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
Certificate in Telecommunications
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, and multimedia. 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.
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.

**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 Communict 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 3.0 FA *

1 course selected from:

- **CMST 334** Gender and Communication 3.0 FS *
- **CMST 335** Intercult Comm Theory/Pract 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
- **CMST 472** Org Ldrship & Decsn Making 3.0 FS WP
- **CMST 489** Internship Program 1.0-10.0 FS

2 courses selected from:

- **CMST 480** Mnging Intprs Conflict Thu Com 3.0 FS
- **CMST 482** Advanced Comm & Career Skills 3.0 FS
- **CMST 484** Advanced Interviewing Skills 3.0 FS

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
- **CMST 255** Argumentation and Debate 3.0 FS *
This course is also offered as MJIS 454.

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 132 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 336 Genocide and Mass Persuasion 3.0 FS NW

This course is also offered as SOCI 356 and MBS 356.

CMST 455 Israeli Public Address 3.0 F2

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 MBS 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; either CMST 334 or CMST 335.

Public Advocacy

1 course selected from:

- CMST 424 Public Opinion and Propaganda 3.0 FS
- CMST 428 Politics and the Media 3.0 FA
- CMST 457 Adv Study of Public Address 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 JOUR 424 and POLS 424.

CMST 458 Social Movement Communication 3.0 SP

Prerequisites: CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher.

Rhetoric

1 course selected from:

- CMST 339 Forensics 1.0-3.0 FS
- CMST 350 Rhetorical Criticism 3.0 FA
- CMST 355 Intercult Comm Theory/Pract 3.0 FS Eth
- CMST 350 Rhetorical Criticism 3.0 FA

Prerequisites: CMST 131, CMST 311, CMST 311, or faculty permission.

CMST 454 Jewish Rhetoric 3.0 F1 WP

Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher (MJIS majors).

This course is also offered as SOCI 356 and MBS 356.

CMST 455 Israeli Public Address 3.0 F2

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 MBS 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; either CMST 334 or CMST 335.

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

OR (the following course may be substituted for the above)

CMST 339 Forensics 1.0-3.0 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 MBS 356.

CMST 424 Public Opinion and Propaganda 3.0 FS

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. 

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 354 or CMST 255, or CMST 370 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 (MJS majors).

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 MBS 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 48 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 JOUR 101.
- CDES 102 Principles of Comm Design 3.0 FS
- CDES 103 Writing for Electronic Media 3.0 FS
- CDES 206 Intro Photo Com & Dig Imaging 3.0 FS
- CDES 307 Technology and Communication 3.0 FS
- 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 depending 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 Communictn 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
- 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 125 ARTS 122, 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 Commun 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
  Prerequisites: CDES 114, CDES 281, or faculty permission.
- 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 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 18-21 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
- 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
- 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 333, CDES 334.
- CDES 345 Corporate Design Systems 3.0 SP
  Prerequisites: CDES 333, 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.

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
- Prerequisites: CDES 114, CDES 261, or faculty permission.
- CDES 314 Intro Multimedia Dsgn & Dev 3.0 FA
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 123 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
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
- CDES 366 Field Video Production 3.0 FS
Prerequisites: CDES 103, CDES 206, CDES 216; CDES 141, CDES 261 (both with a grade of C or higher).

WRITING: 3 units
1 course selected from:
- CDES 313 Basic Advertising Copywriting 3.0 FS
- 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 261 (with a grade of C or higher) or faculty permission.
- CDES 345 Media Production Management 3.0 FA
Prerequisites: CDES 366.
- CDES 348 Program & Audience Analysis 3.0 FA
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
- CDES 365 Electronic Media Management 3.0 SP
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.
- 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:

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
- 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 FA
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.

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
- 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
This course is also offered as JOUR 101.
- 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 373 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
Media Emphasis: 6 units
2 courses selected from:
Select both courses from one of the following groups.

**Video Group**
- CDES 316 Field Video Production 3.0 FS
  Prerequisites: CDES 310, CDES 206, CDES 290, 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 FA
- CDES 322 Advanced WWW Design & Publish 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 301.
- 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.

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**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 thematic units, 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.

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**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 101, JOUR 260. For Option in News-Editorial: JOUR 321. For Option in Public Relations: JOUR 341.
- JOUR 460H Eth Probs in Mass Media-Hnr 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 course requirements.

**THE OPTION IN NEWS-EDITORIAL: 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 152.
- 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.
  This course is also offered as POLS 144.
- JOUR 313 International Communication 3.0 FS
- 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 255, 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 3 units, with 1 unit counting toward Group B and up to 2 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 Photographic Journalism 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 News-Editorial Option. JOUR 351 and 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.
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 260, JOUR 341.
JOUR 445 Public Relations Laboratory 2.0 FS
Prerequisites: JOUR 244, JOUR 260, JOUR 341, JOUR 344.

