

**Program**

**BA in Communication Design**

**Options in:**

- Graphic Design
- Mass Communication Design
- Media Arts

**BA in Communication Studies**

**Options in:**

- Organizational Communication
- Communication and Public Affairs

**BS in Instructional Design and Technology**

**BA in Journalism**

**Options in:**

- News-Editorial
- Public Relations

**Minor in Broadcasting**

**Minor in Communication Design**

**Minor in Communication Studies**

**Minor in Instructional Design**

**Minor in Journalism**

**Certificate in Electronic Printing and Publishing**

**MA in Communication Studies**

**Facilities**

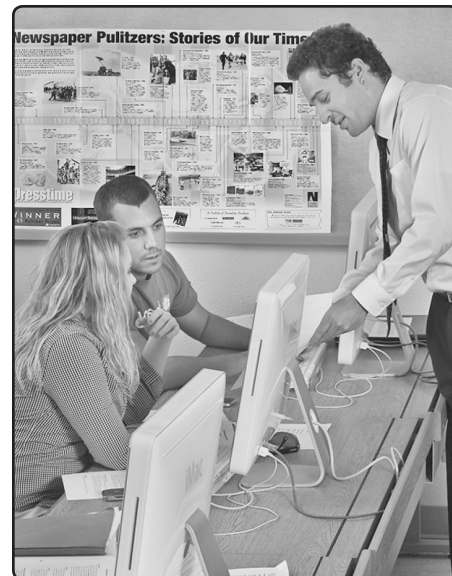
Students have access to computer writing and information technology labs, a fully equipped speech and debate squad room, audio and video production and editing facilities, digital photograph facilities, digital imaging labs, print/graphic design facilities, color television studios, a print technology laboratory, and the services of Academic Technologies.

**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, the U.S., and around the world.

**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 (a 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. The Graphic Design Option provides a liberal arts degree that focuses on skills in commercial art, corporate communication, and advertising and environmental design. Mass Communication Design majors have opportunities in many media industries and agencies, network design, multimedia, and web design. Graduates from the Media Arts Option work in all forms of electronic media which include television, radio, digital production, and post production. Many graduates go on to careers in scriptwriting, producing, and directing. The Department offers a broad array of facilities, including high definition television.

Graduates of the BS in Instructional Design and Technology find careers in government, industry, and military organizations in the field of human performance technology and training development. As designers and developers of training materials and systems they apply communication technology to E-learning and other distance formats, interactive multimedia, computer based instruction, as well as traditional media for education and training.

The BA and MA in Communication Studies offer humanistic and social science approaches leading to a wide range of employment options, including sales, education, research, management, consulting, and human services.

With a BA in Journalism, Public Relations Option graduates work in corporate, travel, entertainment, government, and non-profit settings. News-editorial Option graduates work with organizations such as newspapers, magazines, and new technology businesses.

# Communication

College of Communication and Education  
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**Internship Coordinator: Glen L. Bleske**

# 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 advisor or view it and other current advising information at <http://em.csuchico.edu/aap/ProgramSearch>.

## 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.

## Diversity Course Requirements: 6 units

See "Diversity Requirement" in the *University Catalog*. Most courses taken to satisfy these requirements may also apply to General Education.

## U.S. History, Constitution, and American Ideals: 6 units

See "U.S. History, Constitution, and American Ideals" under "Bachelor's Degree Requirements". This requirement is normally fulfilled by completing HIST 130 and POLS 155 or approved equivalents. 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: 45 units

Completion of 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 major 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.

## Major Core Program: 30 units

### 10 courses required:

CMST 131	Speech Comm Fundamentals	3.0	FS *
CMST 132	Small Group Communication	3.0	FS *
CMST 233	Found of Interpersonal Com	3.0	FS
CMST 330	Intro to Comm Studies	3.0	FS
CMST 331	Communication Scholarship	3.0	FS
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or better.			
CMST 332	Communication Research	3.0	FS
CMST 335	Intercult Comm Theory/Pract	3.0	FS USD
CMST 350	Found of Rhet Comm Theory/Prac	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331 with a grade of C- or higher.			
CMST 370	Intro to Organizational Comm	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331 with a grade of C- or higher.			
CMST 489	Internship Program	1.0-10.0	FS
Prerequisites: Completion of 18 units within either the Major Core, Organizational Communication Option, or Communication and Public Affairs Option.			

Note: CMST 489 must be taken for at least 3 units.

Communication Studies students must pass CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a C- or better prior to enrolling in any 400-level CMST courses.

## Major Option Course Requirements: 15 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 Organizational Communication: 15 units

#### 3 courses required:

CMST 470	Organizational Comm Theories	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher for CMST majors or by faculty permission for non-majors.			

CMST 472	Org Ldrshp & Decsn Making	3.0	FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher; CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; CMST 132 for CMST majors or by faculty permission for non-majors.			

CMST 484	Advanced Interviewing Skills	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; CMST 132 for CMST majors or by faculty permission for non-majors.			

#### 6 units selected from:

CMST 139A	Forensics	1.0	FS
CMST 139B	Forensics	2.0	FS
CMST 139C	Forensics	3.0	FS
CMST 334	Gender and Communication	3.0	FS *
CMST 424	Public Opinion and Propaganda	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and 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 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher for CMST majors only.			
This course is also offered as JOUR 428, and POLS 428.			

CMST 459	Health Communication	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; either CMST 334 or CMST 335.			

CMST 462	Rhetoric: Contexts and Issues	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.			

CMST 482	Advanced Comm & Career Skills	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; CMST 132.			

CMST 486	Contemp Issues in Org Comm	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.			

CMST 488	Comm Issues in Nonprofits	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.			

**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 advisor's approval on their selection of a minor and courses for the minor and both departments' approval for courses for the minor.

## The Option in Communication and Public Affairs: 15 units

### 3 courses required:

CMST 255	Argumentation and Debate	3.0	FS *
Prerequisites: CMST 131 or CMST 132.			
CMST 354	Persuasion	3.0	FS
Prerequisites: CMST 131.			
CMST 452	Freedom of Speech	3.0	FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher; CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; for CMST majors or by faculty permission for non-majors.			

#### 6 units selected from:

CMST 139A	Forensics	1.0	FS
CMST 139B	Forensics	2.0	FS
CMST 139C	Forensics	3.0	FS
CMST 334	Gender and Communication	3.0	FS *
CMST 424	Public Opinion and Propaganda	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and 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 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher for CMST majors only.			
This course is also offered as JOUR 428, and POLS 428.			

CMST 459	Health Communication	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; either CMST 334 or CMST 335.			

CMST 462	Rhetoric: Contexts and Issues	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.			

CMST 482	Advanced Comm & Career Skills	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; CMST 132.			

CMST 486	Contemp Issues in Org Comm	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.			

CMST 488	Comm Issues in Nonprofits	3.0	FS
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.			

**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 Communication and Public Affairs must complete a formal minor or a second major in a department outside of Communication Studies. Students must obtain their major advisor's approval on their selection of a minor and courses for the minor and both departments' approval for courses for the minor.

**Electives Requirement:**

To complete the total units required for the bachelor's degree, select additional elective courses from the total University offerings. You should consult with an advisor regarding the selection of courses which will provide breadth to your University experience and possibly apply to a supportive second major or minor.

**Grading Requirement:**

All courses taken to fulfill major course requirements must be taken for a letter grade except those courses specified by the department as Credit/No Credit grading only.

**Advising Requirement:**

Advising is mandatory for all majors in this degree program. Consult your undergraduate advisor for specific information.

**Honors in the Major**

Honors in the Major is a program of independent work in your major. It requires 6 units of honors course work completed over two semesters.

The Honors in the Major program allows you to work closely with a faculty mentor in your area of interest on an original performance or research project. This year-long collaboration allows you to work in your field at a professional level and culminates in a public presentation of your work. Students sometimes take their projects beyond the University for submission in professional journals, presentation at conferences, or academic competition. Such experience is valuable for graduate school and professional life. Your honors work will be recognized at your graduation, on your permanent transcripts, and on your diploma. It is often accompanied by letters of commendation from your mentor in the department or the department chair.

Some common features of Honors in the Major program are

1. You must take 6 units of Honors in the Major course work. All 6 units are honors classes (marked by a suffix of H), and at least 3 of these units are independent study (399H, 499H, 599H) as specified by your department. You must complete each class with a minimum grade of B.
2. You must have completed 9 units of upper-division course work or 21 overall units in your major before you can be admitted to Honors in the Major. Check the requirements for your major carefully, as there may be specific courses that must be included in these units.
3. Your cumulative GPA should be at least 3.5 or within the top 5% of majors in your department.
4. Your GPA in your major should be at least 3.5 or within the top 5% of majors in your department.
5. Most students apply for or are invited to participate in Honors in the Major during the second semester of their junior year. Then they complete the 6 units of course work over the two semesters of their senior year.
6. Your honors work culminates with a public presentation of your honors project.

While Honors in the Major is part of the Honors Program, each department administers its own program. Please contact your major department or major advisor to apply.

Students may apply for admission to the Honors in the Major Program in the College of Communication and Education. In addition to other specific requirements, each Honors student will conduct and publicly present an original research project. Consult the honors advisor in the College of Communication and Education for specific details.

**The Bachelor of Arts in Communication Design**

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

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

A suggested Major Academic Plan (MAP) has been prepared to help students meet all graduation requirements within four years. Please request a plan from your major advisor or view it and other current advising information at <http://em.csuchico.edu/aap/ProgramSearch>.

**Please see General Education, Diversity, U.S. History, Constitution, and American Ideals, and Literacy Requirements under the BA in Communication Studies.**

**Course Requirements for the Major: 51-63 units**

Completion of 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 major core program requirements.

**Major Core Program: 18 units**

**6 courses required:**

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

**Major Option Course Requirements: 33-45 units**

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

**The Option in Graphic Design: 45 units**

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

**Option Core: 8 units**

**2 courses required:**

CDES 132	Visual Communictn Concepts-D	2.0	FS
CDES 281	Print Production	3.0	FS

**1 course selected from:**

CDES 313	Basic Advertising Copywriting	3.0	FS
Prerequisites: CDES 103 or JOUR 260.			
ENGL 230	Intro to Technical 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	2D Design	3.0	FS
ARTS 125	Basic Drawing	3.0	FS
CDES 230	Visual Comm Portfolio Review	1.0	FS
Prerequisites: ARTS 122, ARTS 125, CDES 132, CDES 206, or faculty permission.			

