

Communication Studies

According to the National Association of Colleges and Employers, the number one skill most sought after in a potential employee is verbal communication skills. (Source: *Job Outlook 2011, National Association of Colleges and Employers.*)

In addition, the National Communication Association (NCA) notes that The U.S. Department of Labor lists a number of qualities required for top job performance. Communication students study at least ten of these: "Listening, speaking, creative thinking, decision making, problem solving, reasoning, self-esteem, sociability, self-management and integrity/honesty." The NCA also notes that the communication discipline teaches, "interviewing, listening, planning and conducting meetings, resolving conflicts, and public speaking" (*Pathways to Careers in Communication, 1995, p. 1*).

Communication teachers and scholars have developed a definition of the field of communication to clarify it as a discipline for the public:

"The field of communication focuses on how people use messages to generate meanings within and across various contexts, cultures, channels, and media. The field promotes the effective and ethical practice of human communication."

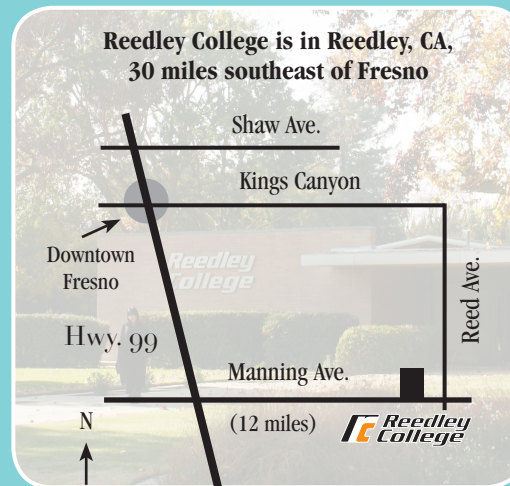
Employers Rank Top 5 Candidate Skills/Qualities

1. Verbal Communication Skills
2. Strong Work Ethic
3. Teamwork Skills
4. Analytical Skills
5. Initiative

Visit Reedley College!

We'll take you on a campus tour and show you all that Reedley College has to offer.

Call our Outreach and Recruitment Office at (559) 638-0311 for more information.



995 N. Reed Ave. • Reedley, CA 93654
(559) 638-0300 • www.reedleycollege.edu

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State Center Community College District.

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Reedley College Title IX Officer/Section 504/ADA Coordinator

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Reedley College Communication



Reedley College

Associate in Arts for Transfer Degree

The College Associate in Arts Degree in Communication Studies for Transfer is designed to prepare students to continue studies toward a B.A. degree in Communication or for entry level into a variety of career options that require competent and ethical communication skills. Students who pursue advanced communication degrees enjoy diverse employment that can range from College professor in Communication to Public Relations or a career in Mass Communications such as radio and television. Communication courses focus on how people use messages to generate meaning within and across various contexts, cultures, and channels.

Program Learning Outcomes:

1. Construct and deliver presentations with communicative competence and confidence.
2. Demonstrate the dynamics of effective communication in a variety of settings and contexts.

To obtain the Associate in Arts Degree in Communication Studies for Transfer, students must complete the following requirements with a minimum grade point average (GPA) of 2.0:

- The Communication Studies major requirements below.
- The California State University General Education - Breath (CSUGE) or the Intersegmental General Education Transfer Curriculum (IGETC) requirements.
- Any needed transferable electives to reach a total of 60 CSU transferable units.

| | |
|---|----------|
| Required Core | 3 |
| COMM 1 Public Speaking..... | 3 |
| List A Courses | 6 |
| COMM 2 Interpersonal Communication | 3 |
| COMM 8 Group Communication | 3 |
| COMM 25 Argumentation 3 | |
| List B Courses (any course from List A not used).... | 6 |
| COMM 4 Persuasion | 3 |

| | |
|--|---|
| COMM 10 Intercultural Communication | 3 |
| COMM 12 Fundamentals of Interpretation | 3 |
| COMM 15 Computer-Mediated Communication | 3 |

List C Courses (any course from List A or B not used).....

| | |
|--|---|
| ENGL 1B Introduction to the Study of Literature | 3 |
| ENGL 1BH Honors Introduction to the Study of Literature | 3 |
| JOURN 1 Introduction to Mass Communications..... | 3 |
| PHIL 2 Critical Thinking and Writing | 3 |

CSU General Education or IGETC - 39-41 units

CSU Electives to reach 60 units total

Total Units - 60

Reedley College Communication EVENTS

- **Negotiation Tournament:** Held every semester, this tournament has a great turn out of 60 or more students. Students get to show off their skills of negotiation and persuasion in a fast-paced and fun competition.
- **Conversations:** Held twice a semester, this evening event highlights community members who use communication in their careers.
- **Annual Speech Night:** Held at the end of the academic year, this night highlights the top speeches of the year from Reedley College communication classes.
- **Showcase:** Held every semester, to honor top performances from the Oral Interpretation (COMM 12) course.

Certificate of Achievement

Upon completion of this certificate students will have communication skills that are applicable in the workforce. Skills may include but are not limited to: gathering and organizing of information, analyzing the audience, presenting, discerning verbal and nonverbal communication signals, managing conflict, applying effective leadership characteristics, communicating inter personally, and recognizing the role of diversity. The Certificate of Achievement in Communication Studies is designed to enhance a student's ability to communicate in social, professional, and relational contexts. This certificate is intended to enhance the communication skills for students of all majors and career paths. Coursework may be applied toward an AA degree.

| | |
|--|-----------|
| Required Course | 3 |
| COMM 1 Public Speaking..... | 3 |
| or | |
| COMM 1H Honors Public Speaking | 3 |
| Select 3 courses | 9 |
| COMM 2 Interpersonal Communication | 3 |
| COMM 4 Persuasion | 3 |
| COMM 8 Group Communication | 3 |
| COMM 10 Intercultural Communication | 3 |
| COMM 12 Fundamentals of Interpretation | 3 |
| COMM 15 Computer-Mediated Communication | 3 |
| COMM 25 Argumentation..... | 3 |
| Total Units | 12 |