

COMMUNICATION

PREPARATION FOR THE MAJOR

High School Preparation

Recommended as part of or in addition to UC's "a-g" admission requirements:

English composition
English literature
Journalism and media courses
Speech/debate
Social science
Mathematics
Humanities

Transfer Preparation

To make normal progress in the major, complete the following courses prior to transfer:

Introduction to Communication
Communication Research
Methods
Theories of Communication
Probability and Statistics

If you have not completed all four pre-major courses prior to transfer to UCSB, you will be required to complete them before entry into the major.

California community college students can see www.assist.org to determine which courses at your institution satisfy the UCSB Communication pre-major requirements.

The study of communication focuses on how people construct, use, and interpret messages across multiple channels and types of media to inform, persuade, manage, relate to, and influence each other within and across social contexts and cultures.

Communication is one of the fastest growing areas of study among UCSB's undergraduate students. Approximately 1,350 students as pre-majors or majors are currently pursuing the Bachelor of Arts (BA) degree in Communication. The Communication program offers an array of courses across three different areas of interest: interpersonal/intergroup, media and organizational communication.

The major emphasizes the understanding of communicative events—their psychological, social, and philosophical implications and aspects—the development of knowledge in these areas, and the use of empirical and critical tools for assessing the impact and quality of message transmission. Some of the areas in which faculty members in UCSB's Department of Communication are teaching and conducting research include: interpersonal, nonverbal, group, intercultural, health, organizational, and global communication, as well as mass media effects, new communication technologies and policies. Although the implications of media production and distribution are emphasized within the curriculum, the department does not provide instruction in production processes.

The Pre-Major

Certain UCSB majors, including Communication, admit students to a pre-major. Students must fulfill specific course and grade-point average requirements in order to advance from the pre-major to the major. As a pre-Communication major, and prior to petitioning for admission to the major, students must complete the following four courses:

- Introduction to Communication
- Communication Research Methods
- Theories of Communication
- Statistical Analysis for Communication

In addition, students must complete these courses with a minimum UC grade-point average of 3.0, and with no grade lower than a C-.

Prospective students are encouraged to consult the UCSB General Catalog (www.catalog.ucsb.edu) for specific requirements. Enrolled students should consult the department advisor and work with faculty early in their undergraduate careers to plan an appropriate program of study.

The Major

The Communication major requires completion of upper-division courses chosen from areas such as language and human communicative behavior; interpersonal, family, small group, organizational, and mass communication; persuasion; gender, ethnic, and cultural influences on communication; communication in conflict resolution; and communication law. Choice of electives allows students to shape their programs according to their particular interests.

Although the program is not vocational, students can become involved in print

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journalism by working on the student newspaper, yearbook, or campus literary magazine. Likewise, students can gain experience in broadcast journalism by working with the campus radio station or interning with local community radio, TV, or advertising agencies. Some students elect to participate in the UCSB Washington Center Program in the nation's capitol.

Careers in Communication

Communication provides students with knowledge regarding the creation, distribution, and social impact of messages exchanged in many contexts, including interpersonal settings, business or organizational environments, and the mass media. This background provides students with a wide range of career options in local, state, national, and global organizations, in professions ranging from the media industry, law, education, and social services to management in profit and nonprofit organizations.

Some specific areas of employment include media-related fields (such as journalism, advertising, or broadcast management), business settings that involve human relations work (such as public relations, sales, or marketing) and positions that rely largely upon interpersonal interaction (such as community service work, counseling, or teaching).

Students interested in teaching and conducting research at the university level should plan to complete the Ph.D. degree. Students interested in teaching at a community college should pursue graduate work at least through the master's degree. Teaching at the high school (secondary) level requires the California Single Subject Teaching Credential. Students considering this last option should discuss their plans early in their academic careers with the credential advisor in UCSB's Graduate School of Education.

The major also prepares students for entrance into professional programs in business and law. Department faculty assist students in selecting graduate schools and professional programs. Since communication pervades all of what society undertakes, the imaginative student is able to bring the knowledge acquired in communication to almost any vocation or professional setting.

For more information about the Communication major, please call or write to:

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