

COMMUNICATIONS (COM)

COM 100. Media & Society. (3 Units)

A critical overview of media culture including newspapers, magazines, film, radio, television, popular music, advertising, public relations, and the Internet. Focuses on building critical media literacy skills by developing a concrete understanding of media history, media analysis, the structure of media industries and their major players and products.

COM 105. Introduction to Media Criticism. (3 Units)

Develops the analytical tools required for critical understanding of media culture. Investigates relationships between institutions, texts, audience practices and technologies in order to build a foundation for informed media engagement, criticism and analysis in the 21st century.

COM 106. Digital Toolkit. (2 Units)

Co-requisite: COM 107 is required. Introduction to the foundational and emerging tools, platforms, and digital skills essential for students interested in pursuing careers in any communications or related field, including word processing, data management, presentational, media content creation, web publishing and design/editing software and programs.

COM 107. Digital Toolkit Lab. (1 Unit)

Co-requisite: COM 106 is required. Provides practice in the foundational and emerging tools, platforms, and digital skills essential for students interested in pursuing careers in any communications or related field, including word processing, data management, presentational, media content creation, web publishing, and design/editing software and programs.

COM 110. Introduction to Digital Media Production. (2 Units)

Co-requisite: COM 111 is required. An introduction to the process of digital video production that provides basic skills in all areas of digital video production in preparation for a career in any communications or related field that might require these basic skills. Skill sets include camera, lighting, sound, pre-production and production methodologies, and basic digital processes.

COM 111. Introduction to Digital Media Production Laboratory. (1 Unit)

Co-requisite: COM 110 is required. Provides instruction on basic skills in all areas of digital video production. The lab provides hands-on training in the use of camera operations, lighting, sound recording, pre-production, production and post-production methodologies, and basic digital processes.

COM 130. Introduction to Film. (3 Units)

An introduction to the study of film as an aesthetic, historical, and cultural phenomenon, and to various methods of critical analysis.

COM 200. Genre Analysis. (3 Units)

Prerequisites: COM 100 or COM 105 is required. Critical study of a specific genre of media (horror, science fiction, western, or documentary for example). Examines genres in their cultural and historical context and critical analysis writing using appropriate concepts and terminology.

COM 206. Photojournalism. (3 Units)

Prerequisite: COM 250 is required. Theory and practices of journalistic writing about television, film, music, visual arts, travel destinations, dining and other cultural phenomena across media platforms.

COM 250. Newswriting For Media. (3 Units)

Instruction and practice in the basics of reporting and writing news for print, electronic and digital media.

COM 284. Advanced TV Production. (2.7 Units)

COM 299. Internships in Com. (2.7 Units)

COM 300. Organizational Com. (3 Units)

Organizational theory and the role that communication plays in modern business, industrial and governmental organizations. Case studies and reviews of the literature in solving communication problems of complex human organizations.

COM 301. News and Information Literacy. (3 Units)

Develop critical thinking and literacy skills through examination of news and other constructed messages. Emphasis on analyzing and evaluating information sources and their narratives, structures, origins, placement and availability.

COM 302. Law Of The Mass Media. (3 Units)

Libel law, right to privacy, contempt of court, copyright, the right to print news of public affairs, the Freedom of Information Act, and other legal topics of concern to the media professional.

COM 305. Overview Interact Multimedia. (3 Units)

General overview of current topics and issues in interactive multimedia. Provides an introduction to interactive multimedia concepts, roles, products and systems. Explores the planning, prototyping, producing, testing, and distributing of multimedia products. Three hours of seminar per week.

COM 306. Online Media Production. (3 Units)

Provides skill sets needed for mastery of methodologies of video/digital media post-production and processes for embedding and streaming new media product, utilizing digital compression techniques. Emphasis is placed on digital non-linear editing techniques for internet deployment of projects relating to the fields of journalism, advertising, public relations as well as general digital mass media.

