

The Communication Studies Transfer Model Curriculum

CCC Major: Communication Studies

Proposed CSU Majors: Communication and Communication Studies

The Communication Transfer Model Curriculum was the result of a process that sought and received input from a strong representation of discipline faculty. A guiding principle for those courses included in the TMC was the likelihood that all California Community Colleges (CCCs) offer at least some of the courses in each category. Enough choices were included so that it is believed that each CCC could offer a transfer degree in the Communication major. After the Communication FDRG created a draft of the TMC, the TMC was posted on the C-ID website for comment. The former IMPAC list-serv was used to reach discipline faculty, and the CIAC, CCC Senate Presidents, and CCC Curriculum Chairs list-servs were used to encourage other faculty to visit the website and review the TMC. In addition, a designated CSU Lead also shared the draft with the Chairs of CSU Departments of Communication and invited input. After a month of comment time, the FDRG reviewed the submitted comments. Some comments that were received during the vetting period suggested a lack of understanding of the implementation of the TMC; specifically, a failure to understand that California community colleges (CCCs) were not obligated to develop degrees with all indicated course offerings and/or that a given CCC that seeks to develop a TMC-aligned degree could opt to be as restrictive or permissive as they choose within the parameters of the TMC. In response to these comments, the FDRG made minor changes to the categories by adding additional course options. Increasing CCC flexibility was not deemed a significant enough change to warrant a second round of vetting by the discipline faculty of the CCC and CSU. The Communication Studies TMC, with explanation, is presented and discussed below. Following this, samples of TMC-aligned degrees are provided.

Communication Studies – Transfer Model Curriculum

Title (units)	C-ID Descriptor	Possible CSU GE
REQUIRED (3)		
Public Speaking	COMM 110	A1
LIST A – Any 2 (6 units)		
Argumentation (3) or Argumentation & Debate (3)	COMM 120 COMM 120	A3
Interpersonal Comm (3)	COMM 130	A1
Small Group Comm (3)	COMM 140	A3

LIST B – Any 2 (6 units)		
Any List A course not used above		
Forensics (limited to 3 units)	COMM 160B	
Intercultural COMM (3)	COMM 150	
Intro to Human COMM (3)	COMM 180	
Mass Communication (3) or Communication & New Media (3)		
Oral Interpretation (3)	COMM 170	
Persuasion (3)		
Any course that has articulation as lower division major preparation for the communication studies major at a CSU. (3)		

*LIST C – Any 1 (3 units)		
Any List A or List B course not used above		
Cultural Anthropology (3)		D1
Intro to Psychology (3)	PSYC 110	D9
Intro to Sociology (3)	SOCI 110	D0
2nd Semester English comp + literature (3) or 2nd Semester English comp + critical thinking (3)		C2/A3
News Writing and Reporting (3) or Intro to Journalism (3)		
Any courses not selected above, any CSU-transferable communication studies courses, and/or other courses that are lower division preparation for the communication studies major at CSU. (3)		

*If a CCC opts to provide only one option under List C that course must be articulated as general education or major preparation at a CSU.

Total = 18 units in the Communication major as part of the 60 unit AA Transfer Degree. The degree also requires completion of CSU GE Breadth or IGETC. Double counting courses in GE and the major is permissible.

SAMPLE course descriptions:

List B - Mass Communication

CAN JOUR 4 Introduction to Mass Communication

Survey of mass communication and the interrelationships of media with society including history, structure and trends. Discussion of theories and effects, economics, technology, law and ethics, and social issues, including gender and cultural diversity.

JOUR 011 Introduction to Mass Communication (3) at Solano Community College

A study of mass media, including newspapers, magazines, radio, television, motion pictures and advertising which examines the standards, ethics, and rights of the media and the relationship of government and the public to the various media forms. Emphasis is on the functions, limitations and responsibilities of the press as well as past, present and future impact on society and the individual. Attention will be given to theories of persuasion, the symbolic power and manipulation of images, and the relationship between information and knowledge.

COMMUNICATIONS C100 Introduction to Mass Communications (3) at Coastline Community College

A study and analysis of the major media: newspapers, magazines, radio, and television covering how they function and affect society.

JOURN 1 – Introduction to Mass Communication (3) at Fresno City College

This course will study the social, economic, political, cultural, and behavioral impacts of mass media both nationally and globally. From books through the internet, and from pop culture to advertising and public relations, the course closely examines historical and technological developments that have shaped the structures and practices of mass media as well as emerging trends in mass communication, audiences, and technologies. (CAN JOUR 4)

List B - Communication & New Media

COMM 290 Mediated Communication at CSU Los Angeles

Introduction to mediated communication technologies, including internet, databases, and emerging technologies. Emphasis on critical, analytical assessment of technologies effects on intercultural, public and interpersonal communication

COMM 15 COMPUTER-MEDIATED COMMUNICATION (3) at Reedley College

From email to social networking to online dating new communication technologies have changed the way people build and maintain relationships. The course explores several areas of study related to computer-mediated communication including historical perspectives, relationship formation online, online dating, hyperpersonal communication, the sociology of social networks and online communities, families and online communication, privacy and safety issues, and the convergence of mass and interpersonal communication.

List B - Persuasion

COMM 7 Persuasion (3) At CSU Fresno

Analysis and practice of the use of persuasion as a social tool for resolving controversy and forming opinions from the perspectives of both the persuader and the persuaded.