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 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.

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 130, 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 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 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 344.
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.
4 courses selected from:
CDES 103 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 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
Prerequisites: CDES 103, CDES 216, CDES 261 (with a grade of C or higher) or faculty permission.
CDES 311 Electronic Media Regulation 3.0 FS
Prerequisites: Senior standing or faculty permission.
CDES 323 Human Interface Design 3.0 FA
Prerequisites: CDES 222.
CDES 373 Design & Dev of Instruct Prod 3.0 FS
Prerequisites: CDES 272.
CDES 475 Performance Analysis 3.0 FS
Prerequisites: CDES 373.
CDES 476 Res, Theory, App in INST 3.0 FS
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 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 3.0 FS
Prerequisites: JOUR 244, JOUR 260.

Electives: 9 units
3 courses selected from:
JOUR 310 Entertain/Media/Amr Culture 3.0 FS *
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.

News-Editorial Pattern: 18 units

Pattern Core: 9 units
2 courses required:
JOUR 260 Writing for Mass Media 3.0 FS
Prerequisites: ENGL 130.
JOUR 320 Mass Communication Law 3.0 FS
Prerequisites: JOUR 101, JOUR 260.

1 course selected from:
JOUR 327 News Editing and Copyreading 3.0 FS
Prerequisites: JOUR 260.

Electives: 9 units
3 courses selected from:
JOUR 310 Entertain/Media/Amr Culture 3.0 FS *
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.
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 Comm 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.

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 Comm 3.0 FS
CMST 251 Adv Presentational Speaking 3.0 FS
Prerequisites: CMST 131.
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 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 or one article or paper and a portfolio within the applicant’s specialty to exhibit his/her skills, abilities, and talents in the expected area of emphasis.

Advancement 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:

Prerequisite: CDES 222 or faculty permission. Completion of, or concurrent enrollment in, CDES 323 is recommended.
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 approved 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 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. 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 30).

4. A statement outlining the applicant’s motivation, objectives, and expected area of emphasis in graduate study.

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, an abstract of this article, and a portfolio within the applicant’s specialty to exhibit his/her 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 and hardware function.

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 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:

   Research and Theory Core: 18 units
   - CMST 603 Methodology and Human Commun Res 3.0 SP
   - CDES 671 Sem Theory/Res for 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 & Communicatin Age 3.0 FA
   - CDES 679 Practicum/Multimedia Prog 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 699P Master’s Project 3.0 FS
   - Prerequisites: Faculty permission.
   - CDES 699T Master’s Thesis 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 UC 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.

Graduate Literacy Requirement:
Writing proficiency is a graduation requirement. MS 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. A maximum of 10 units combined of ABC/No Credit, AB/No Credit, and Credit/No Credit grading 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 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 Instructional Technology majors. Consult the Graduate Coordinator for specifics.

The Faculty
Department of Communication Design
Teresa Bergman, 2001, Asst Professor, PhD, UC Davis.
John G. Berryman, 1989, Professor, MAA, Montana State Univ.
Dolores T. Blalock, 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. Roussell, 1996, Assoc Professor, PhD, VA Tech.
Barbara Sudick, 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, Assist Professor, PhD, U Texas.
Madeleine M. Keaveney, 1974, Professor Emerita, PhD, U Illinois.
Stephen W. King, 1987, Dean, Dean Emeritus, PhD, USC.
Michael D. Scott, 1981, Professor, PhD, USC.
William R. Todd-Mancillas, 1985, Professor, PhD, Florida St.
Kristina Whalen, 1998, Assoc Professor, PhD, Florida St.

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** 3.0 Fa/Spr
- 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 competence in a research methodology appropriate to the field of communication and the student's interests, review of literature, collecting of data, and acceptance of a prospectus for a project or thesis. Formerly COM 299H.

**COMM 499H Senior Honors** 3.0 Fa/Spr
- Prerequisites: COMM 399H; college Honors Adviser's and instructor's permission. The purpose of this course is to bring to fruition the research project or thesis which was begun in COMM 399H. It also entails public presentation of the project or thesis. Credit/no credit grading only. Formerly COM 299H.