**1 course selected from:**

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

**Level Two: 21 units**

**7 courses required:**

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

**Level Three: 3 units**

**1 course selected from:**

CDES 327	Visual Information Design	3.0	FS
Prerequisites: CDES 214, CDES 282.			
CDES 335	Advertising Design	3.0	FA
Prerequisites: CDES 333 or CDES 334.			
CDES 337	Packaging	3.0	SP
Prerequisites: CDES 333, CDES 334.			

## Communication

CDES 396	Inter. Photo & Digital Imaging	3.0	FS
Prerequisites: CDES 206 (with a grade of C or higher).			
CDES 431	Publication Design	3.0	FA
Prerequisites: CDES 333, CDES 334.			
CDES 432	Environmental Graphic Design	3.0	FA
Prerequisites: CDES 333, CDES 334.			
CDES 435	Corporate Design Systems	3.0	SP
Prerequisites: CDES 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 with a grade of C or higher or faculty permission.			

### Level Four: 3 units

#### 1 course required:

CDES 439	Design Workshop	3.0	FS
Prerequisites: CDES 333, CDES 434, CDES majors only.			

### The Option in Mass Communication Design: 39 units

Students take the Option Core for 18 units and select 21 units of elective courses from the Writing, Technical, and Criticism Groups for a total of 39 units.

#### Option Core: 18 units

##### 6 courses required:

CDES 141	Media Aesthetics	3.0	FS
CDES 271	Media & Learning	3.0	FS
CDES 315	Electronic Media Economics	3.0	FA
CDES 341	American Radio and Television	3.0	FS
CDES 344	American Cinema	3.0	FS
CDES 459	Mass Comm Design Seminar	3.0	FS
Prerequisites: Senior standing			

#### Writing Group: 3 units

##### 1 course selected from:

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

#### Technical Group: 9 units

##### 3 courses selected from:

CDES 214	Computer Graphics	3.0	FS
CDES 216	Intro: Digital Audio in Media	3.0	FS
CDES 222	Intro to WWW Design & Pub	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 Production	3.0	FS
CDES 314	Intro Multimedia Dsgn & Dev	3.0	FA
Prerequisites: Basic computer literacy, faculty permission.			
CDES 317	Info & Comm Technologies	3.0	FS
CDES 319	New Telecom Technology	3.0	SP
Prerequisites: Senior standing or faculty permission.			
CDES 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).			
CDES 396	Inter. Photo & Digital Imaging	3.0	FS
Prerequisites: CDES 206 (with a grade of C or higher).			
CDES 464	Advanced Video Editing	3.0	FS
Prerequisites: CDES 366.			

#### Criticism Group: 9 units

##### 3 courses selected from:

CDES 342	Documentary Film	3.0	FS
CDES 351	Globalizing Film & Video	3.0	FS
CDES 352	Media Arts & Identity	3.0	FS
CDES 353	World Cinema	3.0	FS

### The Option in Media Arts: 33 units

#### Option Core: 15 units

##### 5 courses required:

CDES 141	Media Aesthetics	3.0	FS
CDES 216	Intro: Digital 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
Prerequisites: CDES 103 or JOUR 260.			
CDES 343	Narrative Scriptwriting	3.0	FS
Prerequisites: CDES 103.			
CDES 363	Broadcast News	3.0	FS
Prerequisites: CDES 103, CDES 216.			

#### Management: 3 units

##### 1 course selected from:

CDES 315	Electronic Media Economics	3.0	FA
CDES 345	Media Production Management	3.0	FA
Prerequisites: CDES 366.			
CDES 348	Program & Audience Analysis	3.0	FS
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.			

Note: CDES 469 must be taken for 3 units.

#### Production: 9 units

##### 3 courses selected from:

Three courses are to be selected from the following two areas; at least one course must be selected from each area.

#### Video Production Area

CDES 464	Advanced Video Editing	3.0	FS
Prerequisites: CDES 366.			
CDES 466	Studio Video Production	3.0	FS
Prerequisites: CDES 366.			
CDES 468	Video Production Workshop	3.0	FA
Prerequisites: CDES 366.			

#### Computer Production Area

It is recommended that students who choose six units from computer production take them all from one department.

CDES 214	Computer Graphics	3.0	FS
CDES 222	Intro to WWW Design & Pub	3.0	FS
CDES 314	Intro Multimedia Dsgn & Dev	3.0	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.			
APCG 340	Computer Animation	3.0	FS
Prerequisites: APCG 330.			
CDES 414	Adv Multimedia Dsgn & Develop	3.0	SP
Prerequisites: CDES 314.			
CDES 436	Kinetic Typography	3.0	SP
Prerequisites: CDES 214 and CDES 282, or faculty permission.			

#### Theory, Aesthetics, or Performance: 3 units

##### 1 course selected from:

CDES 341	American Radio and Television	3.0	FS
CDES 342	Documentary Film	3.0	FS
CDES 344	American Cinema	3.0	FS
CDES 362	Media Performance	3.0	FA
Prerequisites: CDES 103, CDES 216.			

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

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

## The Bachelor of Science in Instructional Design and Technology

**Admissions to the BS in Instructional Design and Technology is currently suspended. Please contact the department of Communication Design to learn the current status of this program.**

#### 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.

Highlighted text indicates a change from the original publication.

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 advisor or view it and other current advising information at <http://em.csuchico.edu/aap/ProgramSearch>.

**Please see General Education, Cultural Diversity, U.S. History, Constitution, and American Ideals, and Literacy Requirements under the BA in Communication Design.**

**Course Requirements for the Major: 53 units**

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

**Major Core Program: 18 units**

**6 courses required:**

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

**Additional Units Required: 35 units**

**Instructional Design: 18 units**

**6 courses required:**

CDES 271	Media & Learning	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 473	Design & Dev of Instruct Prod	3.0	FS
Prerequisites: CDES 272.			
CDES 474	Eval Instruct Products & Prog	3.0	FS
Prerequisites: CDES 473 or faculty permission.			
CDES 475	Performance Analysis	3.0	FS
Prerequisites: CDES 473.			
CDES 476	Res, Theory, App in INST	3.0	FS
Prerequisites: CDES 473.			

**Technical Skills: 5 units**

**2 courses required:**

CDES 131	Visual Communication Concepts	2.0	FS
CDES 216	Intro: Digital 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 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).			
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
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.			
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	Survey of Management	3.0	FS
MGMT 304	Human Resource Management	3.0	FS
MGMT 350	Managing Emp Effectiveness	3.0	Inq
Prerequisites: MGMT 303.			
PSYC 362	Psychology of Learning	3.0	FS
PSYC 414	Psychology of Teaching	3.0	FS
Prerequisites: A course in developmental psychology, faculty permission.			

PSYC 494	Industrial/Organizational Psy	3.0	Inq
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**Please see the Electives, Grading, and Advising Requirements under the BA in Communication Studies.**

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

**The Bachelor of Arts in Journalism**

**Total Course Requirements for the Bachelor's Degree: 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 advisor or view it and other current advising information at <http://em.csuchico.edu/aap/ProgramSearch>.

**Please see General Education, Cultural Diversity, U.S. History, Constitution, and American Ideals, and Literacy Requirements under the BA in Communication Studies.**

**Course Requirements for the Major: 40-41 units**

Completion of 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 major core program requirements.

National accreditation standards require a journalism major to take a 40/41-unit journalism/communication curriculum. Of the 120-unit degree program, 80 units must be taken outside the journalism/communication curriculum. Overall, 65 of the units must be in liberal arts and sciences. The following courses, if taken as General Education or upper-division theme, will apply to the 80 outside units: CMST 131, CMST 132, CMST 255, CMST 334. Community college transfer students may apply 6 units (e.g., JOUR 260 and JOUR 101) to the 40/41-unit major.

**Major Core Program: 12 units**

**3 courses required:**

JOUR 101	Introduction to Communication	3.0	FS
This course is also offered as CDES 101.			
JOUR 255	Intro to Online Journalism	3.0	FS
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
Prerequisites: 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-Hnrs	3.0	FS
Prerequisites: 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: 28-29 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: 28-29 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 WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, HIST 130, JOUR 260, POLS 155.			
JOUR 327	News Editing and Copyreading	3.0	FS
Prerequisites: JOUR 260.			
JOUR 329	Laboratory Newspaper	2.0	FS
Prerequisites: JOUR 260; JOUR 327 or JOUR 341; or faculty permission.			

**14-15 units selected from:**

**Group A**

**2 courses selected from:**

JOUR 244	Intro to Public Relations	3.0	FS
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260 for Journalism majors.			
This course is also offered as POLS 244.			
JOUR 310	Entertain/Media/Amer Culture	3.0	FS *
Prerequisites: ENGL 130.			
JOUR 311	Women/Men/Media	3.0	SP *
This course is also offered as WMST 311.			

## Communication

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 330, CMST 331, CMST 350, and 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 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher for CMST majors only.			
This course is also offered as CMST 428, and POLS 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 331	Lab Newspaper Management	3.0	FS
Prerequisites: JOUR 329 and 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 255, JOUR 260.			
JOUR 429	Advanced Feature Writing	3.0	FS
Prerequisites: JOUR 260; JOUR 321 or 325 for news-editorial option; JOUR 325 or 341 for public relations option.			
JOUR 489	Journalism Internship	1.0	FS
Prerequisites: Faculty permission.			

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

JOUR 489 is repeatable, with instructor and advisor permission, up to 2 units.

### Group C - Visual Literacy

#### 2 courses selected from:

JOUR 351	Public Relations Publications	3.0	FA
Prerequisites: JOUR 260; JOUR 244 and JOUR 341 for public relations option; JOUR 321 for news-editorial option.			
JOUR 353	Photojournalism	3.0	FS
Prerequisites: JOUR 260 for majors; no prerequisite for non-majors.			
JOUR 355	Internet Newspapers/Magazines	3.0	FS
Prerequisites: JOUR 255, JOUR 260.			
JOUR 453	Advanced Photojournalism	3.0	SP
Prerequisites: ARTS 240 or APCG 112 or CDES 206 or JOUR 353.			
JOUR 455	Online Present News & PR	3.0	FS
Prerequisites: JOUR 355.			