COMM 007 Persuasion (3) at College of the Sequoias

This course was designed to create an understanding of the constant persuasive message that permeates modern life. While based deeply in persuasive theory, this course will also allow students to apply the material to personal and professional endeavors by direct application of the theory in the classroom and life.

COMM 315 Persuasion (3) at Cosumnes River College

This course presents fundamental theories and techniques of persuasion as they occur in various communication contexts, including commercial, interpersonal, public and mass media. A series of writing assignments will focus on the skills of critical thinking, persuasion, and the sophistication of argumentative essay skills. Essays of advanced composition shall be evaluated for their quality in both critical thinking and composition. Theoretical models of critical thinking and communication studies shall be applied to rhetoric, examining message production, analyzing messages, and exploring the fields of electronic and print media, advertising (product campaign), political campaign strategy, and ideological campaign techniques for mass communication to consider the political, cultural and social impact of persuasion. Students explore ethical considerations of persuasive communication, learn about types of reasoning, and identify fallacious arguments as they occur in persuasion.

List C – Cultural Anthropology

LDTP Introduction to Sociocultural Anthropology - TCSU ANTH 120 & CAN ANTH 4

This course introduces the study of human culture and the concepts, theories, and methods used in the comparative study of sociocultural systems. Subjects include subsistence patterns, social and political organization, language and communication, family and kinship, religion, the arts, social inequality, ethnicity, gender, and culture change. The course applies anthropological perspectives to contemporary issues.

List C – 2nd Semester English Composition + Literature

CAN ENGL 4 College Composition and Literature

An expository writing course based on reading and analysis of fiction, poetry, and drama; minimum writing requirement of 5,000 words in a number of essays of varying lengths. Prerequisite: College Composition.

ENG 1B Composition and Literature (3) at Gavilan College

English 1B continues the work begun in 1A, but now the emphasis shifts to writing expository prose in conjunction with reading and analyzing imaginative literature. Students are to write as fledgling critics and use the text as a basis for other forms of reflection. The reading requirement includes short stories, poetry, drama, and at least two novels. Course work will also include fundamentals of research writing

ENGL 2 [CAN ENGL 4] (3) Introduction to Literature/Composition at Long Beach City College

Prerequisite: ENGL 1 or 1H

Grading: letter grade or pass/no pass This introduction to literature and composition places its emphasis on genre, such as short stories, poetry and drama. Writing assignments emphasize critical analysis and interpretation of the reading material.

List C – 2nd Semester English Composition + Critical Thinking

ENGL 3 (4) Argumentative and Critical Writing at Long Beach City College

Prerequisite: ENGL 1

This course offers an introduction to the elements and uses of critical thinking and writing. Analytical, persuasive, evaluative, and argumentative writing will be emphasized, as well as the evaluation and use of both electronic and conventional sources.

ENG 111: Critical Thinking and Composition Through Literature (3) at Santa Barbara Community College

Study of critical thinking and composition, combined with instruction in literature. Class emphasizes understanding and writing about literature, using principles of logical analysis, criticism, advocacy of ideas, inductive and deductive reasoning. Students examine assumptions upon which conclusions are based and recognize common logical errors of language and thought. Instruction in methods of research and advanced elements of style and organization. Through instruction in critical thinking skills and application of logical methodology to the literary works of various genres, students achieve a disciplined command of reading, thinking and writing.

ENGWR 301 College Composition and Literature (3) at Sacramento City College

ENGWR 301 is an introduction to critical thinking and writing about work in the four major genres of literature: poetry, drama, short story, and novel. In the course, students: 1) further their study and practice in analytical reading and writing; 2) cover principles of logic such as inductive and deductive reasoning, recognizing logical fallacies, and suspending judgment; 3) learn to apply the conventions of literary criticism and to analyze, interpret, and explicate literary works. Students are required to write a minimum of 6,000 words presenting reasoned arguments of literary texts.

List C – News Writing and Reporting

CAN JOUR 2 Introduction to Newswriting and Reporting

An introduction to evaluating, gathering, and writing news in accepted journalistic style under newsroom conditions. Includes role of the reporter and the legal and ethical issues related to reporting. The student should have writing and reporting experiences, including personal interviews, speech, meeting and other event coverage, deadline writing and use of AP style.

RTVF 2 (Jour 2) - Introduction to Newswriting (3) at Butte College

Instruction in all aspects of newspaper writing. Emphasis on information gathering, news reporting, feature/complex story writing, ethics, press law and critical thinking.

JOUR-08 Introduction to Newswriting and Reporting (3) (CAN JOUR 2) at Merced College

This is a beginning course providing instruction and practice in language and style of news writing and reporting. Basic skills will be taught in the balanced and objective writing of news events, interviews, speeches, meetings, and features. Instruction will be given in copyreading, and the class will include a brief review of the laws of libel and the responsibilities of the mass media.

List C - Intro to Journalism

JOUR 1 Introduction to Journalism at Santa Rosa Junior College

Introduction to journalism, news reporting and writing with an emphasis on journalistic standards, media ethics and the changing nature of the news industry. Students will learn fundamental reporting skills and write news and feature articles for possible publishing in the Oak Leaf college newspaper and/ or website.