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# USC Annenberg School for Communication



*Trojan Vision, the university-run television station, offers students practical experience producing original programs both in front of and behind the camera.*

**T**he Annenberg School for Communication, established in the early 1970s through the generosity of Ambassador Walter H. Annenberg, offers a wide range of instructional and research programs through its Schools of Communication and Journalism.

Entertainment, technology and global trade are powerful forces in the world today, and the Annenberg School, located in a “multimedia mecca” (the National Science Foundation has designated USC as the country’s primary multimedia research center), plays a vital role in the growth of all three areas. USC Annenberg programs combine policy-oriented activism with outstanding research and teaching, and the school is providing leadership in areas ranging from the quality of civic discourse, to journalistic standards, to global communication. The opportunities are boundless, and USC Annenberg aims to link its programs to cultural, political, technological and social developments around the globe.

With a state-of-the-art online electronic newsroom and digital editing equipment for television news production, the School of Journalism is at the forefront of efforts to prepare students for the technological challenges of the new information age, while maintaining the highest ethical standards of journalistic practice. The School of Communication’s new experiential learning laboratory facilitates interactive exploration and simulation of the many facets of communication. Students examine the processes and effects of discourse occurring in interpersonal, cross-cultural, public, international, organizational and mass media contexts.

USC Annenberg alumni fill top posts in all of the communication/media industries — including television, radio, newspapers, telecommunication, multimedia, advertising, public relations and publishing — as well as in government, education and nonprofit agencies throughout the world. Through active involvement with USC Annenberg, they remain an invaluable resource to students and faculty alike.

Annenberg faculty are prize-winning journalism professionals and renowned communication scholars who are distinguished by their teaching ability and research excellence. Their enthusiasm and expertise in this dynamic field challenge and energize students enrolled in Annenberg School programs and prepare them to become the communication leaders of tomorrow.

## **Administration**

Geoffrey Cowan, LL.B., *Dean*

Thomas A. Hollihan, Ph.D., *Associate Dean, Academic Affairs*

Martin H. Kaplan, Ph.D., *Associate Dean, Programs and Planning*

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## School of Communication

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### Faculty

*Professors:* Jonathan D. Aronson, Ph.D.; Sandra Ball-Rokeach, Ph.D.; Peter Clarke, Ph.D.; Michael J. Cody, Ph.D.; Janet Fulk, Ph.D.; Thomas A. Hollihan, Ph.D.; Margaret McLaughlin, Ph.D.; Lynn C. Miller, Ph.D.; Peter R. Monge, Ph.D.\*; A. Michael Noll, Ph.D.; Peter Vorderer, Ph.D.

\*Recipient of university-wide or college teaching award.

*Associate Professors:* James R. Beniger, Ph.D.; Randall Lake, Ph.D.; Sheila T. Murphy, Ph.D.; Stephen O'Leary, Ph.D.; Patricia Riley, Ph.D.; Kenneth K. Sereno, Ph.D.; Marita Sturken, Ph.D.; Douglas Thomas, Ph.D.

*Assistant Professors:* Sarah Banet-Weiser, Ph.D.; Hernan Galperin, Ph.D.; Kwan Min Lee, Ph.D.

*Clinical Professor:* Robert Sheer

*Senior Lecturer:* Christopher Smith, Ph.D.

*Lecturers:* Daniel Durbin, Ph.D.; Colleen M. Keough, Ph.D.; Larry Londre, M.A.; Ute Ritterfeld, Ph.D.; Gordon Stables, Ph.D.

*Adjunct Faculty:* John Cooke, Ph.D.; David Damus, J.D.; James Loper, Ph.D.; Donna Mitroff, Ph.D.; Michael Overing, J.D.; Kelton Rhoads, Ph.D.; Tracy Westen, J.D.

*Emeritus Professors:* Walter R. Fisher, Ph.D.; Victor Garwood, Ph.D.; William H. Perkins, Ph.D.

*Director, Center for Corporate and Community Education:* Rebecca Weintraub, Ph.D.