**Note:** JOUR 351 and JOUR 355 may be used to fulfill requirements in either Group B or Group C in the **News-Editorial Option**.

### The Option in Public Relations: 28-29 units

#### 5 courses required:

JOUR 244	Intro to Public Relations	3.0	FS
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260 for Journalism majors.			
This course is also offered as POLS 244.			
JOUR 341	Writing for Public Relations	3.0	FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, JOUR 244, JOUR 260.			
JOUR 342	PR Research, Measure & Eval	3.0	FS
Prerequisites: JOUR 244			
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 310	Entertain/Media/Amer 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 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 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher for CMST majors only.			

This course is also offered as CMST 424, and POLS 424.

JOUR 447	Public Relations Management	3.0	SP
Prerequisites: JOUR 244, JOUR 260, JOUR 341.			

### Group B

#### 5-6 units selected from:

JOUR 321	Public Affairs Reporting	3.0	FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, 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 355	Internet Newspapers/Magazines	3.0	FS
Prerequisites: JOUR 255, JOUR 260.			
JOUR 429	Advanced Feature Writing	3.0	FS
Prerequisites: JOUR 260; JOUR 321 or 325 for news-editorial option; JOUR 325 or 341 for public relations option.			
JOUR 444	Public Relations Laboratory	1.0	FS
Prerequisites: JOUR 244, JOUR 260, JOUR 341, JOUR 344, 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	FS
Prerequisites: Faculty permission.			

JOUR 329 and JOUR 445 are repeatable, with instructor and advisor permission, for a total of 4 units: 2 units for the option core, 2 units toward Group B.

JOUR 489 is repeatable, with instructor and advisor permission, up to 2 units. JOUR 351 and JOUR 355 may be used to fulfill requirements in either Group B or Group C in the **Public Relations Option**.

### Group C - Visual Literacy

#### 1 course selected from:

JOUR 351	Public Relations Publications	3.0	FA
Prerequisites: JOUR 260; JOUR 244 and JOUR 341 for public relations option; JOUR 321 for news-editorial option.			
JOUR 353	Photojournalism	3.0	FS
Prerequisites: JOUR 260 for majors; no prerequisite for non-majors.			
JOUR 355	Internet Newspapers/Magazines	3.0	FS
Prerequisites: JOUR 255, JOUR 260.			
JOUR 453	Advanced Photojournalism	3.0	SP
Prerequisites: ARTS 240 or APCG 112 or CDES 206 or JOUR 353.			
JOUR 455	Online Present News & PR	3.0	FS
Prerequisites: JOUR 355.			

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

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

**Note: Students majoring in journalism who elect to complete the minor in Management or Marketing should see their advisor.**

## The Minor in Broadcasting

### Course Requirements for the Minor: 24 units

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

#### 5 courses required:

CDES 101	Introduction to Communication	3.0	FS
This course is also offered as JOUR 101.			
CDES 102	Principles of Comm Design	3.0	FS
CDES 141	Media Aesthetics	3.0	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.

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

#### 3 courses selected from:

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

CDES 103	Writing for Electronic Media	3.0	FS
Prerequisites: ENGL 130.			
CDES 206	Intro Photo Com & Dig Imaging	3.0	FS
CDES 216	Intro: Digital Audio in Media	3.0	FS
CDES 341	American Radio and Television	3.0	FS
CDES 342	Documentary Film	3.0	FS
CDES 344	American Cinema	3.0	FS
CDES 345	Media Production Management	3.0	FA
Prerequisites: CDES 366.			
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 365	Electronic Media Management	3.0	SP
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.			
CDES 368	Public Affairs Programming	3.0	FA
Prerequisites: CDES 103, CDES 216; CDES 261 (with a grade of C or higher).			
JOUR 244	Intro to Public Relations	3.0	FS
Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260 for Journalism majors.			
This course is also offered as POLS 244.			
JOUR 260	Writing for Mass Media	3.0	FS
Prerequisites: ENGL 130.			

## The Minor in Communication Design

### Course Requirements for the Minor: 20-21 units

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

#### 3 courses required:

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

Prerequisites: CDES 102.

#### 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 261	Found of Electronic Media	3.0	FS
CDES 281	Print Production	3.0	FS
CDES 315	Electronic Media Economics	3.0	FA
CDES 331	History of Graphic Design	3.0	SP
CDES 341	American Radio and Television	3.0	FS
CDES 342	Documentary Film	3.0	FS
CDES 344	American Cinema	3.0	FS
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: 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	Media & Learning	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 Production	3.0	FS
CDES 311	Electronic Media Regulation	3.0	FS
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission.			
CDES 319	New Telecom Technology	3.0	SP
Prerequisites: Senior standing or faculty permission.			
CDES 323	Human Interface Design	3.0	FA
Prerequisites: CDES 222.			
CDES 473	Design & Dev of Instruct Prod	3.0	FS
Prerequisites: CDES 272.			
CDES 475	Performance Analysis	3.0	FS
Prerequisites: CDES 473.			
CDES 476	Res, Theory, App in INST	3.0	FS
Prerequisites: CDES 473.			

## The Minor in Journalism

### Course Requirements for the Minor: 21 units

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

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

**Select one of the following patterns.**

#### Public Relations Pattern: 21 units

##### Pattern Core: 12 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 for Journalism majors.			
This course is also offered as POLS 244.			
JOUR 255	Intro to Online Journalism	3.0	FS
JOUR 260	Writing for Mass Media	3.0	FS
Prerequisites: ENGL 130.			
JOUR 341	Writing for Public Relations	3.0	FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, JOUR 244, JOUR 260.			

#### Electives: 9 units

#### 3 courses selected from:

JOUR 310	Entertain/Media/Amer 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: 21 units

##### Pattern Core: 12 units

#### 3 courses required:

JOUR 255	Intro to Online Journalism	3.0	FS
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 321	Public Affairs Reporting	3.0	FS WP
Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, HIST 130, JOUR 260, POLS 155.			
JOUR 327	News Editing and Copyreading	3.0	FS
Prerequisites: JOUR 260.			

#### Electives: 9 units

#### 3 courses selected from:

JOUR 310	Entertain/Media/Amer Culture	3.0	FS *
Prerequisites: ENGL 130.			
JOUR 311	Women/Men/Media	3.0	SP *
This course is also offered as WMST 311.			

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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 advisor.

### The Minor in Communication Studies

#### Course Requirements for the Minor: 21 units

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

All students must complete CMST 131 or CMST 132, CMST 330, & CMST 331 with a C- or better before they can enroll in other courses.

#### 2 courses required:

CMST	330	Intro to Comm Studies	3.0	FS
CMST	331	Communication Scholarship	3.0	FS

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

#### 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.

CMST	132	Small Group Communication	3.0	FS *
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#### 1 course selected from:

CMST	233	Found of Interpersonal Com	3.0	FS
CMST	255	Argumentation and Debate	3.0	FS *

Prerequisites: CMST 131 or CMST 132.

#### 3 units selected from:

CMST	334	Gender and Communication	3.0	FS *
CMST	335	Intercult Comm Theory/Pract	3.0	FS USD
CMST	339A	Forensics	1.0	FS
CMST	339B	Forensics	2.0	FS
CMST	339C	Forensics	3.0	FS
CMST	354	Persuasion	3.0	FS

Prerequisites: CMST 131.

#### 1 course selected from:

CMST	350	Found of Rhet Comm Theory/Prac	3.0	FS
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Prerequisites: CMST 131, CMST 330, CMST 331 with a grade of C- or higher.

CMST	370	Intro to Organizational Comm	3.0	FS
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Prerequisites: CMST 131, CMST 330, CMST 331 with a grade of C- or higher.

#### 3 units selected from:

Any 400 level CMST course.

### The Certificate in Electronic Printing and Publishing

#### Course Requirements for the Certificate: 26 units

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

#### Certificate Core: 17 units

#### 6 courses required:

CDES	131	Visual Communication Concepts	2.0	FS
CDES	222	Intro to WWW Design & Pub	3.0	FS
CDES	281	Print Production	3.0	FS
CDES	282	Digital Pre-publishing I	3.0	FS

Prerequisites: CDES 114, CDES 281, or faculty permission.

CDES	322	Advanced WWW Design & Publish	3.0	FS
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Prerequisites: CDES 222.

CDES	327	Visual Information Design	3.0	FS
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Prerequisites: CDES 214, CDES 282.

#### Writing: 3 units

#### 1 course selected from:

CDES	103	Writing for Electronic Media	3.0	FS
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Prerequisites: ENGL 130.

ENGL	230	Intro to Technical Writing	3.0	FS
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Prerequisites: ENGL 130.

JOUR	260	Writing for Mass Media	3.0	FS
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Prerequisites: ENGL 130.

#### Graphics: 3 units

#### 1 course selected from:

ARTS	450	Advanced Electronic Arts	3.0	FS
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Prerequisites: ARTS 350 or faculty permission.

CDES	214	Computer Graphics	3.0	FS
APCG	110	Computer-Assisted Art I	3.0	FS *

#### Capstone: 3 units

#### 1 course required:

CDES	429	WWW Practicum	3.0	FS
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Prerequisites: CDES 222 or faculty permission. Completion of, or concurrent enrollment in, CDES 323 is recommended.

### 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 and/or CSU, Chico Open University course work 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 Studies.
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.

CMST 601	Sem in Communication Studies	3.0	FA
Prerequisites: CMST 330; CMST graduate standing or faculty permission.			
CMST 602	Sem in Comm Research Methods	3.0	FA
Prerequisites: CMST 332; CMST graduate standing or faculty permission.			
CMST 603	Approach to Human Comm Res	3.0	SP
Prerequisites: CMST graduate standing or faculty permission.			

(b) At least 24 of the units required for the degree in 600-level courses. With Graduate Coordinator and Graduate Advisory Committee approval, graduate students may take up to 6 units of 500-level courses at CSU, Chico.

(c) Not more than 6 semester units of transfer and/or extension credit (correspondence courses and U.C. extension course work are not acceptable).

(d) Not more than 15 units taken before admission to classified status.

(e) Not more than a total of 6 units of Independent Study (697) and/or Internship (489); and not more than 3 units of Master's Thesis (699T) or Master's Project (699P).

(f) Not more than 6 units in any one disciplinary area outside Communication Studies.