COM 307. History of Film. (3 Units)

Prerequisite: COM 100 or COM 105 is required. A critical survey of the history of film from the 1890s to the present. Covers a range of cinematic traditions from narrative to experimental. Examines the interrelationships between cinematic forms, industry, regulation, technology, aesthetics, and culture.

COM 308. Television History. (3 Units)

Prerequisite: COM 100 or COM 105 is required. A critical survey of the history of American television, from the 1940's to the present. Examines the interrelationships between programming forms, industry, regulation, technology, aesthetics, and culture.

COM 309. History of Emerging Media. (3 Units)

Prerequisite: COM 100 or COM 105 is required. A critical survey of the history of new and emerging media forms from 1830s to the present. Examines a range of media technologies as sites of contestation and negotiation before their use by audiences had been institutionalized within industry and culture.

COM 311. Persuasion. (3 Units)

Prerequisite: COM 100 is required. Provides students with an in-depth understanding of persuasion conceptions, theories, and practices. Students analyze findings and implications of persuasion research to real-world cases.

COM 314. Broadcast Journalism. (2 Units)

Prerequisite: COM 250 is required. Co-requisite: COM 315 is required. Provide students with accurate news judgement and the fundamental journalistic techniques of news gathering, reporting, writing, editing, evaluating, and producing news and feature stories for radio and television news broadcasts.

COM 315. Broadcast Journalism Lab. (1 Unit)

Prerequisite: COM 250 is required. Co-requisite: COM 314 is required. Provide students with accurate news judgement and the fundamental journalistic techniques of news gathering, reporting, writing, editing, evaluating, and producing news and feature stories for radio and television news broadcasts.

COM 320. Sports Journalism. (3 Units)

Prerequisite: COM 250 is required. Provides instruction and practice in reporting stories and producing multimedia news packages on a variety of sports topics including game coverage, interviewing, and reporting on both professional and amateur sports activities for print, broadcast, and online media.

COM 328. Entertainment and Lifestyle Journalism. (3 Units)

Prerequisites: COM 250 is required, COM 346 is recommended. Production of print and electronic forms of campus newspaper. Practices include original story selection, writing, reporting, interviewing, and editing. Repeatable course. Two hours lecture, three hours activity per week.

COM 330. Emerging Media Writing. (3 Units)

Prerequisite: COM 100 or COM 105; and COM 106 are required. Course focuses on writing interactive stories for emerging media. Students develop skills in generating concepts, story structure, character development, incorporating interactivity and pitching. Students conduct both collaborative and individual projects and develop skills for peer critique of creative work.

COM 331. Screenwriting I. (3 Units)

Prerequisite: COM 100 or COM 105 is required. Serves as an introduction to the craft of screenwriting, with primary focus on equipping students with the skills to write scenes and short format screenplays and to analyze and evaluate feature films and screenplays.

COM 332. Writing for Series Television. (3 Units)

Prerequisite: COM 100 or COM 105 is required. Students break down the TV-writing process then apply each step to the development of their own original script. Students will learn the basic theory and formal aspects of story structure, character development, the use of conflict, scene writing and dialogue for television.

COM 333. Digital Journalism. (2 Units)

Prerequisites: COM 110 and COM 250 are required. Co-requisites: COM 334 is required. Provides students with skills needed to gather news, analyze and produce a variety of stories for digital media across platforms and digital publishing tools, including social media, podcasts, blogs, videos, and websites, as well as to understand the nature of the emerging field of convergent journalism.

COM 334. Digital Journalism Laboratory. (1 Unit)

Prerequisites: COM 110 and COM 250 are required. Co-requisite: COM 333 is required. Provides skills needed to gather, analyze and produce a variety of stories for digital media, across platforms and digital publishing tools, including social media, podcasts, blogs, videos, and websites, and understand the emerging field of convergent journalism.

COM 338. Cross-Cultural Journalism. (3 Units)

Prerequisite: COM 250 is required. Provides a broad, critical examination of differences in global news culture, policies and styles, including Spanish-language, alternative, ethnic-focused, and political-driven media, and other cultural print and broadcast organizations. Topics vary by semester.