*Director, Norman Lear Center:* Martin H. Kaplan, Ph.D.

### Degree Programs

The School of Communication offers programs of study leading to a B.A. in Communication, minors in Communication and the Entertainment Industry, Interactive Media

and the Culture of New Technologies, Global Communication, Health Communication, Professional and Managerial Communication, and Communication Law and Media Policy; an accelerated B.A. in Communication/M.A. in Communication Management; an M.A. and Ph.D. in Communication; an M.A. in Global Communication; and an M.A. in Communication Management. The Communication Management Program has established dual degree programs with the USC Law School and Hebrew Union College.

Communication has become a highly prized commodity in modern society, for it is through communication that our social, economic and cultural lives are shaped — globally, daily, comprehensively. The communication discipline focuses on how and with what success individuals strategically employ symbols (language, art and other modes of expression) to influence the circumstances of their personal and public lives, their communities and the world itself. Those who undertake the study of communication examine the content, technologies and consequences of communication.

## Undergraduate Degrees

The School of Communication offers programs of study leading to a B.A. degree and minors in Communication and the Entertainment Industry, Interactive Media and the Culture of New Technologies, Global Communication, Health Communication, Professional and Managerial Communication, and Communication Law and Media Policy. Many communication majors pursue, with the school's encouragement, a double major with another discipline or a minor to complement the major. Through careful planning, students can complete these options within four years.

Students must consult with an undergraduate academic advisor at least once each semester to explore course selections within the major, the minor, general education offerings and electives.

### Admission

Admission to the School of Communication is competitive. Fall 2002 incoming freshmen had an average GPA of 3.97 with a combined SAT score over 1315. Transfer students have averaged over a 3.5 GPA.

Students who wish to declare communication as their major may apply in three ways: (1) entering freshmen and transfer students must meet the criteria set by USC and the School of Communication for admission; (2) current USC students need to have 32 units completed at USC with a minimum GPA of 3.0; (3) transfer students need to have 16 units at USC with a minimum 3.0 USC GPA to apply. The 3.0 GPA is a minimum standard and does not guarantee admission.

For current USC students, the application period is the first week of classes each fall and spring semester. No applications will be accepted after the first week of classes.

### The Bachelor of Arts in Communication

#### General Education Requirements

The university's general education program provides a coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This new program requires six courses in different categories, plus writing, foreign language and diversity requirements, which are described in detail on pages 179 through 184.

*Course Requirements*

REQUIRED COURSES	UNITS
COMM 200 Communication as a Social Science	4
COMM 201 Communication as a Liberal Art	4
and three of the following four:	
COMM 202 Introduction to Communication Technology	4
COMM 204* Human Communication Principles and Practices	4
COMM 301L Empirical Research in Communication	4
COMM 322 Argumentation and Advocacy	4
ELECTIVES	UNITS
six 300-400 level COMM courses	24

\*Can be used to meet core requirement only if taken during freshman or sophomore years. Students admitted into the communication major with junior or senior status may use COMM 204 to fulfill core requirement if it is taken during the first complete semester as a major.

Students must maintain a minimum 2.0 overall GPA in their upper division course work. No more than eight upper division elective units may be taken prior to successfully completing COMM 200 and COMM 201. Further, no more than 16 upper division elective units may be taken prior to completion of the entire core. No more than four units of COMM 380 may be counted toward the department major. The School of Communication is committed to ensuring that all declared communication majors follow the necessary requirements. Mandatory advisement is required of all communication majors each semester prior to registration. All students taking communication classes are held to the highest academic integrity standards and may be denied admission or have admission revoked as a result of conduct violations.

Qualified nonmajors (generally, students with junior/senior status, a minimum 3.0 grade point average and a declared major elsewhere at the university) with appropriate academic preparation may be permitted to enroll in communication electives without fulfilling prerequisite requirements. Application for a waiver should be made to an undergraduate advisor.

*Academic Integrity Policy*

Since its founding, the USC School of Communication has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the

Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school's policy.