2. Completion of one of the following plans:

(a) **Thesis or Project Plan.** Requires 3 units of Master's Thesis (699T) or Master's Project (699P), plus at least 27 units of graduate-level courses. A public presentation and/or oral defense of the thesis or project is required. Students who are planning to continue their education to the doctoral level or who are interested in communication research are encouraged to choose the Thesis Plan.

(b) **Comprehensive Plan** Requires 30 units of graduate-level course work, including at least 24 units in Communication Studies. The Graduate Advisory Committee will administer and evaluate six hours of written comprehensive examinations, plus oral review, covering the student's major emphasis of study (e.g., interpersonal communication, rhetoric, organizational communication, or communication philosophy). All components of the exam must receive a grade of "pass" for the degree to be awarded. A failing grade will prohibit the student from continuing graduate work until the comprehensives are passed. Exams may normally be repeated only once, at the discretion of the committee, no later than the following semester. The committee may allow partial rewriting of the exam, but only once. A second failure will result in termination of the student's course of study.

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

**Course Requirements:**

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

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

**9 units required:**

CMST 601	Sem in Communication Studies	3.0	FA
Prerequisites: CMST 330; CMST graduate standing or faculty permission.			
CMST 602	Sem in Comm Research Methods	3.0	FA
Prerequisites: CMST 332; CMST graduate standing or faculty permission.			
CMST 603	Approach to Human Comm Res	3.0	SP
Prerequisites: CMST graduate standing or faculty permission.			

**18-21 units selected from:**

CMST 604	Sem: Political Communication	3.0	F2
This course is also offered as POLS 604.			
CMST 606	Interpersonal Comm Theories	3.0	SP
Prerequisites: CMST graduate standing or faculty permission.			
CMST 607	Seminar in Organizational Comm	3.0	FA
Prerequisites: CMST graduate standing or faculty permission.			
CMST 608	Comm Theories and Philosophies	3.0	Inq
Prerequisites: CMST graduate standing or faculty permission.			
CMST 609	Sem in Health Communication	3.0	SP
Prerequisites: CMST graduate standing.			
CMST 611	Seminar in Intercultural Comm	3.0	FA
Prerequisites: CMST 335 or equivalent; CMST graduate standing or faculty permission.			
CMST 612	Sem: Rhetoric/Public Address	3.0	S2
Prerequisites: CMST 451; CMST graduate standing or faculty permission.			
CMST 613	Sem in Rhetorical Criticism	3.0	S1
Prerequisites: CMST graduate standing or faculty permission.			
CMST 614	Feminist Rhetorical Criticism	3.0	F1
Prerequisites: CMST graduate standing or faculty permission.			
CMST 698	Contemporary Research Problems	3.0	Inq
Prerequisites: CMST graduate standing or faculty permission.			

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

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

**Graduate Requirement in Writing Proficiency:**

Writing proficiency is a graduation requirement.

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

**Graduate Grading Requirements:**

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

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

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

**Graduate Advising Requirement:**

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

**The Master of Science in Instructional Design and Technology**

Effective Fall 2007, admission to the Master of Science in Instructional Design and Technology is suspended. Please contact the department or the Office of Graduate Studies to learn the current status of the program.

**The Faculty**

**Department of Communication Design**

- John G. Berryman**, 1969, Professor, MAA, Montana State U.
- Terry D. Curtis**, 1985, Professor, JD, U Chicago.
- Cara M. Deleon**, 2005, Assist Professor, MFA, Savannah Col of Art & Design.
- Chiara F. Ferrari**, 2007, Assist Professor, PhD, UCLA.
- Jennifer H. Meadows**, 1996, Professor, PhD, U Texas.
- John M. Roussell**, 1996, Professor, PhD, Virginia Tech.
- Barbara Sudick**, 2000, Assoc Professor, MFA, Yale U.
- Thomas M. Welsh**, 1994, Graduate Coordinator, Professor, PhD, Indiana U.
- Byron Wolfe**, 1999, Professor, MFA, Arizona State U.

**Department of Communication Arts and Sciences**

- Susan Avanzino**, 1995, Assist Professor, PhD, USC.
- Steven R. Brydon**, 1973, Professor, PhD, USC.
- Young Cheon Cho**, 2008, Assist Professor, PhD, U Iowa.
- Michelle D. Givertz**, 2007, Assist Professor, PhD, U Arizona.
- Ruth M. Guzley**, 1994, Chair, Professor, PhD, Arizona State U.
- Stephanie A. Hamel**, 2003, Assist Professor, PhD, U Texas.
- Nan Li**, 2008, Assist Professor, PhD, U Colorado.
- Sue E. Peterson**, 2007, Lecturer, MA, Pepperdine U.
- William R. Todd-Mancillas**, 1985, Professor, PhD, Florida State U.

**Department of Journalism**

- Matthew D. Blake**, 2006, Assist Professor, PhD, U Florida.
- Glen L. Bleske**, 1994, Chair, Professor, PhD, U No Carolina.
- Susan Brockus**, 2005, Assist Professor, PhD, Purdue U.
- Morris O. Brown Jr**, 2005, Assist Professor, DPA, Golden Gate U.
- Debra E. Johnson**, 2005, Lecturer B, MA, CSU Chico.
- Kurt E. Nordstrom**, 1985, Professor, PhD, U Denver.
- Aaron M. Quinn**, 2006, Assist Professor, PhD, Charles Sturt U.
- David L. Waddell**, 1996, Lecturer C, PhD, Capella U.

**Emeritus Faculty**

- James G. Babcock**, 1968, Professor Emeritus, EdD, Utah State U.
- Thelma Dolores Blalock**, 1972, Assoc Prof Emerita, MA, Louisiana State U.
- Aaron Bor**, 1980, Professor Emeritus, EdD, U No Colorado.
- Gary G. Collier**, 1971, Professor Emeritus, PhD, U Iowa.
- Samuel M. Edelman**, 1979, Professor Emeritus, PhD, U Arizona.
- Allen E. Forbes**, 1948, Professor Emeritus, EdD, Stanford U.
- Fleet Irvine**, 1967, Professor Emeritus, PhD, Utah State U.
- Madeline M. Keaveney**, 1974, Professor Emerita, PhD, U Illinois.
- Stephen W. King**, 1987, Dean Emeritus, PhD, USC.
- Robert G. Main**, 1976, Professor Emeritus, PhD, U Maryland.
- George H. Rogers**, 1964, Professor Emeritus, PhD, U Utah.
- Michael D. Scott**, 1981, Professor Emeritus, PhD, USC.
- George Turnbull**, 1979, Professor Emeritus, MFA, USC.

**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 Advisor's and instructor's permission. 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. (002273)

**COMM 499H Senior Honors 3.0 Fa/Spr**

Prerequisites: COMM 399H; college Honors Advisor'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 a public presentation of the project or thesis. Credit/no credit grading only. (015953)

**Communication Design Course Offerings**

**CDES 101 Introduction to Communication 3.0 Fa/Spr**

This course teaches the concepts, history, and applications of communication. The implications and ethical issues of media and the communication process are covered. This course is also offered as JOUR 101. (001636)

**CDES 102 Principles of Communication Design 3.0 Fa/Spr**

An introductory survey course demonstrating the methods and principles common to the communication design disciplines, including problem-solving, composition, idea generation, and storytelling. (001637)

**CDES 103 Writing for Electronic Media 3.0 Fa/Spr**

Prerequisites: ENGL 130. An introduction to the styles and formats used in writing for radio, television, multimedia, and the Web. Writing includes commercials/public service announcements, news, and informational programming. Special fee required; see the Class Schedule. (001638)

**CDES 114 Computer Technology in Communication 2.0 Fa/Spr**

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. (001641)

**CDES 121 Stage Electrics 3.0 Spring**

An introduction to technical theatre production in the areas of stage lighting practices and equipment operation. Class includes lecture/discussion and practical assignments. 2.0 hours activity, 2.0 hours discussion. This course is also offered as THEA 121. (001653)

**CDES 131 Visual Communication Concepts 2.0 Fa/Spr**

Visual communication is explored through images which audiences view. Includes graphic design methodology, layout, typography, symbolism, and grid systems developed from thumbnail through comprehensive. For non-Graphic Design majors only. 1.0 hours lecture, 3.0 hours laboratory. (001643)

**CDES 132 Visual Communication Concepts 2.0 Fa/Spr**

For Graphic Design majors only. Visual communication is explored through images which audiences view. Includes graphic design methodology, layout, typography, symbolism, and grid systems developed from thumbnail through comprehensive. 1.0 hours lecture, 3.0 hours laboratory. (001644)

**CDES 141 Media Aesthetics 3.0 Fa/Spr**

This course will explore the elements of visual design as they apply to the production of video and film. An overview of visual literacy will be given, and the application of these elements to the critical analysis of video and film productions will be discussed. Successful completion of this course for majors requires a grade of C or higher. (001649)

**CDES 206 Introduction to Photography and Digital Imaging 3.0 Fa/Spr**



This course is an introduction to the fundamental vocabulary and techniques of digital photography. Emphasis is placed on developing visual competence in the creation and consumption of lens-based imagery. Course content includes the basics of camera and digital production techniques for color and black and white photographs that are produced as exhibition-quality prints and on-screen imagery. Includes a broad-based survey of photo history, contemporary theory, and current issues related to the practice of photography. Open to non-majors. 2.0 hours lecture, 3.0 hours laboratory. Special fee required; see the Class Schedule. (001654)

**CDES 212 Basic Web Design 1.0 Fa/Spr**

A brief introduction to the basic tools and processes of the design and publication of pages to be accessible on the World Wide Web. You may take this course more than once for a maximum of 3.0 units. Credit/no credit grading only. (020447)

**CDES 214 Computer Graphics 3.0 Fa/Spr**

An introduction to computer graphics utilizing both PC and Macintosh platforms. Applications for print, video, and training are stressed. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001665)

**CDES 216 Introduction to Digital Audio in Media 3.0 Fa/Spr**

This course provides a theoretical and practical knowledge of digital audio production techniques for radio, video, and multimedia. Particular emphasis is placed on audio for video and production strategies for effective communication in audio. 2.0 hours activity, 2.0 hours lecture. Special fee required; see the Class Schedule. (001652)

**CDES 221 Introduction to Information Studies 3.0 Fa/Spr**

Prerequisites: ENGL 130.  
The fundamental study of the theory, practices, and interdisciplinary nature of information. The development of information in modern social and economic institutions. Theoretical foundations of information as a science. Evaluate major methodologies related to the study of information, its measurement, operational value, structure, notational form, and retrieval processes. The use and value of information in organizations. Open to non-majors. (001639)

