interpersonal Communication Theories 3.0 Spring
Prerequisites: CMST graduate standing or faculty permission.
The purpose of this course is to assist students in understanding human communication research that is, to comprehend the work being published in the discipline's major journals, etc. Students going into professional areas will have a much fuller appreciation for communication in human relationships. However, this course is not intended to provide therapeutic training for practitioners in the helping professions. Formerly CMST 306.

CMST 607 Seminar in Organizational Communication 3.0 Fall
Prerequisites: CMST graduate standing or faculty permission.
The course is intended to fulfill the need for a foundations course in the field of organizational communication. This course surveys the roots of the field as well as micro and macro communication approaches, traditional and contemporary theories and methodologies. Formerly CMST 307.

CMST 608 Communication Theories and Philosophies 3.0 Inquire
Prerequisites: CMST graduate standing or faculty permission.
This course explores the basic theories and methodologies used in research in human communication. The course includes issues such as research design, research methods, and research reporting in human communication. Formerly CMST 308.

CMST 609 Seminar in Health Communication 3.0 Spring
Prerequisites: CMST graduate standing.
Health communication is an emerging specialty in the field of communication. The course includes issues such as provider-client communication, provider-provider communication and education, intercultural health communication, alternative medicine, health ethics, and mass media health images. Formerly CMST 309.

CMST 611 Seminar in Intercultural Communication 3.0 Fall
Prerequisites: CMST 335 or equivalent; CMST graduate standing or faculty permission.
This course surveys current theoretical and applied literature relevant to the field of intercultural communication. In addition to exploring various theories and methodologies used to study intercultural communication, students produce a publication-quality research paper. Formerly CMST 311.

CMST 612 Seminar in Rhetoric and Public Address 3.0 EvenSp
Prerequisites: CMST 451; CMST graduate standing or faculty permission.
A seminar designed to expose students to advanced and specialized treatment of topics relevant to rhetoric and public address. You may take this course more than once for a maximum of 6.0 units. Formerly CMST 312.

CMST 613 Seminar in Rhetorical Criticism 3.0 0 ddSp
Prerequisites: CMST graduate standing or faculty permission.
A seminar covering the development of rhetorical criticism in the twentieth century from its early separation from literary criticism to its present pluralism of approaches and critical objects. Emphasis on both critical theory and application of that theory. Value of criticism for understanding communication. Formerly CMST 313.
CMST 614 Feminist Rhetorical Theories 3.0 OdFa
Prerequisites: CMST graduate standing or faculty permission.

This course provides students with an introduction to the theories of social change offered by feminist theorists. These theories are approached from a rhetorical or communication perspective, one focused on the nature and function of symbol use, and is used to challenge and transform our understanding of human communication. Formerly CMST 314.

CMST 697 Independent Study 1.0-6.0 Fa/Spr
This course is a graduate-level independent study offered for 1.0-6.0 units. You must register directly with a supervising faculty member. Research or creative project supervised by a faculty member and separate from the 699P or 699T terminal degree requirement. You may take this course more than once for a maximum of 6.0 units. Formerly CMST 398.

CMST 699 Contemporary Research Problems 3.0 Inquire
Prerequisites: CMST graduate standing or faculty permission.
This course is designed to provide an in-depth concentration on major contemporary research problems, trends, etc. in the field of human communication. As such, therefore, this course is NOT to be considered a survey class. The course consists of a combination of approaches, including lecture-discussion, guest speakers, etc., but will focus on a different topic area each semester. Formerly CMST 397.

CMST 699P Master's Project 3.0 Fa/Spr
A media project in lieu of the traditional research thesis (699T) as the terminal degree requirement. You may take this course more than once for a maximum of 6.0 units. Formerly CMST 399P.

CMST 699T Master's Thesis 3.0 Fa/Spr
The terminal requirement for the master's degree. You may take this course more than once for a maximum of 6.0 units. Formerly CMST 399T.

Journalism Course Offerings

JOUR 101 Introduction to Communication 3.0 Fa/Spr
This course teaches the concepts, history, and applications of communication. The implications and ethical issues of media and the communication process are covered. Formerly JOUR 001. CAN JOUR 4. This course is also offered as CDES 101.

JOUR 244 Introduction to Public Relations 3.0 Fa/Spr
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260. A survey of public relations: problems and issues, organization and operations, skills and techniques, careers and opportunities. Formerly JOUR 044. This course is also offered as POLS 144.

JOUR 260 Writing for Mass Media 3.0 Fa/Spr
Prerequisites: ENGL 130.
Techniques of information gathering and writing for various audiences in the mass media. Required course for the Options in News-Editorial and Public Relations. Students must earn a grade of C or higher to advance to subsequent writing courses in the Department of Journalism. Students who do not receive at least a C may repeat the course, 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly JOUR 060. CAN JOUR 2.

JOUR 298 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. Formerly JOUR 098.