COM 340. Emerging Media Making. (2 Units)

Prerequisites: COM 100 or COM 105; and COM 106/107 are required. Co-requisite: COM 341 is required. Students utilize digital software to produce original new media projects, including memes, pixel art, music, interactive fiction and/or digital games. Students conduct both collaborative and individual projects and develop skills for peer critique of creative work.

COM 341. Emerging Media Making Lab. (1 Unit)

Prerequisites: COM 100 or COM 105; and COM 106/17 are required. Corequisite: COM 340 is required. Lab activity works in conjunction with COM 340: Emerging Media Making to give students hands-on time with production software under instructor supervision.

COM 342. Advertising Strategy and Copywriting. (3 Units)

Planning, creating and preparing demographically and psychographically targeted advertisements for print, electronic, interactive, and out-of-home media. Students will write copy for commercial and not-for-profit advertising campaigns. Restricted to majors.

COM 344. Advertising Media Analysis. (3 Units)

Analysis of the comparative advantages (cost and market impact) of various advertising media as a basis for time and space buying within the context of the creative advertising campaign with an emphasis on campaign planning and implementation.

COM 346. News Gathering & Reporting. (3 Units)

Prerequisites: COM 250. Theory and practice of information gathering for print and electronic media writing, including the art of interviewing. Identification, assessing and verifying published, computerized data base and live sources. Special emphasis on interview problems such as invalid inference and supposition.

COM 347. Multimedia Interviewing Practices. (3 Units)

Prerequisites: COM 100, COM 110 and COM 250 are required. An introduction to the fundamentals of gathering information through interview techniques, active listening, nonverbal communication, and psychological dynamics of interviewing in journalistic situations. Emphasis on accurate note taking, transcribing, and narrative structure from interviewing for print, online, and broadcast media.

COM 348. News Editing And Design. (3 Units)

Prerequisites: COM 250. Principles, practice in copy editing, including review of grammar, spelling, punctuation, word use, organization, word flow, sentences, information verification, application of appropriate story forms; writing headlines, photo cropping and sizing, computer desktop page design and editorial judgment. One hour lecture, two hours activity per week.

COM 350. Culture, Gender and Strategic Communication. (3 Units)

Prerequisite: COM 100 is required. Improve the understanding of cultural differences and assumptions regarding gender in the context of strategic communication. An overview of major communication theories, strategies, methods, and practices in advertising and public relations campaigns will be covered. Develop advertising skills and public relations messages based on cultural aspects in strategic communication.

COM 352. Feature And Critical Writing. (3 Units)

Prerequisites: COM 250. Analysis and practice of preparing feature stories and critical reviews for newspapers, magazines, radio, television and video. Assignments include profiles, how-to pieces and news features. Critical reviews focus on theatre, film, music, fine arts and books. Two hours lecture, two hours activity per week.

COM 355. News Production Workshop. (3 Units)

Prerequisites: COM 100 or COM 105 is required. Critical study of a specific media audience (comic book fans, social media users, telenova viewers, for example). Examines audiences in cultural and historical context, considering the range of ways in which audiences make meaning from and engage with media texts.

COM 358. Communications Graphics. (3 Units)

Prerequisites: COM 250. Learning methods for producing various forms of visual communications including fliers, informational graphics and logos, newsletters, magazines and newspapers in correlation with desktop publishing, page design, typography selection, copy fitting photo sizing and cropping. Two hours lecture, two hours activity per week.

COM 360. Pub Affairs & Edit. Writing. (3 Units)

Prerequisites: COM 250 and COM 346. Reporting, writing and editorial interpretation of public affairs events and issues, including on-site coverage of local governments, civic affairs, schools, police and courts. Utilization of public documents, enhancement of interviewing techniques, with emphasis on accuracy, clarity and social responsibility. Two hours lecture and two hours activity per week.