### Communication Design Course Offerings

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Units</th>
<th>Terms</th>
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<tbody>
<tr>
<td>CDES 101</td>
<td>Introduction to Communication</td>
<td>3.0 Fa/Spr</td>
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<tr>
<td>CDES 102</td>
<td>Principles of Communication Design</td>
<td>3.0 Fa/Spr</td>
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<td>CDES 103</td>
<td>Writing for Electronic Media</td>
<td>3.0 Fa/Spr</td>
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<td>CDES 104</td>
<td>Computer Technology in Communication</td>
<td>2.0 Fa/Spr</td>
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<td>CDES 105</td>
<td>Stage Electrics</td>
<td>2.0 Spring</td>
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<tr>
<td>CDES 106</td>
<td>Visual Communication Concepts</td>
<td>2.0 Fa/Spr</td>
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<tr>
<td>CDES 107</td>
<td>Visual Aesthetics</td>
<td>3.0 Fa/Spr</td>
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<td>CDES 206</td>
<td>Introduction to Photography and Digital Imaging</td>
<td>3.0 Fa/Spr</td>
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<td>CDES 214</td>
<td>Computer Graphics</td>
<td>3.0 Fa/Spr</td>
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<td>CDES 216</td>
<td>Introduction to Audio in Media</td>
<td>3.0 Fa/Spr</td>
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<td>CDES 221</td>
<td>Introduction to Information Studies</td>
<td>3.0 Fa/Spr</td>
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<td>CDES 222</td>
<td>Introduction to WWW Design and Publishing</td>
<td>3.0 Fa/Spr</td>
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<tr>
<td>CDES 223</td>
<td>Visual Communication Portfolio Review</td>
<td>1.0 Fa/Spr</td>
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<td>CDES 224</td>
<td>History of Documentary Film</td>
<td>3.0 Fall</td>
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<td>CDES 225</td>
<td>North American Cinema</td>
<td>3.0 Spring</td>
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<td>CDES 241</td>
<td>Analysis of Applied Media Methods</td>
<td>2.0 Fa/Spr</td>
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<td>CDES 242</td>
<td>Design of Instruction and Training</td>
<td>3.0 Fa/Spr</td>
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<tr>
<td>CDES 243</td>
<td>Foundations of Electronic Media</td>
<td>3.0 Fa/Spr</td>
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<tr>
<td>CDES 244</td>
<td>Introduction to Instruction and Training</td>
<td>3.0 Fa/Spr</td>
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<tr>
<td>CDES 245</td>
<td>Design of Instruction and Training</td>
<td>3.0 Fa/Spr</td>
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<tr>
<td>CDES 246</td>
<td>Print as Digital Output Medium</td>
<td>3.0 Fa/Spr</td>
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### Prerequisites
- ENGL 130
- CDES 101
- CDES 102
- CDES 103
- CDES 104
- CDES 105
- CDES 106
- CDES 107
- CDES 206
- CDES 214
- CDES 216
- CDES 221
- CDES 222
- CDES 223
- CDES 224
- CDES 225
- CDES 226
- CDES 227
- CDES 228

### Course Description
- **CDES 101 Introduction to Communication**: 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**: An introductory survey course demonstrating the methods and principles common to the communication design disciplines, including problem-solving, composition, idea generation, and storytelling. Formerly CDES 002.
- **CDES 103 Writing for Electronic Media**: An introduction to the styles and formats used in writing for radio, television, multimedia, and the Web. Writing includes commercials/public service announcements, news, and informational programming. Special fee required; see The Class Schedule. Formerly COM 299.
- **CDES 104 Computer Technology in Communication**: Introduction to computer systems and applications relevant to the design, communication, and creative fields. Overview of hardware and software. The implications of working in a networked environment. Basic computer security, backup, and recovery. Macintosh, Windows, and UNIX environments. Special fee required; see The Class Schedule. Formerly CDES 003.
- **CDES 105 Stage Electrics**: An introduction to technical theatre production in the areas of stage and television lighting practices and equipment operation. Class 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 106 Visual Communication Concepts**: Visual communication is explored through images which audiences view. Includes graphic design methodology, layout, typogrophy, 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 023D.
- **CDES 107 Visual Aesthetics**: For Graphic Design majors only. Visual communication is explored through images which audiences view. Includes graphic design methodology, layout, typogrophy, symbolism, and grid systems developed from thumbnail through comprehensive. 1.0 hour lecture, 3.0 hours laboratory. Formerly CDES 023D.
- **CDES 206 Introduction to Photography and Digital Imaging**: An introduction to 35mm photography, emphasizing camera control, composition, and lighting and the fundamentals of digital imaging, including scanning, image manipulation, and printing. Includes a broad-based survey of photography, 2.0 hours laboratory, Special fee required; see The Class Schedule. Formerly CDES 092.
CDES 282  Digital Pre-publishing I 3.0 Fa/Spr
Prerequisites: CDES 144, CDES 281, or faculty permission.
Introduction to digital pre-publishing (print and WWW). Examination of document layouts and page makeup, including software applications. Proper use of type as alphanumeric symbols and concepts of character and paragraph formatting are stressed. The course includes an introduction to file importing techniques and strategies for complex document construction. This course is appropriate for students who want an understanding of introductory content creation techniques for publication. 2.0 hours discussion, 3.0 hours laboratory.
Special fee required; see The Class Schedule. Formerly CDES 186A.