JOUR 310 Entertainment, Mass Media, and American Cultures 3.0 Fa/Spr
Prerequisites: ENGL 130.
Entertainment, as a major form of mass media content, is a major shaper of the individual and collective cultural identities in the United States. The popular arts are studied from historical, theoretical, philosophical, and critical perspectives. This is an approved General Education course. Formerly JOUR 310.

JOUR 311 Women, Men, and the Media 3.0 Spring
The purpose of this course is to educate students to be informed consumers of media, to examine actual portrayals of women in the various media, and to explore how the media industry treats women. These objectives will result in a greater awareness of how both sexes can participate equally in the world around them. This is an approved General Education course. Formerly JOUR 111. This course is also offered as WMS 311.

JOUR 313 International Communication 3.0 Fa/Spr
Prerequisites: JOUR 260; JOUR 344, JOUR 244, JOUR 300, JOUR 244 and JOUR 311 for public relations option; elective for public relations option. Formerly JOUR 313.

JOUR 320 Mass Communication Law 3.0 Fa/Spr
Prerequisites: JOUR 101, JOUR 260. The law as it applies to the press, pictures, and broadcasting. Philosophical basis and historical evolution of legal precedent governing the media. Practical limitations of libel, slander, privacy, copyright, information access, free press-fair trial, contempt and reporter's rights, advertising and media concentration as they affect freedom of the press. Required for news-editorial option; elective for public relations option. Formerly JOUR 231.

JOUR 322 History of American Journalism 3.0 Fall
Prerequisites: JOUR 260. Study of the American newspaper, magazine, and book from the Colonial period to the present time. Emphasis is placed upon changing social trends and the outstanding people who shaped the development of these modern media, noting the influence of the past upon the present. Formerly JOUR 221.

JOUR 325 Magazine Writing 3.0 Fa/Spr
Prerequisites: JOUR 260. Techniques of writing nonfiction articles and features for publication; where to find material, markets. Student writings may appear in campus publications such as Orion. 2.0 hours discussion, 2.0 hours activity. Formerly JOUR 125.

JOUR 327 News Editing and Copyreading 3.0 Fa/Spr
Prerequisites: JOUR 260. Evaluating and editing newspaper copy; perfecting copyreading skills; typography, headline writing, page makeup and layout, and newspaper design. 2.0 hours discussion, 2.0 hours activity. Formerly JOUR 127.

JOUR 329 Laboratory Newspaper 2.0 Fa/Spr
Prerequisites: JOUR 260, JOUR 327 or JOUR 341; or faculty permission. Provides practical application of journalistic techniques through preparation of the departmental laboratory newspaper. Involved are approaches to reporting, feature writing, editing, sales, and design. Repeating this course for credit requires faculty permission. Requirement for News-Editorial option. 4.0 hours activity. You may take this course more than once for a maximum of 8.0 units. Formerly JOUR 129.

JOUR 330 Laboratory Newspaper 3.0 Fa/Spr
Prerequisites: Faculty permission.
This course is for non-journalism majors who are seeking experience with the campus newspaper. Includes work in sales, design, and editorial operations. Repeating this course for credit requires faculty permission. 2.0 hours lecture, 3.0 hours performance. You may take this course more than once for a maximum of 12.0 units. Formerly JOUR 128.

JOUR 334 Public Relations Strategy 3.0 Fa/Spr
Prerequisites: JOUR 244, JOUR 260, JOUR 344 and JOUR 311 for public relations option; JOUR 321 for news-editorial option.
Theory and norms used in strategies for public relations activities and programs. Emphasis on selection of strategies under varying kinds of information conditions. Major areas addressed are strategy formulation, strategy implementation, and strategic control. Required for majors. Formerly JOUR 155.

JOUR 351 Public Relations Publications 3.0 Fall
Prerequisites: JOUR 260; JOUR 244 and JOUR 314 for public relations option; JOUR 321 for news-editorial option.
Instruction in persuasive writing, design, and production of public relations publications via desktop publishing. Publications include fliers, institutional advertisements, brochures, and newsletters that are produced to promote the views, products, or services of organizations or companies. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly JOUR 151.
COMMUNICATION

JOUR 353 Photojournalism 3.0 Fa/Spr
Prerequisites: JOUR 260.
Theory and practice of news photography, including picture-taking for college publications, as well as special photographic projects. 2.0 hours discussion, 2.0 hours activity. Formerly JOUR 131.

JOUR 355 Internet Newspapers and Magazines 3.0 Fa/Spr
Prerequisites: JOUR 260.
Instruction in using the Internet as a reporting tool and a publishing platform. Focus on technological changes in mass communication, especially newspapers and magazines. Emphasis on writing stories for the Internet and production of an online publication. 1.0 hour lecture, 2.0 hours discussion. Formerly JOUR 230.

JOUR 398 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. Formerly JOUR 198.

