

# COMMUNICATION

Whatever their age, social position, or occupation, people communicate. Humans spend more time engaged in speaking and listening than virtually any other activity. Communication is as important as it is pervasive—success or failure often depends on how well we express ourselves and understand others. Recognizing this fact, the Communication Department offers a wide range of courses to help students become more skillful, aware communicators.

The department's curriculum focuses on communication in a variety of settings—interpersonal, small group, organizational, presentational, via mass media and between cultures and nations. Courses are also available in argumentation and debate, communication theory and research methods.

Communication students will have the opportunity to gain practical and theoretical knowledge about human communication, develop their communication skills, and showcase their proficiency by participating in various projects through their classes. The Communication Department strives to foster a welcoming learning experience for all, and develop in our students a deep value for working with others from all backgrounds, which they will take into their lives and careers outside of our college.

The Communication Department at Santa Barbara City College offers two areas of emphasis within the AA Degree in Communication—a Communication Science Emphasis and an Applied Communication Emphasis. The Communication Science Emphasis provides students with the foundational knowledge in communication theory and research methods. The Applied Communication Emphasis provides students with foundational knowledge in Communication Studies and its application. Additionally, the Communication Department offers an AA-T Degree in Communication Studies for Transfer.

## Planning a Program of Study

The field of communication covers a wide range of topics. The major is designed to give students exposure to basic information in the discipline and provide the opportunity to focus on the areas that best suit their individual needs.

Students should consult with a departmental adviser and/or counselor when choosing both controlled and general electives in order to develop a program of study that is best suited to their specific needs. For example, requirements for the baccalaureate degree in Communication or Speech Communication vary from one institution to another. It is, therefore, essential to become familiar with the requirements of the institution a student plans to attend.

Not all Communication courses are offered every semester. Students should plan carefully so that all required courses are included in their program of study.

## Preparation for Transfer

Course requirements for transfer vary depending upon the college or university a student wishes to attend. Therefore, it is *most important* for a student to consult with his/her counselor and departmental adviser before planning an academic program for transfer. Information sheets for majors, outlining transfer requirements, are available in the Transfer Center.

## Programs of Study

### Associate Degree for Transfer

- Communication Studies 2.0, Associate in Arts for Transfer (AA-T) (<https://catalog.sbccc.edu/academic-departments/communication/communication-studies-2.0-aat/>)

### Associate Degrees

- Communication, Associate of Arts (AA): Applied Communication Emphasis (<https://catalog.sbccc.edu/academic-departments/communication/communication-aa-applied-emphasis/>)
- Communication, Associate of Arts (AA): Communication Science Emphasis (<https://catalog.sbccc.edu/academic-departments/communication/communication-aa-science-emphasis/>)
- Global Leadership, Associate of Arts (AA) (<https://catalog.sbccc.edu/academic-departments/communication/global-leadership-aa/>)

### Certificates of Achievement

- Global Leadership, Certificate of Achievement (C) (<https://catalog.sbccc.edu/academic-departments/communication/global-leadership-certificate-achievement/>)

## Credit Courses Communication (COMM)

### COMM C1000 Introduction to Public Speaking (3 Units)

Hours: 54 (54 lecture)

In this course, students learn and apply foundational rhetorical theories and techniques of public speaking in a multicultural democratic society. Students discover, develop, and critically analyze ideas in public discourse through research, reasoning, organization, composition, delivery to a live audience and evaluation of various types of speeches, including informative and persuasive speeches. (COMM C1000 formerly COMM 131 prior to Fall 2025.)

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: Cal-GETC Area 1C, CSUGE Area A1, IGETC Area 1C, SBCCGE Area 1B, CSU Transferable, UC Transferable  
UC Transfer Limit: COMM 131 and 113H combined: maximum credit, one course.

C-ID: COMM 110.

### COMM 101 Introduction to Communication (3 Units)

Hours: 54 (54 lecture)

Introduction to the field of communication, with emphasis on the history of communication study, theories of communication, communication contexts, and issues in communication studies. Also serves as an introduction to the strands of communication studies, including interpersonal, group, rhetoric, intercultural, organizational and mass communication.

SBCC General Education: SBCCGE Area B

Transfer Information: Cal-GETC Area 4, CSUGE Area D7, IGETC Area 4G, SBCCGE Area 4, CSU Transferable, UC Transferable

C-ID: COMM 180.