*Curriculum Areas of Study*

By design, the courses in the curriculum tend to cluster into different areas of study. These areas represent important foci in the communication discipline and are areas in which the school's faculty possess special expertise. Four such areas of study are described below. They are not mutually exclusive, nor do they exhaust the curriculum; rather, they represent partially overlapping areas of unusual depth. Students may specialize in one of these areas or may design individual programs of study by choosing other combinations of electives that best meet their needs and career objectives.

*Media, Law and Politics Option* This option is designed for students who are interested in careers in government and public service, the law, and political and legal consulting, as well as advanced graduate study. Students examine communication processes in the public sphere and learn how to participate competently in these practices. Courses emphasize the role of persuasion in the political and legal processes; the techniques used by individuals, institutions and social movements to influence public affairs; the history, design, implementation and evaluation of political campaigns; the role of public opinion; ethical issues in public communication, including the influence of media in the political and justice systems, the role of the First Amendment and the changing nature of freedom of expression in a mass-mediated environment, and problems of public participation. Relevant courses include:

COMM 302 Persuasion	4
COMM 310 Media and Society	4
COMM 330 Rhetoric in Classical Culture	4
COMM 335 Rhetoric in Contemporary Culture	4
COMM 370 The Rhetoric of Ideas: Ideology and Propaganda	4
COMM 388 Ethics in Human Communication	4
COMM 402 Public Communication Campaigns	4
COMM 411 Communication Criticism	4
COMM 412 Communication and Social Movements	4
COMM 421 Legal Communication	4
COMM 422 Legal Issues and New Media	4
COMM 489 Campaign Communication	4
JOUR 371 Censorship and the Law: From the Press to Cyberspace	4

*Organizational and Interpersonal Communication Option* This option is most relevant to students interested in careers in business, management, human resources and development, corporate communications, and consulting, as

well as advanced graduate study. Courses emphasize: interpersonal communication processes that affect and reflect personality, motives, beliefs, attitudes and values; communication's role in the development, maintenance and disintegration of social, family and intimate relationships; managing interpersonal conflict; communication between superiors and subordinates and in teams; communication's role in determining organizational culture; managing information in organizations; and the role of information technology in processes of globalization. Relevant courses include:

COMM 304 Interpersonal Communication	4
COMM 308 Communication and Conflict	4
COMM 315 Health Communication	4
COMM 320 Small Group and Team Communication	4
COMM 321 Communication in the Virtual Group	4
COMM 345 Social and Economic Implications of Communication Technologies	4
COMM 375 Business and Professional Communication	4
COMM 385 Survey of Organizational Communication	4
COMM 480 Nonverbal Communication	4
COMM 486 Human and Technological Systems in Organizations	4
COMM 487 Communication and Global Organizations	4

*Communication and Culture Option* This option will be attractive to a broad range of students whose careers have an international or multicultural dimension, from those interested in foreign service, travel and consulting to those seeking careers in the arts. In addition, students taking this option will be well prepared for advanced graduate study. Courses emphasize: communication as an essential component of culture and cultural production; cultural forces that shape communication practices; cultural barriers to communication; gender and diversity issues in human and mass communication and cultural production; media representations of race, ethnicity and gender; the production of meaning in diverse modes such as art, religion, popular culture and technology; and cultural criticism. Relevant courses include:

COMM 324 Intercultural Communication	4
COMM 330 Rhetoric in Classical Culture	4
COMM 335 Rhetoric in Contemporary Culture	4
COMM 339 Communication Technology and Culture	4
COMM 340 The Cultures of New Media	4
COMM 345 Social and Economic Implications of Communication Technologies	4
COMM 360 The Rhetoric of Los Angeles	4

