



**ACADEMIC SENATE
Executive Committee
REFERRAL FORM**

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

Date:	11/12/2025
To:	General Education Committee
From:	Academic Senate Executive Committee
Subject:	Academic Senate Referral
Classification	GE-006-256
Title of Referral:	<u>COM 4244 - Artificial Intelligence, Media, and the Future of Technology (New GE Area 5D)</u>
Background:	See attached referral request form. Additional background provided by the Executive Committee: Existing course being proposed for GE Area 5D.
Recommended resources:	See attached referral request form and supporting documentation. Additional resources recommended by the Executive Committee: None. For the Committee’s Report on this referral, please list in separate sections, the resources recommended, and resources actually consulted. If a resource was not consulted, briefly state why.
Review and recommend:	Review and recommend as appropriate.
Date required for presenting committee report to the Executive Committee:	3/2/2026

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Keywords: COM, 4244, Artificial, Intelligence, Media, Future, Technology, New, GE, Area, 5D

Background:

Examines the relationship between technology and communication across contexts and dimensions. Addresses the historical evolution of modern technological practices, computer-mediated communication, including email, Zoom, and social media; the implications of big data, like surveillance, algorithms, and artificial intelligence; the transformative capabilities of technology, such as technology and the body, cybernetics, the link between technology and social movements; and the consequences of technological innovation and learned application with emerging technologies.

1. Explain the relationship between communication technology
2. Analyze the interplay between the historical evolution of technologies and human behavior
3. Apply rhetorical and cultural perspectives to digitally mediated discourse
4. Use generative artificial intelligence across personal, professional, and civil contexts
5. Critically assess strengths and weaknesses of technologies in addressing societal problems
6. Examine ethical dimensions in the transformative potential of current and future technology use

Required Assignments: In addition to exams covering the course material, this course requires one analysis paper and one application paper, where students are expected to apply relevant concepts from class to real-world situations and use emerging technologies. Given the changing nature of technological innovation, there should also be various in-class discussion activities designed to reinforce and apply the theories and concepts to emerging technologies. Lastly, there should be a project or presentation where students make ethical arguments about the societal implications of technology use. These activities deepen understanding, encourage critical thinking, and provide hands-on experience with technology practices.

Required Content: The course should cover:

- The history of technology
- Theories on technological emergence, adoption, development, and implications
- Computer Mediated Communication (CMC) and mediated discourse
- Technological privacy and surveillance
- Algorithms and Big Data
- Generative Artificial Intelligence (gAI)
- Ethical perspectives on technological power
- Contemporary topics in technology, such as technology and social change, technology and the body, technological economies, and technology and the environment

The Communication Department offers a Bachelor of Science degree in Communication with options in Multimedia Journalism, Public Relations, and Communication Studies. Our mission is twofold: (1) to educate and encourage students to effectively communicate through oral, written, and electronic media in a multicultural society, and (2) to prepare students for communication positions in mass media, business, government, education, and nonprofit organizations-sectors that are vital to the growth and maintenance of a democratic society. This course is for all our majors. The course addresses our

department's mission in that it encourages students to acquire the knowledge and skills necessary for analyzing, interpreting, participating in, and explaining a diverse, complex, and ever-changing society.

Course Learning Outcome	PO #1 Oral Communication Students will master the ability to orally present well-supported and well-reasoned original ideas and arguments in a clear, concise, and organized fashion.	PO #2 Written Communication Student will master the ability to write clear, concise, and compelling messages appropriate to the platform they are using and community they are engaging.	PO #3 Critical Thinking Students will demonstrate the ability to conceptualize, analyze, and evaluate communication processes and the impacts they have on their personal lives and our society.	PO #4 Research Students will demonstrate the ability to develop original research ideas collect and analyze data using the appropriate research methods, and write theoretically and practically significant research studies.	PO# 5 Diverse Perspectives Students will demonstrate the ability to thrive in diverse personal or professional settings by becoming self-reflective, flexible, and open communicators in order to contribute to productive collaborations and manage conflict effectively.
1	X		X		
2	X		X		X
3		X	X	X	X
4		X	X		
5		X	X		X
6	X		X		X

- **Oral Communication:** Students will give multiple oral presentations including an informative presentation on the history of technology, lead a discussion on emerging contemporary technologies, and deliver a persuasive argument on the ethical implications of technology use.
- **Written Communication:** Students will express their knowledge of the communication-technology relationship through at least two papers including a discourse analysis and an application paper.
- **Critical Thinking:** Students will engage in the logical process of inquiry to analyze information from case studies, as well as apply relevant technology theories and concepts from class to real-world situations covered by in-class discussions and application papers.
- **Information Literacy:** Students will responsibly identify, locate, and critically evaluate an array of information sources to lead their in-class discussions on emergent technologies and through the critical evaluation of generative AI outputs.
- **Civic Literacy:** Students will study the societal impacts of technology innovation, adoption, and application with attention to technology as a means for power, influence and control, helping them navigate power imbalances in technological access, and wide-ranging impacts of technology use.
- **Intercultural Engagement:** Students will apply ethical perspectives to technology use in local and global contexts and case studies, as well as apply a critical lens to how technology can be both a means for marginalization and a catalyst for social change.

COM 4244 is well-suited for GE Area 5D because it explores the interdisciplinary field of study and practice investigating the relationship between science, technology, and civilization. Technologies are deeply embedded in every aspect of our lives and new technologies are emerging at ever increasing rates. Communication is an interdisciplinary lens that can explain the relationship between technological innovations and human behavior with attention to the effect science and technology have on culture and human values. This course adopts historic, humanistic, social science, and critical perspectives in examining the content areas. This course synthesizes material from a variety of areas that include:

- psychology, with a focus on understanding individual behavior
- sociology, with a focus on understanding behavior of groups
- social psychology, with a focus on understanding individuals within groups, and the dynamics and implications of change
- computer science, with a focus on understanding the underlying processes of digital technologies
- political science, with a focus on understanding power, politics, conflict, bargaining, and deviance and political environments
- philosophy, with a focus on ethical implications of technological applications