CDES 303  Communication Criticism 3.0 Fa/Spr
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher.
Study of various approaches to the critical examination of communication. Application of principles to selected examples. This course is required for all majors in the Department of Communication Design. 2.0 hours lecture, 1.0 hour discussion. This is a writing proficiency, WJP, course; a grade of C- or better is required for students who declare a major in the Communications Design Department. Formerly CDES 126.

CDES 307  Technology and Communication 3.0 Fa/Spr
Prerequisites: CDES 102.
Students will acquire a qualitative understanding of how various information and communication technologies work, the social needs that drive technology developments, and the future impact of new information technologies on work and society. This course is required for all majors in the Department of Communication Design. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 107.

CDES 311  Electronic Media Regulation 3.0 Fa/Spr
Prerequisites: CDES 281, or a grade of C- or higher or faculty permission.
A review of the legal assumptions of telecommunication regulation; a review of the major legal issues, cases, and legislative acts which form the concept of telecommunication regulation. Formerly CDES 263.

CDES 313  Basics of Advertising Copywriting 3.0 Fa/Spr
Prerequisites: CDES 101 or JOUR 260.
An analysis of the role of the copywriter in the creation of media advertising. Emphasis on effective copywriting. Training in the creation of complete campaigns. Includes brief study of ethics and regulations of advertising. Special fee required; see The Class Schedule. Formerly CDES 123.

CDES 314  Introduction to Multimedia Design and Development 3.0 Fall
Prerequisites: Basic computer literacy, faculty permission.
A study in the design and development of multimedia. Emphasis on conceptualizing multimedia products for use in education and training, information delivery, and performance support. Hands-on skill development in creating digital elements for use in multimedia, such as graphics, audio, and video and combining these elements into interactive programs. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule. Formerly CDES 270A.

CDES 315  Electronic Media Economics 3.0 Fall
Prerequisites: CDES 261 (with a grade of C- or higher) or faculty permission.
An examination of contemporary trends in the telecommunication industry. Formerly CDES 240.

CDES 317  Information and Communication Technologies 3.0 Fa/Spr
Examines the use of computer systems and technology in expanding and improving traditional communication methods. The role of computers in production and distribution of mass media forms will be studied as well as implications for individualization and communication modules. Packet-switching burst communication transmissions will be explored. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see The Class Schedule. Formerly CDES 286.

CDES 319  New Telecommunication Technologies 3.0 Spring
Prerequisites: Senior standing or faculty permission.
An exploration, by means of a team project, of the new technologies related to communication and information media. 2.0 hours discussion, 3.0 hours laboratory. Formerly CDES 269.

CDES 321  Specialized Information Systems 3.0 Fa/Spr
Prerequisites: CSI 100 or equivalent experience with computers.
Develop knowledge of (a) the role of information and specialized information systems in modern organizations and (b) how changes in the world information environment challenge organizations. Introduces methods of designing and preparing specifications of information systems for a variety of specialized tasks. Formerly CDES 210.

CDES 322  Advanced WWW Design and Publishing 3.0 Fa/Spr
Prerequisites: CDES 222.
Modern Web technologies for the production and publication of Web pages and sites. Production of client-side and server-side dynamic Web pages to accept user input and retrieve information from databases. Style sheets for controlling Web page appearance. 2.0 hours lecture, 3.0 hours laboratory. Formerly CDES 217.

CDES 323  Human Interface Design 3.0 Fall
Prerequisites: CDES 222.

CDES 325  Government Information and Telecommunication Systems 3.0 Fall
Prerequisites: Junior or senior standing.
Relationships between governmental processes and the availability of public information and channels of communication. Intergovernmental agencies and federal, state, and local governments as sources of published and unpublished information and as forces in the development of communication systems. Formerly CDES 211.

CDES 327  Visual Information Design 3.0 Fa/Spr
Prerequisites: CDES 214, CDES 282.
Introduction to typographic and diagramatic information design with an emphasis on improving the accessibility and usability of complex data for print and interactive media. Topics include principles of visual and typographic composition, visual perception and cognition, visual symbols, visual representations of hierarchical structures and quantitative information, interaction and navigation in visual interface design. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 217.