**CDES 222 Introduction to WWW Design and Publishing 3.0 Fa/Spr**

Introduction to hypertext markup language (HTML), Web standards, and the Web publication process. Includes practical exercises in the creation and publication of Web pages and the construction of coherent Web sites. 2.0 hours activity, 2.0 hours discussion. (001660)

**CDES 230 Visual Communication Portfolio Review 1.0 Fa/Spr**

Prerequisites: ARTS 122, ARTS 125, CDES 132, CDES 206, or faculty permission. Orientation to the visual portfolio process and review. Required for students in the CDES Visual Communication/Graphic Design sequence. Successful completion of the course with a grade of A is necessary for entry into CDES 332, CDES 333, and CDES 334. Review of individual work by faculty committee. 2.0 hours activity. ABC/no credit grading only. (001646)

**CDES 249 Analysis of Applied Media Methods 2.0 Fa/Spr**

A course in the practical application of media in radio, television, and magazine formats. 4.0 hours activity. You may take this course more than once for a maximum of 6.0 units. (001662)

**CDES 261 Foundations of Electronic Media 3.0 Fa/Spr**

Discussion and analysis of the function, structure, organization, operation, and economics of the various telecommunication industries, including broadcasting, cable, independent production, and other related new technologies. Successful completion of this course for majors requires a grade of C or higher. Required for enrollment in upper-division Media Arts courses. (001651)

**CDES 271 Media and Learning 3.0 Fa/Spr**

An introduction to the application of media and learning theories that emphasize efforts and practices on designing, developing, delivering, and assessing the effects of digital media on the development of consumers' knowledge, perceptions, beliefs, and behaviors. The understanding and awareness of the impact of media on both intentional and incidental learning will be explored. (001684)

**CDES 272 Media for Instruction and Training 3.0 Fa/Spr**

Prerequisites: CDES 271 or concurrent enrollment or faculty permission. Students taking the course for the Minor in Education should request faculty permission. An introduction to the area of media for instruction and training. The course is divided into three general areas: (1) Hardware; (2) Theory; (3) Application. Students will design and carry out plans for actual use of media in teaching and learning situations. 2.0 hours discussion, 3.0 hours laboratory. Special fee required; see the Class Schedule. (001640)

**CDES 281 Print Production 3.0 Fa/Spr**

An introductory survey of the printing, publishing, and packaging areas of graphic arts. Systems of digital printing, including inkjet, subliminal dye, dry toner, and liquid ink systems. Emphasis on industry organization and structure, printed products for mass distribution, and methods of graphic arts reproduction. 1.0 hours lecture, 2.0 hours discussion. Special fee required; see the Class Schedule. (001650)

**CDES 282 Digital Pre-publishing I 3.0 Fa/Spr**

Prerequisites: CDES 114, 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 activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001730)

**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. 1.0 hours discussion, 2.0 hours lecture. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. (001668)

**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. Special fee required; see the Class Schedule. (001659)

**CDES 311 Electronic Media Regulation 3.0 Fa/Spr**

Prerequisites: CDES 261 (with 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 corpus of telecommunication regulation. (001718)

**CDES 312 Intermediate Web Design 1.0 Fa/Spr**

An extension and expansion of basic skills with tools and processes for the design and publication of pages to be accessible on the World Wide Web. Intended to enhance the understanding and skills of students who have already had some introduction to, and experience with, Web design. You may take this course more than once for a maximum of 3.0 units. Credit/no credit grading only. (020446)

**CDES 313 Basics of Advertising Copywriting 3.0 Fa/Spr**

Prerequisites: CDES 103 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. (001666)

**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. Special fee required; see the Class Schedule. (001773)

**CDES 315 Electronic Media Economics 3.0 Fall**

An examination of the economic principles and concepts needed to understand the workings of the electronic media industries. Applications and examples are selected to illuminate current media trends. (001757)

**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 individualizing information and communication modules with large automated information data bases connected to terminals in the home or office. Telecommunication networks using satellites, fiber-optics, packet switching burst communication transmissions will be explored. Special fee required; see the Class Schedule. (001786)

**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. (001772)

**CDES 321 Specialized Information Systems 3.0 Fa/Spr**

Prerequisites: CSCI 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. (001743)

**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 activity, 2.0 hours lecture. (001742)

**CDES 323 Human Interface Design 3.0 Fall**

Prerequisites: CDES 222.  
The nature of the human interface. Issues in human interface design with strong emphasis on the WWW and E-commerce. Principles of usability and their underpinnings in cognitive psychology. Web accessibility and adaptive technologies. Students critically analyze the usability of existing E-Web sites and recommend changes. (001748)

## Communication

<b>CDES 325</b>	<b>Government Information and Telecommunication Systems</b>	<b>3.0 Fall</b>
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. (001745)		
<b>CDES 327</b>	<b>Visual Information Design</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 214, CDES 282. Introduction to typographic and diagrammatic 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 activity, 2.0 hours discussion. (001750)		
<b>CDES 331</b>	<b>History of Graphic Design</b>	<b>3.0 Spring</b>
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. (001670)		
<b>CDES 332</b>	<b>Letterforms</b>	<b>3.0 Fa/Spr</b>
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 activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001669)		
<b>CDES 333</b>	<b>Graphic Visualization</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 230 for CDES majors. Other majors require instructor permission. Study of methods, materials, and techniques used by designers to translate literary or verbal messages into visual terms. Designed to equip students with foundation techniques for interpreting and explaining visual concepts. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001671)		
<b>CDES 334</b>	<b>Typography I</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 230, CDES 282; concurrent enrollment in or prior completion of CDES 214. Introduction to typographic syntax, with an emphasis on the organization and visual structure of typographic information. Topics include principle of composition, form-counterform relationships, modular grids, proportion, and visual hierarchy. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001672)		
<b>CDES 335</b>	<b>Advertising Design</b>	<b>3.0 Fall</b>
Prerequisites: CDES 333 or CDES 334. 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 activity, 2.0 hours discussion. (001674)		
<b>CDES 336</b>	<b>Reprographics</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 230. The study of graphic technical processes as they relate to the graphic designer, illustrator-artist. Explains methods of preparing art work for reproduction. 2.0 hours activity, 2.0 hours discussion. (001676)		
<b>CDES 337</b>	<b>Packaging</b>	<b>3.0 Spring</b>
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 activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001682)		
<b>CDES 338</b>	<b>Illustration Design</b>	<b>3.0 Fa/Spr</b>
Prerequisites: ART 125 is strongly recommended. Course defines illustration theory and illustrator's role in visual communication process. Explores use of illustration as method of visual problem-solving. Designed to help students explore professional field of illustration design, its special characteristics, and techniques. 2.0 hours activity, 2.0 hours discussion. (001680)		
<b>CDES 341</b>	<b>American Radio and Television</b>	<b>3.0 Fa/Spr</b>
This course examines the development of radio/television formats, programming types, ideology, and genres from historical and critical standpoints. The impact on cultural functions, political agendas, social judgment, art forms, and human communication will be addressed through interpretation of mediated content. (001771)		
<b>CDES 342</b>	<b>Documentary Film</b>	<b>3.0 Fa/Spr</b>
The origins and major movements in the area of the documentary film. The various uses relating to propaganda, social problems, and personal insight. Production motivations in seeking the mass audience through documentary. Open to non-majors. (001683)		
<b>CDES 343</b>	<b>Narrative Scriptwriting</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 103. An advanced writing course for non-print media which provides experience in writing narrative scripts for television and film. Consideration will be given to format and style as well as aspects of dramatic structure. Special fee required; see the Class Schedule. (001721)		
<b>CDES 344</b>	<b>American Cinema</b>	<b>3.0 Fa/Spr</b>
Motion picture beginnings. How production, distribution, and use developed to make motion pictures a powerful medium for mass communication. The significance of the motion picture as an entertainment, education, information, and propaganda device meeting unique social needs and purposes. Open to non-majors. (001677)		
<b>CDES 345</b>	<b>Media Production Management</b>	<b>3.0 Fall</b>
Prerequisites: CDES 366. This course is designed to acquaint the student with the responsibilities of the producer in all media productions. (001761)		
<b>CDES 348</b>	<b>Programming and Audience Analysis</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission. A thorough review of the basics of broadcast and online programming practices and theory including both qualitative and quantitative audience analysis. Programming for broadcast, cable, satellite, premium, public, and online media are discussed and analyzed. (001762)		
<b>CDES 351</b>	<b>Globalizing Film and Video</b>	<b>3.0 Fa/Spr</b>
The course explores distribution strategies adopted by international media industries in the era of globalization. Such strategies include: genre adaptation, content reformatting, audiovisual translation, and programming. (020660)		
<b>CDES 352</b>	<b>Media Arts and Identity</b>	<b>3.0 Fa/Spr</b>
Examines the creation and propagation of representations of identity, such as sexuality, ethnicity, race, nationality and class within film, video and electronic arts. (020661)		
<b>CDES 353</b>	<b>World Cinema</b>	<b>3.0 Fa/Spr</b>
Investigates the concept of world and national cinema within historical, economic, cultural, and theoretical contexts. 2.0 hours activity, 2.0 hours discussion. (020662)		
<b>CDES 362</b>	<b>Media Performance</b>	<b>3.0 Fall</b>
Prerequisites: CDES 103, CDES 216. The skills and techniques of announcing in audio, slide tape, film, and video presentations. Areas covered include copy interpretation and the objective delivery of scripted and ad-lib material in a variety of audio, film, video, and live presentations. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001715)		
<b>CDES 363</b>	<b>Broadcast News</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 103, CDES 216. Theory, practice, and techniques involved in gathering, writing, and reporting broadcast news. 2.0 hours activity, 2.0 hours discussion. (001714)		
<b>CDES 365</b>	<b>Electronic Media Management</b>	<b>3.0 Spring</b>
Prerequisites: CDES 261 (with a grade of C or higher) or faculty permission. The programming and management principles involved in the operation of telecommunication facilities. Course content includes sales, advertising, programming, legal and ethical management responsibilities, and other related topics. Industry professionals are frequent guest speakers. (001717)		
<b>CDES 366</b>	<b>Field Video Production</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CDES 103, CDES 206, CDES 216; CDES 141, CDES 261 (both with a grade of C or higher). Theory and techniques of video production designed to develop skills in 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. Special fee required; see the Class Schedule. (001720)		