COMM 365	The Rhetoric of London	4	COMM 498	Ethical Issues in Entertainment and Communication	4	Two of the following three courses:		
COMM 384	Interpreting Popular Culture	4	CNTV 483	Interactive Entertainment and Multimedia	4	COMM 202	Introduction to Communication Technology	4
COMM 395	Gender, Media and Communication	4	CTPR 386	Art and Industry of the Theatrical Film	4	COMM 204	Human Communication Principles and Practices	4
COMM 424	Millennium in the Media	4	CTPR 410	Movie Business: From Story Concept to Exhibition	2	COMM 322	Argumentation and Advocacy	4
COMM 425	Communicating Religion	4	CTWR 459ab	Entertainment Industry Seminar	2-2	Two of the following three courses:		
COMM 465	Gender in Media Industries and Products	4	JOUR 459	Fact and Fiction: From Journalism to the Docudrama	4	COMM 385	Survey of Organizational Communication	4
<i>Entertainment, Communication and Society Option</i>			Communication majors in this option are required to take one of the following courses, which will count toward the requirement for six upper-division courses.			COMM 486	Human and Technological Systems in Organizations	4
This option is for students who wish to pursue careers in the entertainment industry, as well as students interested in the relationship of communication and entertainment to popular culture, globalization, cultural studies, marketing, advertising and ethics. Students taking this option will be well prepared for graduate study; they will also be able to enter the entertainment industry with a grounding in the theory, roles, issues and effects of entertainment. Courses emphasize the theoretical underpinnings of entertainment studies; the historical context of entertainment; the roles and effects of entertainment concepts in "high art" and popular culture; the impact of entertainment on politics; advertising in an entertainment society; the blurring of marketing and entertainment and the effects of this on culture; the effects of entertainment in general and specifically on constructions of race and childhood; issues in the blurring of fact and fiction; ethical dilemmas; and the globalization of entertainment industries. Relevant courses include:			COLT 365	Literature and Popular Culture	4	COMM 487	Communication and Global Organizations	4
COMM 300	Foundations for the Study of Entertainment, Communication and Society	4	CSCI 480	Computer Graphics	3	Two 400-level elective courses		8
COMM 306	The Communication Revolution and the Arts	4	CTCS 411	Film, Television and Cultural Studies	4	<b>GRADUATE COURSES</b>	<b>UNITS</b>	
COMM 310	Media and Society	4	ENGL 392	Visual and Popular Culture	4	COMM 597	Communication Research Practicum	4
COMM 339	Communication Technology and Culture	4	FA 350	Art Theory and Criticism	4	One research methods tool (corequisite with COMM 597):		4
COMM 340	The Cultures of New Media	4	HP 400	Culture, Lifestyle, and Health	4	COMM 540	Uses of Communication Research, or	
COMM 360	The Rhetoric of Los Angeles	4	JOUR 375	The Image of the Journalist in Popular Culture	4	COMM 550	Research Methods in Communication I, or	
COMM 384	Interpreting Popular Culture	4	MKT 450	Consumer Behavior and Marketing	4	COMM 552	Research Methods in Communication II, or	
COMM 395	Gender, Media and Communication	4	MUIN 385	Radio in the Music Industry	4	COMM 587	Audience Analysis	
COMM 401	Audience Analysis	4	PPD 354	Los Angeles: The City, The Novel, The Movie	2	Core theory course—select one of the following:		4
COMM 430	Global Entertainment	4	REL 461	Business and Society	4	COMM 500	Managing Communication	
COMM 431	Global Strategy for the Communications Industry	4	SOCI 315	Sociology of Sport	4	COMM 510	Communication, Values, Attitudes, and Behavior	
COMM 432	American Media and Entertainment Industries	4	THTR 303	The Performing Arts	4	COMM 520	Social Roles of Communication Media	
COMM 455	Advertising and Society	4	<b>Accelerated B.A., Communication/M.A., Communication Management</b>			COMM 530	Social Dynamics of Communication Technology	
COMM 456	Entertainment, Marketing and Culture	4	This accelerated 152 unit program (128 undergraduate, 24 graduate units) allows superior students to complete a dual B.A. in Communication and M.A. in Communication Management in five years. Students with at least a 3.5 overall GPA in all classes taken at the university level and a 3.5 GPA in all undergraduate communication classes may apply for admission to the accelerated program during their junior year. A 3.5 GPA does not guarantee acceptance. Students will be assessed on their ability to complete graduate level course work and an independent research practicum. Students admitted into the accelerated program begin taking M.A.-level courses in their senior year and will complete the degree in the fifth year. Consult undergraduate advisors regarding the admission process.			COMM 533	Emerging Communication Technologies	
COMM 457	Children and Media	4	<i>Program Requirements</i>			COMM 545	Communication and Global Competition	
COMM 458	Race and Ethnicity in Entertainment and the Arts	4	<b>UNDERGRADUATE COURSES</b>			COMM 550	Communications Policy	
COMM 465	Gender in Media Industries and Products	4	COMM 200	Communication as a Social Science	4	COMM 570	Economics of the Communication Industries	
COMM 471	Communication Systems and Technologies	4	COMM 201	Communication as a Liberal Art	4	Graduate Elective Units		20*
COMM 472	Telecommunication Strategic Analysis	4	COMM 301L	Empirical Research in Communication	4	*With approval, up to 8 elective units may be taken at USC outside the School of Communication.		
COMM 480	Nonverbal Communication	4				<b>Minor in Communication and the Entertainment Industry</b>		
						This minor offers courses that examine the theory, social impact and economics of the music, film and television industries. Students will learn strategies for analyzing popular culture texts; management and public relations in the entertainment field; and social, cultural and political issues related to entertainment. USC provides a broad array of courses that		