CDES 331  History of Graphic Design 3.0 Spring
The course is designed to expose visual communication students to significant graphic forms, personalities, and movements. Students will relate symbolic, typographic, photographic, and illustrative imagery to informative and persuasive media. Formerly CDES 131.

CDES 332  Letterforms 3.0 Fa/Spr
Prerequisites: CDES 230.
Exploration of letterforms; historical through contemporary. Alphabet development and modification for visual communication. Experience with traditional letterform techniques and how they interface with current computer technologies. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 130.

CDES 333  Graphic Visualization 3.0 Fa/Spr
Prerequisites: CDES 230.
Students with foundation techniques for interpreting and explaining visual concepts. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 133A.

CDES 335  Advertising Design 3.0 Fall
Prerequisites: CDES 333 or CDES 335.
Course designed to enable student exploration of broad professional field of visual advertising design, special creative technique and presentation methods; interface with corporations, institutions, and government. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 134.

CDES 336  Reprographics 3.0 Fa/Spr
Prerequisites: CDES 230.
The study of graphic technical processes as they relate to the graphic designer, illustrator-artist. Begins with preparation of art work for reproduction. 2.0 hours discussion, 2.0 hours activity. Formerly CDES 137.

CDES 337  Packaging 3.0 Spring
Prerequisites: CDES 333, CDES 334.
To prepare the student to develop communication methodology for solving experimental packaging problems; to develop two-dimensional and three-dimensional package simulation techniques; to understand the marketing aspects of packaging, technical reproduction methods of packaging, and interface them with the visual media. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 145.
### Communication

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Title</th>
<th>Units</th>
<th>Terms</th>
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<tbody>
<tr>
<td>CDES 338</td>
<td>Illustration Design</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>CDES 362 Media Performance 3.0 Fall and online media are discussed and analyzed. Formerly CDES 248.</td>
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<tr>
<td>CDES 341</td>
<td>American Radio and Television</td>
<td>3.0</td>
<td>Spring</td>
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<tr>
<td>Prerequisites:</td>
<td>CDES 133, CDES 206, CDES 216; CDES 141, CDES 261 (both with a grade of C or better); faculty permission. This course examines the development of radio/television formats, programming techniques, and genres from historical and critical standpoint. 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.</td>
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<tr>
<td>CDES 343</td>
<td>Narrative Scriptwriting</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>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.</td>
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<tr>
<td>CDES 345</td>
<td>Media Production Management</td>
<td>3.0</td>
<td>Fall</td>
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<tr>
<td>Prerequisites:</td>
<td>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.</td>
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<tr>
<td>CDES 348</td>
<td>Programming and Audience Analysis</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>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.</td>
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<tr>
<td>CDES 362</td>
<td>Media Performance</td>
<td>3.0</td>
<td>Fall</td>
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<tr>
<td>Prerequisites:</td>
<td>CDES 216... The skills and techniques of announcing in audio, slide, film, and video presentations. Areas covered include copy interpretation and the objective definition and delivery of a script 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.</td>
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<tr>
<td>CDES 363</td>
<td>Broadcast News</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>CDES 206, 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.</td>
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<tr>
<td>CDES 365</td>
<td>Electronic Media Management</td>
<td>3.0</td>
<td>Spring</td>
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<tr>
<td>Prerequisites:</td>
<td>CDES 261 (with a grade of C or higher) or faculty permission. The programming and management principles involved in the operation of television and radio 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 264.</td>
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<tr>
<td>CDES 366</td>
<td>Field Video Production</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>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 all aspects of 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.</td>
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<tr>
<td>CDES 368</td>
<td>Public Affairs Programming</td>
<td>3.0</td>
<td>Fall</td>
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<tr>
<td>Prerequisites:</td>
<td>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.</td>
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<tr>
<td>CDES 373</td>
<td>Design and Development of Instructional Products</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>CDES 277. 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.</td>
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<tr>
<td>CDES 396</td>
<td>Intermediate Photography and Digital Imaging</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 398</td>
<td>Special Topics</td>
<td>1.0-3.0</td>
<td>Fa/Spr</td>
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<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 399</td>
<td>Special Problems</td>
<td>1.0-3.0</td>
<td>Fa/Spr</td>
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<tr>
<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 414</td>
<td>Advanced Multimedia Design and Development</td>
<td>3.0</td>
<td>Spring</td>
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<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 425</td>
<td>Production Planning and Estimating for WWW</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 429</td>
<td>WWW Practicum</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<td>Prerequisites:</td>
<td>CDES 222 or faculty permission. Completion of, or concurrent enrollment in, CDES 123 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.</td>
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<td>CDES 431</td>
<td>Publication Design</td>
<td>3.0</td>
<td>Fall</td>
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<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 432</td>
<td>Environmental Graphic Design</td>
<td>3.0</td>
<td>Fall</td>
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<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 434</td>
<td>Typography II</td>
<td>3.0</td>
<td>Fa/Spr</td>
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<td>Prerequisites:</td>
<td>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 113B.</td>
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<td>CDES 435</td>
<td>Corporate Design Systems</td>
<td>3.0</td>
<td>Spring</td>
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<td>Prerequisites:</td>
<td>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.</td>
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<td>CDES 436</td>
<td>Kinetic Typography</td>
<td>3.0</td>
<td>Spring</td>
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<tr>
<td>Prerequisites:</td>
<td>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.</td>
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</table>
CDES 476 Research, Theory, and Application
2.0-5.0 Fa/Spr
Prerequisites: CDES 133, 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 1.0 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 hour 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 168B.