**CDES 368 Public Affairs Programming 3.0 Fall**

Prerequisites: CDES 103, CDES 216; CDES 261 (with a grade of C or higher). The planning, researching, writing, and production of news and informational programs related to public affairs. Course content includes interview, discussion, and documentary styles of public affairs programming. 2.0 hours activity, 2.0 hours discussion. (001716)

**CDES 396 Intermediate Photography and Digital Imaging 3.0 Fa/Spr**

Prerequisites: CDES 206 (with a grade of C or higher). This course addresses photographic perception, creative process, and a more thorough investigation of narrative editing practices and techniques related to digital photography. Technical concepts include advanced systems of exposure and digital imaging processing for high-quality digital output. Open to non-majors. 2.0 hours discussion, 2.0 hours laboratory. Special fee required; see the Class Schedule. (001737)

**CDES 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. Credit/no credit grading only. (001739)

**CDES 399 Special Problems 1.0–3.0 Fa/Spr**

Prerequisites: Faculty permission. This course is an independent study of special problems offered for 1.0-3.0 units. You must register directly with a supervising faculty member. You may take this course more than once for a maximum of 6.0 units. Credit/no credit grading only. (001740)

**CDES 414 Advanced Multimedia Design and Development 3.0 Spring**

Prerequisites: CDES 314. Project-based course designed to develop the student's ability to function as a multimedia development team member. Emphasis on design and development of multimedia programs for use in education and training, information delivery, and performance support. Special fee required; see the Class Schedule. (001774)

**CDES 425 Production Planning and Estimating for WWW 3.0 Fa/Spr**

Prerequisites: CDES 222. Techniques and strategies for arriving at reliable cost estimates for digital WWW media projects, to include direct, indirect, and contingency costs and profits. Critical path analysis and computational techniques are stressed. 2.0 hours activity, 2.0 hours discussion. (001751)

**CDES 429 WWW Practicum 3.0 Fa/Spr**

Prerequisites: CDES 222 or faculty permission. Completion of, or concurrent enrollment in, CDES 323 is recommended. The role of the computer in handling office functions is examined. Emphasis will be on the analysis of office services and operations in terms of organizational structure and individual requirements. System design and implementation will be covered in terms of user acceptance, equipment requirements, and cost/benefits. Comparisons will be made between centralized and decentralized systems. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001752)

**CDES 431 Publication Design 3.0 Fall**

Prerequisites: CDES 333, CDES 334. Creation of documents to affect audiences, including book, magazine, annual report, newsletter, and experimental formats. Includes publication formula, analysis, and relation to electronic platforms. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001753)

**CDES 432 Environmental Graphic Design 3.0 Fall**

Prerequisites: CDES 333, CDES 334. Environmental signage and information systems design for exhibits, retail, transportation, parks, museums, and related architecture. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001755)

**CDES 433 Advertising Workshop 3.0 Fa/Spr**

Prerequisites: Graphic Design students: CDES 230, CDES 206, CDES 333, CDES 334. Media Arts students: CDES 206, CDES 313. All students: faculty permission. This course offers communication Design students the opportunity to create an advertising campaign for a national competition. Students are responsible for research, design, copywriting, production, and presentation under faculty supervision. This course works in collaboration with a similar class in the College of Business, which is responsible for research, marketing and strategic aspects of the competition. (020261)

**CDES 434 Typography II 3.0 Fa/Spr**

Prerequisites: CDES 334. Introduction to typographic semantics, with an emphasis on the expression of meaning, experimentation, and discovery. Topics include contemporary typographic theory, font design, mixing messages, non-linear composition and sequence. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001673)

**CDES 435 Corporate Design Systems 3.0 Spring**

Prerequisites: CDES 333, CDES 334. Analysis, creation, and presentation of identity, branding, and licensing for corporate, government, education, medical, and non-profit organizations. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001754)

**CDES 436 Kinetic Typography 3.0 Spring**

Prerequisites: CDES 214 and CDES 282, or faculty permission. Introduction to time-based information design and kinetic typography, exploring relationships between music and typographic composition for new media. Topics include historical relationships between music and typography, form and space, hierarchy and structure, texture and depth, time and movement. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001681)

**CDES 439 Design Workshop 3.0 Fa/Spr**

Prerequisites: CDES 333, CDES 434, CDES majors only. This course is studio practice offered for 3 units. The course is designed to provide actual studio practice in graphic design and focuses on client relationships, design management, specifications, cost analysis, printer interface, and quality control. Students function as design studio staff members with a faculty member as art director. Recommended for Visual Communication majors only. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (001797)

**CDES 459 Mass Communication Design Seminar 3.0 Fa/Spr**

Prerequisites: Senior standing. This seminar is the capstone course for the Option in Mass Communication Design. It is intended to provide students with an intensive collaborative experience in critique of the design of mass communication channels, programs, and artifacts. (020659)

**CDES 461 Media Industry Career Workshop 1.0–2.0 Fa/Spr**

This class for Media Arts majors is designed to help you learn effective ways to present your work and market your talent in media or whatever career you choose to pursue. Through texts, discussion, exercises and help from your advisors you'll learn more about identifying beginning jobs in fields that interest you and how to create well written cover letters, as well as a resume, portfolio, and demo tapes. Students taking the 2-unit course will attend a professional broadcasting conference. You may take this course more than once for a maximum of 2.0 units. Credit/no credit grading only. (020556)

**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. Special fee required; see the Class Schedule. (001768)

**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. (001758)

**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. Special fee required; see the Class Schedule. (001719)

**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. Special fee required; see the Class Schedule. (001759)

## Communication

### 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 audio and/or video-related experiences. You may take this course more than once for a maximum of 15.0 units. Credit/no credit grading only. (001764)

### CDES 473 Design and Development of Instructional Products 3.0 Fa/Spr

Prerequisites: CDES 272.

Application of systematic instructional design and development techniques. The student functions as an instructional planner and performs key instructional design/product development tasks such as assessing instructional needs and developing detailed design specification, prototypes and final instructional products. Emphasis on developing products for incorporation into an instructional design portfolio. Special fee required; see the Class Schedule. (001776)

### CDES 474 Evaluation of Instructional Products and Programs 3.0 Fa/Spr

Prerequisites: CDES 473 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. (001780)

### CDES 475 Performance Analysis 3.0 Fa/Spr

Prerequisites: CDES 473.

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. (001775)

### CDES 476 Research, Theory, and Application of Instructional Technology 3.0 Fa/Spr

Prerequisites: CDES 473.

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. (001686)

### CDES 489 CDES Internship 1.0–12.0 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. (001788)

### CDES 492 Pictorial Organization 3.0 Fa/Spr

Prerequisites: CDES 396 with a grade of C- or higher or faculty permission.

This course addresses the development of visual concepts and meaning created with photo-narratives. Students practice advanced editing techniques that include the creation of key images, sets, and sequences. Class projects may incorporate media beyond photography. Open to non-majors. 2.0 hours discussion, 3.0 hours laboratory. You may take this course more than once for a maximum of 6.0 units. (001793)

### CDES 494 Photographic Copying and Titling Techniques 1.0 Fa/Spr

Prerequisites: CDES 206.

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. You may take this course more than once for a maximum of 2.0 units. (001792)

### CDES 496 Applied Photography and Digital Imaging 3.0 Fa/Spr

Prerequisites: CDES 396 with a grade of C or higher or faculty permission.

This course addresses the development and execution of a single photography project culminating in a final portfolio. Individual research on historic and contemporary photo-practices is expected. Open to non-majors. 2.0 hours discussion, 3.0 hours laboratory. You may take this course more than once for a maximum of 6.0 units. Special fee required; see the Class Schedule. (001794)

### CDES 497 Specialized Photographic Techniques 1.0 Fa/Spr

Prerequisites: CDES 396 with grade of C or higher or faculty permission.

This course explores specialized digital production techniques, including advanced file management practices, working with RAW files, ICC color profile generation and management, and high-end output methods. Open to non-majors. 3.0 hours laboratory. You may take this course more than once for a maximum of 2.0 units. (001795)

### 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. (001798)

### 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. (001799)

### 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 hours lecture, 2.0 hours activity. ABC/no credit grading only. (001806)

### 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 hours lecture, 2.0 hours activity. ABC/no credit grading only. (001808)

### 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 internetworking applications, and digital services systems, including synchronization systems. 1.0 hours activity, 1.0 hours lecture. ABC/no credit grading only. (001807)

### CDES 628 Telecommunications Networks Operations and Reliability 1.0 Inquire

Introduction to the management and use of the technologies of network operations, administration, management, and provisioning. 1.0 hours activity, 1.0 hours lecture. ABC/no credit grading only. (001809)

### CDES 671 Seminar in Theory and Research of Instructional Technology 3.0 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. (001800)

### 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. (001801)

### CDES 673 Developing Instructional Products 3.0 Fa/Spr

Prerequisites: CDES 271, CDES 476.