### COMM 110 Fundamentals of Oral Communication (3 Units)

Hours: 54 (54 lecture)

An introduction to the basic principles and methods of oral communication with an emphasis on improving speaking and listening skills in public speaking, interpersonal, and small group communication contexts. Students will develop and apply effective research and presentation strategies, grounded in classic rhetorical theory.

**COMM 121 Interpersonal Communication (3 Units)**

Hours: 54 (54 lecture)

Introduction to principles and skills of effective communication, with a focus on verbal and nonverbal channels, person perception, conflict resolution, listening, and communication barriers. Study includes the social science of interpersonal communication and presentational speaking.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, SBCCGE Area 1B, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course.

C-ID: COMM 130.

**COMM 121H Interpersonal Communication, Honors (3 Units)**

Limitations on Enrollment: Admission to Program.

Hours: 54 (54 lecture)

Introduction to principles and skills of effective communication, with a focus on verbal and nonverbal channels, person perception, conflict resolution, listening, and communication barriers. Study includes the social science of interpersonal communication and presentational speaking. In-depth exploration of selected COMM 121 topics conducted through a research paper.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, SBCCGE Area 1B, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 121, 121H and 122 combined: maximum credit, one course.

C-ID: COMM 130.

**COMM 141 Small Group Communication (3 Units)**

Hours: 54 (54 lecture)

This course integrates foundational training in both public speaking and small group communication, providing students with theoretical knowledge and practical experience in each. Students will prepare and deliver a variety of speech presentations (including informative, persuasive, and group-based speeches) while exploring key communication concepts such as rhetorical theory, audience adaptation, argumentation, leadership, and group dynamics. Emphasis is placed on critical listening, ethical communication, and collaborative problem-solving within small task-oriented groups. Students will refine verbal and nonverbal communication skills through faculty-supervised, faculty-evaluated speeches delivered to a live audience.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, IGETC Area 1C, SBCCGE Area 1B, CSU Transferable, UC Transferable

C-ID: COMM 140.

**COMM 142 Leadership in a Global Society (3 Units)**

Course Advisories: Eligibility for ENGL C1000 or ENGL C1000E or ENGL C1000H.

Hours: 54 (54 lecture)

Explores leadership concepts needed to effectively lead for a more inclusive and just society. Students analyze real world problems across a variety of categories to better understand the need for informed, effective, and inclusive leadership in today's world. Examines how everyday people can make social change through inclusive, ethical, and informed leadership.

SBCC General Education: SBCCGE Area B, SBCCGE Area E5

Transfer Information: CSUGE Area D, SBCCGE Area 4, CSU Transferable, UC Transferable

**COMM 151 Intercultural Communication (3 Units)**

Hours: 54 (54 lecture)

Provides an introduction to communication between people from different cultures. Focuses on the application of theory and research to intercultural communication. The topics and activities are designed to develop communication skills that improve competence in intercultural situations.

SBCC General Education: SBCCGE Area B, SBCCGE Area E5

Transfer Information: Cal-GETC Area 4, CSUGE Area D3, IGETC Area 4C, SBCCGE Area 4, CSU Transferable, UC Transferable

C-ID: COMM 150.

**COMM 161 Communication in Organizations (3 Units)**

Hours: 54 (54 lecture)

Communication in organizations examines communication practices in various organizational situations, applying effective strategies for achieving organizational and individual goals. Instructions include selecting a speech topic, determining the purpose, analyzing the audience and occasion, researching the topic and organizing, outlining, and presenting an informative and persuasive speech to a target audience. The use of logic, evidence and emotional appeals is studied and emphasized.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: CSUGE Area A1, SBCCGE Area 1B, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 161 and COMM 162 combined: maximum credit, 1 course.

**COMM 171 Mass Media and Society (3 Units)**

Hours: 54 (54 lecture)

Exploration of the history, effects and role of the mass media in the U.S. Major forms of mass communication are studied. Study focuses on critical analysis of media messages, effects of media on the individual and society, and theories of communication. Students move beyond being "consumers" of media to "analysts" of media.

SBCC General Education: SBCCGE Area B

Transfer Information: Cal-GETC Area 4, CSUGE Area D7, IGETC Area 4C, SBCCGE Area 4, CSU Transferable, UC Transferable

C-ID: JOUR 100.

**COMM 200 Rhetoric of Pop Culture (3 Units)**

Hours: 54 (54 lecture)

Overview, history and critical analysis of popular culture in the United States as a mediator of cultural values and attitudes. Evaluates representations of popular culture by analyzing multiple artifacts from various theoretical perspectives. Examines pop culture artifacts as products of mass communication rooted in underlying values of American society. Focuses on developing critical thinking concerning assumptions regarding race, class and gender imbedded in popular culture.