CDES 468 Video Production Workshop
3.0 Fall
Prerequisites: CDES 366.
Selected video production projects involving advanced techniques not covered in other production courses, including integration of other 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 292.

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 173 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 173.
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 173.
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 290, 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 291.

CDES 494 Photographic Copying and Titling Techniques
1.0 Fa/Spr
Prerequisites: CDES 290.
This course is designed to teach students concepts and skills in photographic copying and titling techniques and their applications to motion picture, instructional media, and TV production. 3.0 hours laboratory. Formerly CDES 291.

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 posterization, 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
Introduction to the operation, testing, and management of the technologies of modern Central Office/Remote Office switching and signaling functions, including hardware and software. 1.0 hour lecture, 2.0 hours activity. ABC/no credit grading only. Formerly CDES 386.

CDES 625 WAN Technologies
2.0 Inquire
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), 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
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 networking applications, and digital services systems, including synchronization systems. .5 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 emphases on evidence, reasoning, analysis, and argument. Oral advocacy of ideas with a focus on critical thinking. Open to Honors students only. 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 SPCH10.

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 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 255 Advanced Presentational Speaking 3.0 Fa/Spr
Prerequisites: CMST 131.
The use of presentational 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, recorders, 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 256 Argumentation and Debate 3.0 Fa/Spr
Prerequisites: CMST 131 or CMST 132.
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.

CDES 628 Telecommunications Networks Operations 1.0 Inquire and Reliability
Introduction to the management and use of the technologies of network operations, administration, management, and provisioning. .5 hour lecture, 1.0 hour activity. ABC/no credit grading only. Formerly CDES 388.

CDES 671 Seminar in Theory and Research 1.0 Fall
As a seminar, this course is designed to challenge students to think critically about the modes, functions, and consequences of communication in instructional settings. Formerly CDES 300.

CDES 672 Research Methods in Instructional Technology 3.0 Spring
An overview of research strategies for instructional technology. Emphasis on critical review of existing research, formulating research questions, selecting a research methodology, collecting data, and reporting results. Key outcome is student generation of a proposal for the research or project component of the M.S. in Instructional Technology. Formerly CDES 303.

CDES 673 Developing Instructional Products 3.0 Fa/Spr
Prerequisites: CDES 271; CDES 472; CDES 475.
Exploration and application of instructional design models. The student functions as an instructional consultant, analyzing an instructional problem/opportunity, designing and developing an instructional intervention. The emphasis is on developing products for incorporation into an instructional design portfolio. Formerly CDES 372.

CDES 674 Evaluation 3.0 Fa/Spr
Prerequisites: CDES 673.
Exploration and application of evaluation theory and models. The emphasis is on the evaluation of instructional products and programs, and of performance interventions. Examination of sampling techniques and measurement methods that support the evaluation effort. Formerly CDES 373.

CDES 675 Performance Analysis 3.0 Fa/Spr
Prerequisites: CDES 271; CDES 472 or CDES 673.
The field of performance technology, its relationship to the organization and the changing global economy are explored to broaden theoretical perspectives and practical procedures of performance analysis. Focus is on application of both knowledge and skills to the analysis of a variety of performance problems, the application of tools and techniques used in performing an analysis, and the design of a performance system. Formerly CDES 371.

CDES 676 Advanced Instructional Design and Development 3.0 Fall
Prerequisites: CDES 373 or CDES 475.
Project-based course designed to develop the student's ability to function as a project leader and team member in the development of instructional projects incorporating print, video, and computer-mediated delivery systems. Emphasis on design and development as well as team management. 1.0 hour discussion, 4.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 382.

CDES 677 Effects of Information and Communication Age 3.0 Fall
Prerequisites: CDES 271; CDES 472; CDES 475.
An overview of the ways in which the three information systems will be discussed. Formerly CDES 305.