COM 363. Social Media Strategies. (3 Units)

Prerequisites: COM 250 and COM 365 are required. Provides an overview of various social media techniques and the strategies to help organizations engage in dialogue and build relationships effectively with different audiences and stakeholders.

COM 365. Introduction to Public Relations. (3 Units)

Public relations practices and principles as applied to government, education and industry.

COM 366. Public Relations Writing. (2 Units)

Prerequisites: COM 250 and COM 365. Co-requisite: COM 367 is required. Public relations writing; message and audience analysis. Creating effective forms of public relations communications, producing print and video press releases, public service announcements, media fact sheets and alerts, executive letters, press kits and brochures and newsletter copy. Two hours lecture, two hours activity per week.

COM 367. Public Relations Writing Lab. (1 Unit)

Prerequisites: COM 250 and COM 365 are required. Co-requisite: COM 366 is required. Public Relations writing laboratory course that covers the creation of effective forms of public relations communications; the production of print and video press releases, public service announcements, media fact sheet ans alerts, executive letters, press kits and brochures, and newsletter copy.

COM 368. Investigative Reporting. (3 Units)

Prerequisite: COM 250 is required. Prepares students to conduct in-depth reporting by examining the motivation, process, and skills behind investigative journalism, including obtaining and analyzing public records, private documents and data on social, political, and scientific issues for print, broadcast or online media.

COM 370. Creative Producing I. (3 Units)

Prerequisites: COM 100 or 105, COM 379, and COM 220, 230 or 330 are required. Builds on students' understanding of storytelling and the industry to provide an introduction to script development and writing coverage. Students study the basics of packaging films for Hollywood and how to navigate the business of both studio production and independent film-making.

COM 372. Crisis Communication. (3 Units)

Prerequisites: COM 250 and COM 365 are required. An introduction to crisis communication theory and application. The course will cover crisis communication theory, crisis management strategies and various case studies.

COM 375. Media and Representation. (3 Units)

Prerequisite: COM 100 or COM 105 is required. Critical study of US media representations of race, gender, class, sexuality, and other markers of difference. Considers the complex social, historical, and industrial forces shaping media portrayals of identities, groups, and cultures.

COM 376. Transmedia Storytelling. (3 Units)

Prerequisite: COM 100 or COM 105; and COM 379 are required. Provides an overview of the transmedia landscape and developing skills necessary for writing stories intended for use across multiple platforms. Topics include how studies are developed for cross media consumption from story ideation to production and distribution.

COM 377. Global Media. (3 Units)

Prerequisites: COM 100 or COM 105; and COM 379 are required. Critical study of media outside of the US; may focus on a transnational, national, regional, or local media tradition or industry. Considers how global media relates to history, culture, and identity. Focuses on critical analysis writing using appropriate concepts and terminology.

COM 378. Media Audiences. (3 Units)

Prerequisite: COM 100 or COM 105 is required. Restricted to seniors or by consent of department. An intensive study of an issue or concept in journalism, advertising, public relations, film, television or emerging media that is of special interest to both the faculty member and the students. Repeatable for credit.

COM 379. Media Industries. (3 Units)

Prerequisite: COM 100 or COM 105 is required. Analyzes contemporary media industries offering a comprehensive overview of how the industries work, their historical roots in relation to how they operate today, and their cultural influence. Examines how the relationships between various cultural, industrial, regulatory, and economic elements set the conditions by which media industries create cultural texts.

COM 383. TV Production. (3-4 Units)**COM 385. Intermediate Media Production Workshop. (3 Units)**

Prerequisite: COM 110 or equivalent is required, COM 306 is recommended. Intermediate skill sets are developed for production of news, informational, entertainment, persuasive, advertising, public relations, instructional, public affairs and corporate-programming in both studio and field production environments. Intermediate skill sets include camera, lighting, sound, preproduction and production methodologies, and intermediate digital processes.

COM 387. Documentary Film. (3 Units)

Prerequisite: COM 100 is required. A critical survey of the schools, styles, and purposes of documentary film as an aesthetic and cultural form.

