

Communication

The Field of Communication

Communication, whether selected as a major or minor field of study, as an art or a science, provides the knowledge, competencies, and skills necessary to survive in a rapidly changing society. The need to communicate is inherent in any aspect of any organization or employment field. Regardless of technological advancements or changes, communication is the basis of functional society.

A study of communication includes exploring the core concepts of the creation, transmission, and analysis of differing kinds of messages as well as message impact. Communication processes occurring within and among individuals, groups, organizations, and societies are examined. Interpersonal and intercultural communication, rhetorical criticism, argumentation, and persuasion, as well as organizations, campaigns, and other aspects of communications are investigated.

The Department of Communication

The communication major develops broad-based competencies in oral and written communication, in critical analysis, and in research methods. It emphasizes how to employ these skills in specific contexts such as business management, political persuasion, or public interaction.

The department offers a balance of humanistic and social scientific instruction that people need to function effectively in teaching, business, law, the communication professions, public service and administration, politics, and management.

The program is well-grounded in communication theory, in problem-solving and decision-making methods, and in group and organizational leadership. Courses examine how communication influences human behavior and social developments. Students develop competencies in oral and written communication and in research methods and information technologies; they learn ways to employ this knowledge in specific career areas.

Students are encouraged to participate on our debate team, which travels to intercollegiate tournaments, and to help run our annual Peach Blossom Festival, which brings 4,000 school children to campus each year to recite prose and poetry.

Options Available

In the communication major, building on a core of theory and methods courses, students select courses to develop competencies in personal and relational settings, as well as in advocacy in public, organizational, and professional settings.

Career Opportunities

Graduates are employed as consultants, personnel managers, political campaign directors, management analysts, teachers, counselors, lawyers, ministers, human resource specialists, and marketing representatives. These are just a few of the opportunities available. Fresno State offers students a discipline widely suited to today's job market. National placement studies reveal that communication majors find jobs with high job satisfaction and above-average pay rate, and that their rate of promotion is significantly faster than that of graduates from other fields of study.

In the information age of the 21st century, a communication degree opens many career doors. Increasingly, job descriptions across a wide variety of professional disciplines list skills in communication as the highest priority. The department believes that developing communication competencies is an essential goal, as is providing an education base for students in careers requiring communication skills.

The Communication Skills for Professionals Certificate Program at Fresno State recognizes students' skill development in such areas as presentational speaking, problem solving and decision making, leadership, and interpersonal communication.

Students can also complete internships for academic credit.

California State University, Fresno

Department of Communication

559.278.2826

B.A. in Communication

Minor in Communication

M.A. in Communication

Secondary Teaching Credential in English/Speech

FRESNO STATE

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Communication

High School Preparation

Students should meet California State University's admission requirements in terms of college preparatory course requirements, grade point average, and test scores. Participation in public speaking events, forensics, and student government is encouraged.

College Program

Students should consult a California State University, Fresno *General Catalog* for specific major and university requirements. Community college transfers should consult their catalogs to ensure that courses taken are CSU transferable (baccalaureate level).

General Education

Students should complete as many of the Fresno State General Education requirements as possible during the freshman and sophomore years, whether they are attending Fresno State or a community college.

Course Requirements

Students should consult their appropriate year's *General Catalog* and the Fresno State undergraduate adviser in communication prior to registering for courses.

Lower Division

Freshman-Sophomore level courses
(may be taken at a community college)

Select two of the following:

Fundamentals of Public Communication
(Fresno State COMM 3)

Introduction to Interpersonal Communication
(COMM 4)

Argumentation (COMM 5)

Persuasion (COMM 7)

Group Discussion (COMM 8)

Forensics Workshop (COMM 15)

Upper Division

Junior-Senior level courses
(to be taken at Fresno State)

Upper Division Core

Communication Theory

Rhetorical Theory

Communication Criticism

Communication Research Methods

Personal and Professional Competencies

(select two courses within each area)

Personal and Relational Settings:

Communication and the Small Group, Gender Communication, Communication and Aging, Interpersonal Communication, Intercultural Communication; Family Communication.

Advocacy in Public Settings: Forensics, Advanced Public Speaking, Argumentation Theory, American Public Address, Freedom of Speech, Social Influence and Attitude Change, Business and Professional Speaking.

Organizational and Professional Settings: Computer Applications in Communication, Leadership in Groups and Organizations, Communication in Organizations, Communication and Planning Change in the Social System, Communication Consulting and Training, Internships.

Electives: Select from above courses and/or the following: Communication and Learning; Meaning, Language, and Communication; Communication and Conflict; Communication and Planning Change in the Social System; and topics courses (such as The Rhetoric of Terrorism and Political Campaign Communication).

**For additional
information, write**

**California State
University, Fresno
Department of
Communication**

5201 North Maple
M/S SA46
Fresno, California
93740-8027

Visit or call

**Department of
Communication**

Speech Arts Building,
Room 15
559.278.2826

<http://comm.csufresno.edu>

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PLEASE NOTE: This document is for general informational purposes only. The information is subject to change; consult the appropriate department or an academic adviser. Entering freshmen must follow the revised General Education program effective fall 1999 and thereafter. The university catalog and schedule of courses are available online at www.fresnostate.edu/ClassSchedule and www.fresnostate.edu/catalog.

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