JOUR 399 Special Problems 1.0-3.0 Fa/Spr
Prerequisites: Faculty permission.
This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. Special projects (research or production) in media study. You may take this course more than once for a maximum of 6.0 units. Credit/no credit grading only. Formerly JOUR 199.

JOUR 411 Race and Diversity in Media 3.0 Fa/Spr
Prerequisites: JOUR 260.
Introduces students to the social constructions of ethnicity and how they are involved in the production, distribution and consumption of the U.S. mass media. Formerly JOUR 211.

JOUR 424 Public Opinion and Propaganda 3.0 Fa/Spr
Prerequisites: CMST 131, CMST 233, CMST 311, and CMST 255, or CMST 354, or CMST 370 with a grade of C- or higher for CMST majors only.
Analysis of major factors in group and individual opinion formation, with emphasis on politics, opinion measurement, and the role of mass media in the political process. Formerly JOUR 224. This course is also offered as CMST 424 and POLS 424.

JOUR 428 Politics and the Media 3.0 Fall
Prerequisites: CMST 131, CMST 233, CMST 311, and CMST 255, or CMST 354, or CMST 370 with a grade of C- or higher for CMST majors only; faculty permission.
An examination of the relationships of politics and the mass media. Includes a project involving media analysis and campaigns or public policy decisions. Formerly JOUR 228. This course is also offered as POLS 428 and CMST 428.

JOUR 429 Advanced Feature Writing 3.0 Fa/Spr
Prerequisites: JOUR 244, JOUR 260, JOUR 341, or 345 for public relations option.
Suggested for advanced students. In-depth reporting and feature writing, including computer-assisted reporting, opinion writing, investigative reporting techniques, literary journalism techniques, and writing for the Internet. 2.0 hours discussion, 2.0 hours activity. Formerly JOUR 232.

JOUR 444 Public Relations Laboratory 1.0 Fa/Spr
Prerequisites: JOUR 244, JOUR 260, JOUR 344, JOUR 445.
Field experience will provide the basis for this course. Volunteer placements with community organizations/agencies will allow each student further development of writing, organization, budgeting, and planning skills. Repeatable up to 3 units with instructor permission. 2.0 hours activity. You may take this course more than once for a maximum of 3.0 units. Formerly JOUR 245A.

JOUR 445 Public Relations Laboratory 2.0 Fa/Spr
Prerequisites: JOUR 244, JOUR 260, JOUR 341, JOUR 344.
Advanced public relations field experience. Repeating this course for credit requires faculty permission. Required for public relations option. 6.0 hours clinical. You may take this course more than once for a maximum of 8.0 units. Formerly JOUR 245B.

JOUR 447 Public Relations Management 3.0 Spring
Prerequisites: JOUR 244, JOUR 260, JOUR 341.
A course in analyzing the theoretical concepts of management that exist in public relations activities, organizations, and public relations agencies that conduct public relations programs. Formerly JOUR 247.

JOUR 460 Ethical Problems in Mass Media 3.0 Fa/Spr
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher; JOUR 101, JOUR 260. For Option in News-Editorial: JOUR 321, for Option in Public Relations: JOUR 341.
Ethical principles and case studies will be used to help students develop insights or responses to ethically challenging events or situations in mass media. Journalism majors who earn below a C- in JOUR 460 are required to repeat the course and are expected to receive a C- or higher to receive writing proficiency credit. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. Formerly JOUR 260.

JOUR 460H Ethical Problems in Mass Media - Honors 3.0 Fa/Spr
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher; admission to the Honors in the Major program; JOUR 101, JOUR 260, For Option in News-Editorial: JOUR 321. For Option in Public Relations: JOUR 341.
Ethical principles and case studies will be used to help students develop insights or responses to ethically challenging events or situations in mass media. Journalism majors who earn below a C- in JOUR 460 are required to repeat the course and are expected to receive a C- or higher to receive writing proficiency credit. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. Formerly JOUR 260H.

JOUR 489 Journalism Internship 1.0-3.0 Fa/Spr
Prerequisites: Faculty permission.
You must register directly with a supervising faculty member. Students will experience a wide range of professional situations, conditions, and practice in the journalism/public relations professional setting prior to graduation. Length of internship will vary according to type of placement. Students will be supervised by a practicing member of the profession. Repeatable for credit toward the major up to 3 units with instructor permission. You may take this course more than once for a maximum of 15.0 units. Formerly JOUR 289.

JOUR 498 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See The Class Schedule for the specific topic being offered. Formerly JOUR 298.

JOUR 499H Honors in Journalism 3.0 Fa/Spr
Prerequisites: Acceptance into the Department of Journalism's Honors in the Major program.
The student will define a research problem, develop a research proposal, conduct the research, and submit a written report on the project. The student will refine the paper into publishable form and make a public presentation. Formerly JOUR 299H.