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. (001804)

**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. (001805)

**CDES 675 Performance Analysis 3.0 Fa/Spr**

Prerequisites: CDES 271; CDES 476 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. (001803)

**CDES 676 Advanced Instructional Design and Development 3.0 Fall**

Prerequisites: CDES 473 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 hours discussion, 4.0 hours activity. Special fee required; see the Class Schedule. (001782)

**CDES 677 Effects of Information and Communication Age on Institutions and Individuals 3.0 Fall**

Examines the social, economic, and public policy implications of current trends and potential changes in information technology and in the institutions controlling that technology. Policy options associated with cable television, communication satellites, multimedia technology, and global information systems will be discussed. (001802)

**CDES 679 Practicum in Multimedia Project Management 3.0 Spring**

Prerequisites: CDES 314, 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. Special fee required; see the Class Schedule. (001781)

**CDES 697 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. You must register directly with a supervising faculty member. You may take this course more than once for a maximum of 6.0 units. (001811)

**CDES 699P Master's Project 3.0 Fa/Spr**

Prerequisites: Faculty permission.  
This course is offered for 1.0-6.0. You must register directly with a supervising faculty member. You may take this course more than once for a maximum of 6.0 units. (001812)

**CDES 699T Master's Thesis 3.0 Fa/Spr**

Prerequisites: Faculty permission.  
This course is offered for 1.0-6.0. You must register directly with a supervising faculty member. You may take this course more than once for a maximum of 6.0 units. (001813)

**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 hours lecture, 2.0 hours discussion. This is an approved General Education course. (002206)

**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. (002207)

**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. (002208)

**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. (002209)

**CMST 139A Forensics 1.0 Fa/Spr**

See description for CMST 139C below. 3.0 hours activity. You may take this course more than once for a maximum of 8.0 units. (002212)

**CMST 139B Forensics 2.0 Fa/Spr**

See description for CMST 139C below. 1.0 hours discussion, 3.0 hours activity. You may take this course more than once for a maximum of 8.0 units. (002213)

**CMST 139C Forensics 3.0 Fa/Spr**

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. 2.0 hours discussion, 3.0 hours activity. You may take this course more than once for a maximum of 6.0 units. (002214)

**CMST 140 Student Career Preparation Workshop 1.0 Fa/Spr**

This course offers students the opportunity to learn and develop critical knowledge and communication skills related to career development and employment searching. The course is offered as a two-day workshop where students attend individual seminars on topics such as Career Development (choosing the first job, how to build jobs into a career, how to select professional fields); Professional Expectations (business attire, communication, dining etiquette); Employment Research (company, industry, and job research, resume and cover letter writing, persuasion); Interview Preparation (communication, questions, research, follow up). Students learn about the many career options available to them after graduation, as well as how to prepare for and successfully meet their personal employment goals. You may take this course more than once for a maximum of 2.0 units. Credit/no credit grading only. (020008)

**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. (001998)

**CMST 233 Foundations of Interpersonal Communication 3.0 Fa/Spr**

An introduction to the study of one-to-one relationships, focusing on the experience, behavior, and rules governing such interpersonal contexts as friendships, families, and employer-employee relations. Factors influencing communication are studied, such as language, perception, non-verbal, power, status, and roles. Problems of communication are identified and studied. Confidence in relating interpersonally is handled. (002219)

**CMST 255 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. (002221)

**CMST 330 Introduction to Communication Studies 3.0 Fa/Spr**

This course introduces students to the communication studies major or minor. It reviews and discusses the major theories, research, and related principles of the field to create general awareness for students new to the communication discipline and emphasizes the practical and professional applications of the field, enabling students to make connections among the discipline, their daily life, and potential career choices. (002001)

**CMST 331 Communication Scholarship 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 in communication scholarship, including practical applications of theory and research in communication, communication journals and the publication process, how to conduct a scholarly literature review, how to write a scholarly research paper in communication studies, and how to write on a professional level. (002216)

**CMST 332 Communication Research 3.0 Fa/Spr**

Examination, evaluation, and application of scientific methods of communication behavior analysis, especially those directly applicable to human communication. (002023)

## Communication

### 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-assertion 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. (002228)

### CMST 335 Intercultural Communication Theories and Practice 3.0 Fa/Spr

Focus is on the problems of communication between cultural groups 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 US Diversity course. (002229)

### CMST 339A Forensics 1.0 Fa/Spr

See description for CMST 339C below. 3.0 hours activity. You may take this course more than once for a maximum of 8.0 units. (002225)

### CMST 339B Forensics 2.0 Fa/Spr

See description for CMST 339C below. 1.0 hours discussion, 3.0 hours activity. You may take this course more than once for a maximum of 8.0 units. (002226)

### CMST 339C Forensics 3.0 Fa/Spr

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. 2.0 hours discussion, 3.0 hours activity. You may take this course more than once for a maximum of 6.0 units. (002227)

### CMST 350 Foundations of Rhetorical Communication Theories and Practice 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331 with a grade of C- or higher. Study of representative theories of rhetoric from classical to modern times. Emphasis is on continuing questions, trends, developments, and influence upon contemporary thought, and practical applications of theory to understanding and performing rhetorical criticism. (002217)

### 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. (002220)

### CMST 370 Introduction to Organizational Communication 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331 with a grade of C- or higher. 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. (002222)

### CMST 398 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. (002020)

### 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. (002234)

### CMST 424 Public Opinion and Propaganda 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and 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. This course is also offered as JOUR 424, and POLS 424. (002029)

### CMST 428 Politics and the Media 3.0 Fall

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and 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. This course is also offered as JOUR 428, and POLS 428. (002246)

### CMST 452 Freedom of Speech 3.0 Fa/Spr

Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher; CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; for CMST majors or by faculty permission for non-majors. Study of freedom of speech, with attention to issues of dissent and responsible communication. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. (020262)

### CMST 459 Health Communication 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; either CMST 334 or CMST 335. This course introduces students to the theory/practice of health communication as a context within which dyadic, small group, and organization communication occurs. Students examine topics such as provider-client communication, health communication and technology, diversity and culture as influences in health communication, and the role that the mass media plays in disseminating information about and impacting health communication. This lecture/discussion class examines relevant case studies and works with local health agencies in brief service learning projects designed to put theoretical knowledge to practical social use. (002235)

### CMST 462 Rhetoric: Contexts and Issues 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher. This course provides an in-depth study of selected contexts and issues for rhetorical studies. (020251)

### CMST 470 Organizational Communication Theories 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher for CMST majors or by faculty permission for non-majors. In-depth theoretical approaches and research perspectives are studied from the field of organizational communication. Theories studied include classical to modern theories of organization, as well as contemporary and critical theories in the communication field. Research areas reviewed include network analysis, socialization, control practices, and others. Application of theory into research is also explored. (002030)

### 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 330, CMST 331, CMST 350, 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 for majors. (002247)

### CMST 482 Advanced Communication and Career Skills 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, 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. (002244)

### CMST 484 Advanced Interviewing Skills 3.0 Fa/Spr

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher; CMST 132 for CMST majors or by faculty permission for non-majors. This course extends students' interviewing knowledge and experience beyond job search interviews into complex contexts such as focus groups, needs assessments, performance appraisals, and employee counseling and disciplinary action. Attention is given to listening and nonverbal behavior in interview contexts, interview development and management, facilitation skills for group interviews, and analysis and interpretation of interview data. Technology as a medium for interviews is also explored. (002248)



**CMST 486 Contemporary Issues in Organizational Communication 3.0 Fa/Spr**

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.  
This course provides opportunities for advanced students in organizational communication to extend and apply their discipline knowledge, primarily using a case study method. Course topics focus on current issues in communication research related to organizational life, including but not limited to socialization, computer mediated communication, organizational transformation, ethics, technology, and others. Students are actively engaged in the content by reflecting on, analyzing, debating, and discussing case studies while presenting their work in both oral and written formats, individually as well as in groups. (020250)

**CMST 488 Communication Issues in Nonprofits 3.0 Fa/Spr**

Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and CMST 370 with a grade of C- or higher.  
This course examines the communication concerns of the nonprofit, or third sector, and its changing role in society. Students extend their knowledge of communication theory, analysis, and presentation skills while examining topics such as internal and external communication at the national, state, and local levels of nonprofits, volunteer and other stakeholder communication, crisis and advocacy communication, and communicating for sustainability. Innovations in nonprofit organizing are also covered. (020249)

**CMST 489 Internship Program 1.0–10.0 Fa/Spr**

Prerequisites: Completion of 18 units within either the Major Core, Organizational Communication Option, or Communication and Public Affairs Option.  
To enroll in CMST 489, students must apply for an internship directly with the internship coordinator, who can be found through the CMST main office. Applications must be completed by the end of the second week of the semester and by the first day of a special session. The internship program provides students with a culminating experience that links their educational experience with practical organizational experience prior to graduation. Student learning objectives for the internship are jointly established by the student, the cooperating organization, the internship coordinator, and California State University, Chico. Students serve their internships under the direct supervision of a member of the cooperating organization. Students can only enroll in the course through the coordinator. This course is offered for 1.0-15.0 units, and only 3.0 units count toward graduation requirements in the organizational and human communication options. You may take this course more than once for a maximum of 15.0 units. (002039)

**CMST 498 Special Topics 1.0–3.0 Fa/Spr**

This course is for special topics offered for 1.0-3.0 units. Typically the topic is offered on a one-time-only basis and may vary from term to term and be different for different sections. See the Class Schedule for the specific topic being offered. (002044)

**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. (002045)

**CMST 602 Seminar in Communication Research Methods 3.0 Fall**

Prerequisites: CMST 332; CMST graduate standing or faculty permission.  
This course is designed to provide students with 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. (002046)

**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. (002254)

**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. This course is also offered as POLS 604. (002255)

**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. (002256)

**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 surveys the roots of the field as well as micro and macro communication approaches, traditional and contemporary theories and methodologies. (002257)

**CMST 608 Communication Theories and Philosophies 3.0 Inquire**

Prerequisites: CMST graduate standing or faculty permission.  
This course is intended to fulfill the need for a foundations course in the philosophies underlying human communication study. (002258)

**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. (002259)

**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. (002260)

**CMST 612 Seminar in Rhetoric and Public Address 3.0 EvnSp**

Prerequisites: CMST 451; CMST graduate standing or faculty permission.  
A seminar designed to expose students to advanced and specialized treatment of topics relevant to rhetoric and public address. You may take this course more than once for a maximum of 6.0 units. (002261)

**CMST 613 Seminar in Rhetorical Criticism 3.0 OddSp**

Prerequisites: CMST graduate standing or faculty permission.  
A seminar covering the development of rhetorical criticism in the twentieth century from its early separation from literary criticism to its present pluralism of approaches and critical objects. Emphasis on both critical theory and application of that theory. Value of criticism for understanding communication. (002262)

**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. (002263)

**CMST 620 Teaching Strategies for Communication Studies Teaching Associates 1.0 Fa/Spr**

A weekly seminar in the theory and practice of teaching public speaking. Required of all teaching associates assigned to teach the Speech Communication Fundamentals class (CMST 131). You may take this course more than once for a maximum of 4.0 units. (020260)

**CMST 697 Independent Study 1.0–6.0 Fa/Spr**

This course is a graduate-level independent study offered for 1.0-6.0 units. You must register directly with a supervising faculty member. Research or creative project supervised by a faculty member and separate from the 699P or 699T terminal degree requirement. You may take this course more than once for a maximum of 6.0 units. (002266)

**CMST 698 Contemporary Research Problems 3.0 Inquire**

Prerequisites: CMST graduate standing or faculty permission.  
This course is designed to provide an in-depth concentration on major contemporary research problems, trends, etc. in the field of human communication. As such, therefore, this course is NOT to be considered a survey class. The course consists of a combination of approaches, including lecture-discussion, guest speakers, etc., but will focus on a different topic area each semester. (002265)

## Communication

### 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. (002267)

### 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. (002268)

## 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. This course is also offered as CDES 101. (001636)

### JOUR 244 Introduction to Public Relations 3.0 Fa/Spr

Prerequisites: Sophomore standing; concurrent enrollment in or prior completion of JOUR 260 for Journalism majors.