CDES 679 Practicum in Multimedia 3.0 Spring
Prerequisites: CDES 134, faculty permission.
Project-based course designed to develop the student's ability to function as a project leader and team member in the development of multimedia programs and prototypes. Emphasis on multimedia design and development as well as team management. 1.0 hour discussion, 4.0 hours activity. Special fee required; see The Class Schedule. Formerly CDES 381.

CDES 679H Independent Study 1.0-3.0 Fa/Spr
Prerequisites: Faculty permission. This course is a graduate-level independent study offered for 1.0-3.0 units respectively. Special fee required; see The Class Schedule. Formerly CDES 389.

CDES 699P Master's Project 3.0 Fa/Spr
Prerequisites: Faculty permission.
You may take this course more than once for a maximum of 6.0 units. Formerly CDES 399P.

CDES 699T Master's Thesis 3.0 Fa/Spr
Prerequisites: Faculty permission.
You may take this course more than once for a maximum of 6.0 units. Formerly CDES 399T.
CMST 331 Issues in Communication Studies 3.0 Fa/Spr
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or better. Writing skills course for communication studies majors that addresses issues such as ethics, practical applications of theory and research in communication, the function of human subjects review, how to conduct a scholarly literature review, and how to write a scholarly research paper in communication studies. Formerly CMST 101.

CMST 332 Communication Research 3.0 Fa/Spr
Examination, evaluation, and application of scientific methods of communication research, especially those directly applicable to human communication. Formerly CMST 102.

CMST 334 Gender and Communication 3.0 Fa/Spr
Using both cognitive and experiential models, this course will explore the relationships between gender and communication. Lectures/discussions/exercises will focus on such topics as self-perceptions and images of men and women, language used by and about men and women, self-disclosure and self-ascription as communicative acts, gender differences in information processing and non-verbal communication, private and public contexts for gender communication, and gender communication in organizations. This is an approved General Education course. Formerly CMST 120.

CMST 335 Intercultural Communication: Theories and Practice 3.0 Fa/Spr
Focus is on the problems of communication between cultural groupings inside and outside of the U.S. Aspects of communication theory, non-verbal, interpersonal and organizational communication, and world systems theory. This is an approved Ethnic course. Formerly CMST 125.

CMST 339 Forensics 1.0-3.0 Fa/Spr
This course is offered as 339A-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 8.0 units. Special fee required; see The Class Schedule. Formerly CMST 119.

CMST 350 Rhetorical Criticism 3.0 Fall
Prerequisites: CMST 111, CMST 331, or faculty permission. Study of rhetorical criticism as a major approach to understanding human communication. Study of selected methods and perspectives for such criticism, including experience in their application to critical practice. Formerly CMST 110.

CMST 354 Persuasion 3.0 Fa/Spr
Prerequisites: CMST 131. Basic theories of persuasion, including variables, resources, and constraints affecting persuasive discourse in diverse situations. Preparation and presentation of persuasive speeches designed to modify attitudes and behavior. Formerly CMST 114.

CMST 356 Genocide and Mass Persuasion in the 20th Century 3.0 Fa/Spr
Lectures, guest speakers, and films are used to explore the rhetorical, historical, social, and cultural impact of genocide in the 20th century, with special focus on mass persuasion and propaganda. In addition, the moral implications of genocide are considered. This is an approved General Education course. This is an approved Non-Western course. Formerly CMST 156H. This course is also offered as SOCI 356 and MJJS 356.

CMST 356H+ Genocide and Mass Persuasion in the 20th Century - Honors 3.0 Fall
Prerequisites: Acceptance into the Honors Program. Lectures, guest speakers, and films are used to explore the rhetorical, historical, social, and cultural impact of genocide in the 20th century, with special focus on mass persuasion and propaganda. In addition, the moral implications of genocide are considered. This is an approved General Education course. This is an approved Non-Western course. Formerly CMST 156H. This course is also offered as SOCI 356H and MJJS 356H.

CMST 370 Introduction to Organizational Communication 3.0 Fa/Spr
The study and survey of major content areas of organizational communication theory and research. Contemporary theories related to organizational environments are reviewed with an emphasis on technology in organizations and its relationship to communication process. Content areas include ethics, networks, diversity and cultures, changing employer-employee relations, feedback, groups, home-workplace tensions, and various emerging topics in the field. Formerly CMST 117.

CMST 398 Special Topics 1.0-3.0 Inquire
This course is offered 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 198.

CMST 399 Special Problems 1.0-3.0 Fa/Spr
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 communication study. You may take this course more than once for a maximum of 6.0 units. Credit/no credit grading only. Formerly CMST 199.