COM 388. Digital Magazine Production. (1 Unit)

Prerequisites: COM 250, COM 347 and COM 352 are required. Co-requisite: COM 389 is required. This course is designed to build skills in advanced feature storytelling through the production of a digital magazine for distribution across digital platforms. From conception to production, feature story packages and will be developed with a strong focus on research, writing, editing, photography, creating videos and podcasts, and design.

COM 389. Digital Magazine Production Laboratory. (2 Units)

Prerequisites: COM 250 and COM 352 are required. Co-requisite: COM 388 is required. This course is designed to build skills in advanced feature storytelling through the production of a digital magazine for distribution across digital platforms. From conception to production, feature story packages and will be developed with a strong focus on research, writing, editing, photography, creating videos and podcasts, and design.

COM 390. Hollywood by the Horns. (3 Units)

Prerequisites: COM 100 or COM 105; and COM 379 are required. Workshop that contributes to the mission of the Hollywood by the Horns program: to build up and maintain the relationship between working professionals in Hollywood and the dynamic students of CSU Dominguez Hills. Requires department consent.

COM 400. Media Analysis and Research Methods. (3 Units)

Prerequisites: COM 100 and COM 250. Critical analyses of the media and their role in society from an empirical research perspective. Emphasis on social science-based research methods including focus groups, in-depth interviews, correlational studies and experiments, and research report preparation.

COM 420. Screenwriting II. (3 Units)

Prerequisite: COM 100 or COM 105; and COM 220 are required. Advancing the process of screenwriting, students develop original work culminating in the completion of the first act of a feature length screenplay. Final projects can be developed into a senior project for COM 490.

COM 425. Management In The Mass Media. (3 Units)

Prerequisites: COM 100 and COM 250. Emphasizes management of the electronic media industries, the most heavily regulated in the field of mass communications. Covers organizational theory, principles of management, functions/style of the manager, programming, sales, promotion and community relations.

COM 435. Media Psychology. (3 Units)

Prerequisite: COM 100 is required. Course is designed to acquaint students with the burgeoning field of media psychology, which examines the intersection of media use/media content and psychological processes. In this course, students will learn how mass media messages, images, and texts can alter our thoughts, feelings, and behaviors, and how media and technology use may lead to or exacerbate psychological disorders.

COM 467. Integrated Communications Management. (3 Units)

Prerequisites: COM 250, COM 365 and COM 366 are required. Analysis and development of strategies for planning/implementing integrated communications campaigns and preventing/solving integrated communications problems. Emphasis is placed on both individual and team case studies, incorporating strategic planning and writing techniques previously learned.

COM 470. Creative Producing II. (3 Units)

Prerequisites: COM 100 or COM 105, COM 370, and COM 220, COM 230, or COM 330. Develops students' knowledge of producing scripted entertainment from development through distribution. Students will complete advanced work in screenplay development and the multiple pathways to producing.

COM 490. Senior Project. (3 Units)

Prerequisite: Consent of department; senior standing. Discussion and preparation of senior project and professional portfolio.

COM 494. Independent Study. (1-3 Units)

Independent study in any relevant subject area under the direction of a member of the Communications Department faculty. Course repeatable 3 times for a maximum of 9 units.

COM 495. Special Topics. (3 Units)

Prerequisite: COM 100 or COM 105 is required. Restricted to seniors or by consent of department. An intensive study of an issue or concept in journalism, advertising, public relations, film, television or emerging media that is of special interest to both the faculty member and the students. Repeatable for credit.

COM 496. Internship In Communications. (1-3 Units)

Prerequisites: Senior standing and/or approval of the department is required; completion of a minimum of 27 upper division units in the major is recommended. Directed work experience in the communications field-print or electronic journalism, public relations or advertising, film, broadcasting, or telecommunications. Ideally, such work provides a practical bridge linking the student's academic studies with the world of work. A minimum of 10 hours a week of supervised work experience under the direction of a professionally-qualified mentor.