A survey of public relations: problems and issues, organization and operations, skills and techniques, careers and opportunities. This course is also offered as POLS 244. (001995)

### JOUR 255 Introduction to Online Journalism 3.0 Fa/Spr

Journalism is changing more rapidly now than at any time in the past century, and this course gives a context to those changes and provides an overview of contemporary journalistic institutions. Students explore the history of online journalism; the structure of media organizations; the professional and ethical values of journalists; the needs, desires and influences of culture; and the impact of changing technologies on public relations and traditional newsgathering. This includes critical analysis of the relationship of journalism and society and the effect of political, economic and cultural factors on journalism. (020555)

### 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 activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (004838)

### 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. (005345)

### 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. (005346)

### 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. This course is also offered as WMST 311. (005347)

### 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 part 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. (002034)

### JOUR 314S Journalism & Community Service 1.0 Fa/Spr

This course is designed to build leadership skills and promote community service within a diverse community. Students lead, organize and work with others through service learning projects. These projects involve the development of peer tutoring programs, philanthropy projects, and/or student recruiting and retention services.

### 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. (002032)

### JOUR 321 Public Affairs Reporting 3.0 Fa/Spr

Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, HIST 130, JOUR 260, POLS 155.

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. Journalism majors in the news-editorial option who earn below a C- in JOUR 321 are required to repeat the course and are expected to earn a C- or higher to receive writing proficiency credit. 2.0 hours activity, 2.0 hours discussion. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. Special fee required; see the Class Schedule. (002000)

### JOUR 322 History of American Journalism 3.0 Fall

Prerequisites: JOUR 260.

Study of the American newspaper, magazine, and book from the Colonial period to the present time. Emphasis is placed upon changing trends and the outstanding people who shaped the development of these modern media, noting the influence of the past upon the present. (004851)

### 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 activity, 2.0 hours discussion. (001667)

### 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 activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (002007)

### JOUR 329 Laboratory Newspaper 2.0 Fa/Spr

Prerequisites: JOUR 260; JOUR 327 or JOUR 341; or faculty permission.

Provides practical application of journalistic techniques through preparation of the departmental laboratory newspaper. Involved are approaches to reporting, feature writing, editing, sales, and design. Repeating this course for credit requires faculty permission. Requirement for news-editorial option. 4.0 hours activity. You may take this course more than once for a maximum of 4.0 units. (005351)

### 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. 1.0 hours lecture, 4.0 hours activity. You may take this course more than once for a maximum of 12.0 units. (005349)

### JOUR 331 Laboratory Newspaper Management 3.0 Fa/Spr

Prerequisites: JOUR 329 and faculty permission.

This course is for journalism majors who manage the laboratory newspaper. It provides practical application of journalistic techniques through preparation and management of the departmental laboratory newspaper and includes approaches to writing, editing, photography and newsroom management techniques. With faculty permission, this course and JOUR 329 can be repeated for a combined total of 5 units. 1.0 hours lecture, 4.0 hours activity. (020118)

### JOUR 341 Writing For Public Relations 3.0 Fa/Spr

Prerequisites: ENGL 130 (or its equivalent) with a grade of C- or higher, JOUR 244, JOUR 260.

Principles and practices of writing styles for public relations. Emphasis will be on writing tailored to an organization's communication needs. Required for majors. Journalism majors in the public relations option who earn below a C- in JOUR 341 are required to repeat the course and are expected to earn a C- or higher to receive writing proficiency credit. 2.0 hours activity, 2.0 hours discussion. This is a writing proficiency, WP, course; a grade of C- or better certifies writing proficiency for majors. Special fee required; see the Class Schedule. (004844)

Highlighted text indicates a change from the original publication.

<b>JOUR 342</b>	<b>Public Relations Research, Measurement and Evaluation</b>	<b>3.0 Fa/Spr</b>
Prerequisites: JOUR 244 The overall objective of this course is to equip students with the skills to conduct qualitative and quantitative public relations research including measurement and performance evaluation. The emphasis will be on measurement of tangible results in evaluating effectiveness. The impact of culture and diversity will be considered. Process and techniques to be studied include public-opinion polling, focus groups and interviews, survey research, experimental design, fact-finding and applied research. (020558)		
<b>JOUR 344</b>	<b>Public Relations Strategy</b>	<b>3.0 Fa/Spr</b>
Prerequisites: JOUR 244, JOUR 260, JOUR 341. 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. (002003)		
<b>JOUR 351</b>	<b>Public Relations Publications</b>	<b>3.0 Fall</b>
Prerequisites: JOUR 260; JOUR 244 and JOUR 341 for public relations option; JOUR 321 for news-editorial option. Instruction in persuasive writing, design, and production of public relations publications via desktop publishing. Publications include fliers, institutional advertisements, brochures, and newsletters that are produced to promote the views, products, or services of organizations or companies. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (005352)		
<b>JOUR 353</b>	<b>Photojournalism</b>	<b>3.0 Fa/Spr</b>
Prerequisites: JOUR 260 for majors; no prerequisite for non-majors. Theory and practice of news photography, including picture-taking for college publications, as well as special photographic projects. 2.0 hours activity, 2.0 hours discussion. Special fee required; see the Class Schedule. (002011)		
<b>JOUR 355</b>	<b>Internet Newspapers and Magazines</b>	<b>3.0 Fa/Spr</b>
Prerequisites: JOUR 255, 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 hours lecture, 2.0 hours discussion. (005357)		
<b>JOUR 398</b>	<b>Special Topics</b>	<b>1.0–3.0 Fa/Spr</b>
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. (005354)		
<b>JOUR 399</b>	<b>Special Problems</b>	<b>1.0–3.0 Fa/Spr</b>
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. (005355)		
<b>JOUR 411</b>	<b>Race and Diversity in Media</b>	<b>3.0 Fa/Spr</b>
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. (005356)		
<b>JOUR 424</b>	<b>Public Opinion and Propaganda</b>	<b>3.0 Fa/Spr</b>
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and 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. This course is also offered as CMST 424, and POLS 424. (002029)		
<b>JOUR 428</b>	<b>Politics and the Media</b>	<b>3.0 Fall</b>
Prerequisites: CMST 131, CMST 330, CMST 331, CMST 350, and 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. This course is also offered as CMST 428, and POLS 428. (002246)		
<b>JOUR 429</b>	<b>Advanced Feature Writing</b>	<b>3.0 Fa/Spr</b>
Prerequisites: JOUR 260; JOUR 321 or 325 for news-editorial option; JOUR 325 or 341 for public relations option. Suggested for advanced students. In-depth reporting and feature writing, including computer-assisted reporting, opinion writing, investigative reporting techniques, literary journalism techniques, and writing for the Internet. 2.0 hours activity, 2.0 hours discussion. (002033)		
<b>JOUR 444</b>	<b>Public Relations Laboratory</b>	<b>1.0 Fa/Spr</b>
Prerequisites: JOUR 244, JOUR 260, JOUR 341, JOUR 344, JOUR 445. Field experience will provide the basis for this course. Volunteer placements with community organizations/agencies will allow each student further development of writing, organization, budgeting, and planning skills. 2.0 hours activity. (005358)		
<b>JOUR 445</b>	<b>Public Relations Laboratory</b>	<b>2.0 Fa/Spr</b>
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 laboratory. You may take this course more than once for a maximum of 4.0 units. (004852)		
<b>JOUR 447</b>	<b>Public Relations Management</b>	<b>3.0 Spring</b>
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. (005359)		
<b>JOUR 453</b>	<b>Advanced Photojournalism</b>	<b>3.0 Spring</b>
Prerequisites: ARTS 240 or APCG 112 or CDES 206 or JOUR 353. This course deals with the advanced skills, theory, history, and ethics of newspaper and magazine photojournalism. It builds on basics from the prerequisite course to develop the photography skills of students who seek to become professional photojournalists. 2.0 hours activity, 2.0 hours lecture. (020492)		
<b>JOUR 455</b>	<b>Online Presentation of News and Public Relations</b>	<b>3.0 Fa/Spr</b>
Prerequisites: JOUR 355. This course focuses on skills required to create and publish Web sites that feature interactive journalism. Students learn effective strategies in the production of multimedia news and public relations for online readers. (020493)		
<b>JOUR 460</b>	<b>Ethical Problems in Mass Media</b>	<b>3.0 Fa/Spr</b>
Prerequisites: JOUR 101, JOUR 260. For Option in News-Editorial: JOUR 321. For Option in Public Relations: JOUR 341. Ethical principles and case studies will be used to help students develop insights or responses to ethically challenging events or situations in mass media. (005360)		
<b>JOUR 460H</b>	<b>Ethical Problems in Mass Media - Honors</b>	<b>3.0 Fa/Spr</b>
Prerequisites: Admission to the Honors in the Major program; JOUR 101, JOUR 260. For Option in News-Editorial: JOUR 321. For Option in Public Relations: JOUR 341. Ethical principles and case studies will be used to help students develop insights or responses to ethically challenging events or situations in mass media. (005361)		
<b>JOUR 489</b>	<b>Journalism Internship</b>	<b>1.0 Fa/Spr</b>
Prerequisites: Faculty permission. You must register directly with a supervising faculty member. Students will experience a wide range of professional situations, conditions, and practice in the journalism/public relations professional setting prior to graduation. Length of internship will vary according to type of placement. Students will be supervised by a practicing member of the profession. Repeatable for credit toward the major up to 2 units with instructor permission. You may take this course more than once for a maximum of 2.0 units. (005362)		
<b>JOUR 498</b>	<b>Special Topics</b>	<b>1.0–3.0 Fa/Spr</b>
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. (005366)		
<b>JOUR 499H</b>	<b>Honors in Journalism</b>	<b>3.0 Fa/Spr</b>
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. (005368)		

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