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 JOUR 424 and 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, CMST 131, CMST 233, CMST 331, and CMST 255 or CMST 354 with a grade of C- or higher. Study of representative theories of rhetoric and communication form classical to modern times. Emphasis on continuing questions, trends, developments, and influence upon contemporary thought. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. Formerly CMST 211.

CMST 454 Jewish Rhetoric 3.0 OddFall
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher for MAJS majors. Formerly 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 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 talmudic argumentation, rabbinal homilies, 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 proposed major in Modern Jewish Studies, but does not 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 MAJS 454.

CMST 455 Israeli Public Address 3.0 EvenFall
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 MAJS 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. 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. 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, and CMST 354. Formerly CMST 354. 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 495 Media and 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. 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 MAJS 455.

CMST 497 Special Problems 1.0-3.0 Fa/Spr
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 communication study. You may take this course more than once for a maximum of 6.0 units. Credit/no credit grading only. Formerly CMST 199.
CMST 470 Organizational Communication Theories 3.0 Fa/Spr  
Prerequisites: CMST 231, CMST 331, and CMST 370 with a grade of C- or higher.  
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 231, CMST 331, and CMST 370 with a grade of C- or higher; CMST 132 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 majors. Formerly CMST 229.

CMST 480 Managing Interpersonal Conflict Through Communication 3.0 Fa/Spr  
Prerequisites: CMST 131, CMST 233, CMST 311, 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 constructiveness. Course activities such as in-class skill building exercises, readings, lectures, discussions, films, audiocassette 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 311, 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 311, and CMST 370 with a grade of C- or higher; CMST 132.  
Students master advanced interviewing 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 489 Internship Program 1.0-10.0 Fa/Spr  
Prerequisites: CMST 131, CMST 233, CMST 311, and CMST 370 with a grade of C- or higher; CMST 132 for CMST majors or by faculty permission for non-majors.  
To enroll in CMST 489, students must apply for an internship directly with CMST. Course activities include job search interviews, industry tours, and company development. 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 311.

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 SOCI 456 and MJJS 556.

CMST 601 Seminar in Communication Studies 3.0 Fall  
Prerequisites: CMST 330; CMST graduate standing or faculty permission. Reviews classical and contemporary research in communication. Introduces graduate students to scholarly study of human and mediated communication. Formerly CMST 301.

CMST 602 Seminar in Communication Research Methods 3.0 Fall  
Prerequisites: CMST 330; CMST graduate standing or faculty permission. This course is designed to provide students with a 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 quantitative 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 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  
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 research in interpersonal communication; 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. As a seminar, this course is designed to challenge mature students to think critically about the modes, functions, and consequences of communication processes in organizational contexts. This course explores 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 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 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. 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.
Communication

CMST 614 Feminist Rhetorical Theories 3.0 OddFa
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 607 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 659 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 topical 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 044.

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 110.

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 raised 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 WNST 311.

JOUR 313 International Communication 3.0 Fa/Spr
How the press operates in other societies, both free and authoritarian; the role of journalism in shaping foreign policy in America and abroad; the role of the press in developing countries; the past journalism plays in international and world organizations; the history of significant foreign press systems; the American press in an international context. Open to non-majors. Formerly JOUR 233.

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 321 Public Affairs Reporting 3.0 Fa/Spr
Prerequisites: HIST 130, JOUR 260, POLS 135.
Designed for students planning reporting or editing careers. Development of greater skills in story recognition and judgment, information gathering, and finished written presentation, including specialized reporting and ethics. Stress is placed on leads, the complex story, and polished writing. 2.0 hours discussion, 2.0 hours activity. Special fee required; see The Class Schedule. Formerly JOUR 121.

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 on changing technology 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 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 129B.

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 129B.

JOUR 331 Public Relations Strategy 3.0 Fa/Spr
Prerequisites: JOUR 244, JOUR 260, JOUR 341.
Principles and practices of writing styles for public relations. Emphasis will be on writing tailored to an organization’s communication needs. Required for majors. 2.0 hours discussion, 2.0 hours activity. Formerly JOUR 141.

JOUR 334 Public Relations Strategy 3.0 Fa/Spr
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 341 for public relations option; JOUR 121 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.
Comm unication

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 411 Race and Diversity in Media 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 417 Special Problems 1.0-3.0 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 331, 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 331, 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 political 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, JOUR 344, JOUR 445. 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 341, 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
This course is for special topics 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 478 Special Problems 1.0-3.0 Fa/Spr
This course is for special topics 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 498 Special Topics 1.0-3.0 Fa/Spr
This course is for special topics 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 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.