Communication and Media Studies

Department Office
Nichols Hall 364
(707) 664-2149
www.sonoma.edu/communications/

Department Chair
Ed Beebout

Administrative Coordinator
Shelly Stephens

Faculty

Ed Beebout / Broadcast Journalism, Broadcast Management
Elizabeth Burch / Ethics, Environmental Communication, Theory and Research, Scriptwriting, International Communication
Marco Calavita / History, Theory, Criticism, Screenwriting, Film Analysis
Nate Campbell / Radio Broadcasting, Recording
Talena Sanders / Film, Video, Criticism
Emily Acosta Lewis / Public Relations, New Media
Paul Gullixson / Newspaper Writing and Editing

Program Offered

Bachelor of Arts in Communication Studies

The Communication and Media Studies major is an innovative, interdisciplinary program that prepares students for careers in the media or for advanced graduate study.

Communication and Media Studies coordinates three distinct approaches to the media: practical application, historical study, and critical analysis. Practical application combines basic training in equipment operation, communication skills, production design, organizational skills, and a professional internship. Historical study focuses on the evolution of the mass media and the relationship of the mass media to society. Critical analysis explores media ethics and the analysis and evaluation of specific mediated texts using qualitative and quantitative methods.

Students are encouraged to develop a specific advisory plan with the assistance of a faculty advisor. Advisory plans, based on the student’s specific interests, may focus on:

- General areas such as journalism, media criticism, or public relations;
- Media such as radio, television, online, and newspapers;
- Career roles such as television producer, sports announcer, or reporter; and/or
- Preparation for graduate school.

Students are required to take a senior-year internship. The department emphasizes internships that provide students with real-world insights into the media. The department has developed professional media internships with community organizations, radio and television stations, newspapers, magazines, public relations firms, and other media groups.

All on-campus media operate in conjunction with Communication and Media Studies classes. On-campus media offer a variety of opportunities for students. They include the Star, the student newspaper; KSUN, an Internet radio station that can be heard at www.ksun.fm; Studio Blue, the campus television station that provides news, information, and entertainment; and Primitivo PR, the campus public relations firm.

Students are also required to take Senior Seminar, in which they complete a senior project. This project combines their academic training in the major with a real world application.

Careers in Communication and Media Studies

Graduates from the department find employment in the mass media and in the ever-growing field of communication. Some graduates find work by using their technical skills in radio, video, and computers. Others rely on their training and experience to find jobs in the broad field of public relations. They write for and edit newspapers and newsletters, and design brochures and flyers. They are photographers and are even employed by candidates running for public office. In addition, graduates design websites, edit films, produce documentaries, videotape weddings, record music, and serve as disc jockeys.

Past graduates have become lawyers and teachers, run employment agencies, are hired as fundraisers, private investigators, and work in law enforcement. Communication and Media Studies graduates work in corporate or non-profit organizations doing sales, publicity, or marketing. Wherever communication takes place and whenever media are used, Communication and Media Studies graduates can be found.

Bachelor of Arts in Communication Studies

(See page 94 for a sample four-year program.)

<table>
<thead>
<tr>
<th>Degree Requirements</th>
<th>Units</th>
</tr>
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<tbody>
<tr>
<td>General Education</td>
<td>50</td>
</tr>
<tr>
<td>Major Requirements</td>
<td>44</td>
</tr>
<tr>
<td>University Electives</td>
<td>26</td>
</tr>
<tr>
<td><strong>Total units needed for graduation</strong></td>
<td><strong>120</strong></td>
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Communication and Media Studies is a high-demand major. Junior transfers are taken in the fall only. On-campus change of majors are limited by the number of students who can be served by the faculty and facilities of the program.
• **Major Core:** All students complete 24 units of required coursework.
• **Major Skill:** All students complete 4 units of skill coursework.
• **Major Outlet:** All students complete 8 units of media outlet coursework.
• **Major Electives:** All students complete 8 units of COMS elective coursework.