SBCC General Education: SBCCGE Area C

Transfer Information: Cal-GETC Area 3B, SBCCGE Area 3, CSU Transferable, UC Transferable

**COMM 235 Argumentation and Debate (3 Units)**

Prerequisites: ENGL C1000 or ENGL C1000E or ENGL C1000H.

Hours: 54 (54 lecture)

This course equips students with foundational knowledge of argumentation and debate concepts and theories, enabling them to effectively dissect and present arguments across various contexts and public speaking settings while critically evaluating the arguments of others. Students will explore Aristotle's principles of ethos, pathos, and logos, audience analysis, ethics in argumentation, critical listening, and both verbal and nonverbal techniques in persuasive and informative public speaking. Through the study and application of methods of critical inquiry and advocacy, students will identify fallacies in reasoning and language, test evidence and its sources, advance reasoned positions, and develop skills to defend and refute arguments effectively. The course emphasizes the analysis, presentation, and evaluation of oral and written arguments. Students will also learn to analyze strong evidence and apply reasoning processes essential for clear and impactful communication. Finally, the course includes multiple opportunities for writing revision to refine arguments and strengthen clarity, logic, and persuasiveness in final written work.

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: Cal-GETC Area 1B, CSUGE Area A1, CSUGE Area A3, IGETC Area 1B, IGETC Area 1C, SBCCGE Area 1B, CSU Transferable, UC Transferable

C-ID: COMM 120.

**COMM 288 Communication Research Methods (3 Units)**

Course Advisories: COMM 101.

Hours: 54 (54 lecture)

Introduction to the theoretical and practical concerns underlying procedures most commonly used in communication research. Students evaluate findings of communication research and understand research methods. Serves as preparation for advanced coursework in communication.

Transfer Information: Cal-GETC Area 4, CSUGE Area D7, IGETC Area 4G, SBCCGE Area 4, CSU Transferable, UC Transferable

C-ID: POLS 160.

**COMM 289 Communication Theory (3 Units)**

Course Advisories: COMM 101.

Hours: 54 (54 lecture)

Introduction to major theories of human communication, Designed to give students critical understanding of key themes in the field, and to show how theories illuminate the nature of human interaction. Designed to prepare students for upper-division coursework in communication.

SBCC General Education: SBCCGE Area B

Transfer Information: Cal-GETC Area 4, CSUGE Area D7, IGETC Area 4G, SBCCGE Area 4, CSU Transferable, UC Transferable

**COMM 295 Internship in Communication (2-4 Units)**

Hours: 210 (210 lab)

Structured internship program in which students gain experience with community organizations related to the discipline. Course restricted to 3 repetitions

Transfer Information: CSU Transferable

**COMM 299 Independent Study in Communication (1-4 Units)**

Limitations on Enrollment: Six units of Communication courses completed with a grade point average of 3.5 or higher.

Hours: 192 (192 lab)

Minimum of 12 units of coursework completed at SBCC with GPA of at least 3.0. For complete information, see "Independent Study" in the Catalog Index.

Transfer Information: CSU Transferable

**COMM 1000H Introduction to Public Speaking - Honors (3 Units)**

Limitations on Enrollment: Other: Admission to Honors program.

Hours: 54 (54 lecture)

In this course, students learn and apply foundational rhetorical theories and techniques of public speaking in a multicultural democratic society. Students discover, develop, and critically analyze ideas in public discourse through research, reasoning, organization, composition, delivery to a live audience, and evaluation of various types of speeches, including informative and persuasive speeches. This is an honors course. Instruction in public speaking honors focuses on audience analysis, organizing ideas, and supporting arguments. Students prepare and deliver speeches on relevant, current topics. Video recordings and instructor evaluations offer valuable feedback on student performance. The honors section requires longer speeches, more research to support main points, additional course readings, and more detailed outlines.

(COMM C1000H formerly COMM 131H prior to Fall 2025.)

SBCC General Education: SBCCGE Area D2, SBCCGE Area E4

Transfer Information: Cal-GETC Area 1C, CSUGE Area A1, IGETC Area 1C, SBCCGE Area 1B, CSU Transferable, UC Transferable

UC Transfer Limit: COMM 131 and 113H combined: maximum credit, one course.

C-ID: COMM 110.