Core Courses (24 Units Required)  
COMS 200 Principles of Media Communication or COMS 160 A/B Media and Society 4 units
COMS 202 Methods of Media Criticism or COMS 162 A/B Media Literacy 4 units
COMS 301 Media Theory and Research 4 units
COMS 302 Media Ethics and Law 4 units
COMS 402 Senior Seminar 4 units
COMS 499 Media Internship 4 units

Skill Courses (4 units required—additional units can be used for COMS elective credit) 4 units
COMS 201 Video Production 4 units
COMS 210 Web and Print Journalism 4 units
COMS 240 Public Relations 4 units
COMS 265 Radio and Audio Production 4 units
COMS 320 Selected Topics in COMS (e.g. Screenwriting for Film) 4 units
COMS 322 Broadcast Journalism 4 units
COMS 323 Health, Science, and Environmental Journalism 4 units
COMS 324 Scriptwriting for TV 4 units
COMS 325 New Media 4 units
COMS 326 Advanced Presentation Techniques 4 units

Media Outlets (8 units required—additional units can be used for COMS elective credit) 8 units
COMS 340 PR Firm 4 units
COMS 368 The Star 4 units
COMS 369 Studio Blue 4 units
COMS 385 KSUN 4 units

Major Electives (8 units are required) 8 units
COMS 273 S.Y.R.C.E. Course: Selected Topics in Media 4 units
COMS 275 21st Century Television as Art 4 units
COMS 320 Selected Topics in COMS (International Film) 4 units
COMS 320 Selected Topics in COMS (Media and the Movies) 4 units
COMS 321 International Communications 4 units
COMS 327 Media and Children 4 units
COMS 329 Reality TV and Film 4 units
COMS 435 Seminar in Mass Media (cross-listed as SOCI 435) 4 units

Note: 4 Elective Units are also earned by any of the following: 1) The COMS 160 A/B LC or COMS 162 A/B which yields 4 Elective units for the year; 2) Taking an extra/additional Skill or Media Outlet course; or 3) Taking an approved course in another Arts and Humanities department.

Four-Year Plan for Bachelor of Arts in Communication Studies

**FRESHMAN YEAR: 30 Units**

**Fall Semester (14 Units)**:  
COMS 160A or 162A (A3/C3) (4)  
GE Area B4 (3)  
GE Area A2 (4)  
University Elective (2)

**Spring Semester (16 Units)**:  
COMS 160B or 162B (A3/C3) (4)  
GE Area B1 (3)  
GE Area A2 (4)  
University Elective (2)  
COMS 200 or COMS 202 (4)

**SOPHOMORE YEAR: 30 Units**

**Fall Semester (16 Units)**:  
GE Area B2 (3)  
GE Area D2 (3)  
University Elective (3)  
COMS Skill Course (4)

**Spring Semester (14 Units)**:  
GE Area D3 (3)  
GE Area C2 (4)  
University Elective (2)  
COMS 301 (4)

**JUNIOR YEAR: 30 Units**

**Fall Semester (15 Units)**:  
Upper-Division GE Area D5 (4)  
Upper-Division GE Area E (3)  
Upper-Division University Elective (4)  
COMS 302 (4)  
COMS Elective (4)

**Spring Semester (15 Units)**:  
Upper-Division GE Elective (3)  
COMS 301 (4)  
COMS Outlet Course (4)

**SENIOR YEAR: 30 Units**

**Fall Semester (15 Units)**:  
Upper-Division University Elective (3)  
Upper-Division University Elective (4)  
COMS 499 (4)*  
COMS Outlet Course (4)

**Spring Semester (15 Units)**:  
Upper-Division University Elective (3)  
COMS 402 (4)*  
COMS Outlet Course (4)

**TOTAL UNITS: 120**

* Students must take in their senior year

Total units in major 44