equip students with tools to evaluate the marketing of entertainment and the cultural products of the film, television, theatre and music industries. This minor is intended to encourage students in a variety of majors to draw upon these properties in preparation for different careers in the entertainment industry.

Admission requirements are: a minimum 3.0 grade point average and completion of 32 units (sophomore standing). The 3.0 GPA is a minimum standard and does not guarantee admission.

**REQUIRED CORE COMMUNICATION COURSES  
(CHOOSE THREE OF FOUR) UNITS**

COMM 300	Foundations for the Study of Entertainment, Communication and Society	4
COMM 310	Media and Society	4
COMM 384	Interpreting Popular Culture	4
COMM 395	Gender, Media and Communication	4

**ELECTIVES UNITS**

Choose 3-4 courses (12 units). One course must be in COMM; two must be in an outside area.

COMM 306	The Communication Revolution and the Arts	4
COMM 339	Communication Technology and Culture	4
COMM 340	The Cultures of New Media	4
COMM 360	The Rhetoric of Los Angeles	4
COMM 395	Gender, Media and Communication	4
COMM 430	Global Entertainment	4
COMM 431	Global Strategy for the Communications Industry	4
COMM 432	American Media and Entertainment Industries	4
COMM 455	Advertising and Society	4
COMM 456	Entertainment, Marketing and Culture	4
COMM 457	Children and Media	4
COMM 458	Race and Ethnicity in Entertainment and the Arts	4
COMM 465	Gender in Media Industries and Products	4
COMM 471	Communication Systems and Technologies	4
COMM 472	Telecommunication Strategic Analysis	4
COMM 480	Nonverbal Communication	4
COMM 498	Ethical Issues in Entertainment and Communication	4
CTCS 409	Censorship in Cinema	4
CTCS 464	Film and/or Television Genres	4
CTPR 386	Art and Industry of the Theatrical Film	4
CTPR 410	The Movie Business: From Story Concept to Exhibition	2

CTPR 460	Film Business Procedures and Distribution	2 or 4
CTPR 461	TV Station Management	2
JOUR 452	Public Relations in Entertainment	4
JOUR 459	Fact and Fiction: From Journalism to the Docudrama	4
JOUR 466	People of Color and the News Media	4
JOUR 467	Gender and the News Media	4
MUIN 360	Introduction to Music Law	4
MUIN 370	Distribution of Recorded Music and Music Publishing	4
MUIN 385	Radio in the Music Industry	4
MUIN 447	Radio Management	4
THTR 487	Promotion for the Performing Arts	4

Total units: 24

**Minor in Interactive Media and the Culture of New Technologies**

Virtually unheard of and unused by the general public less than two years ago, World Wide Web sites, electronic mail and many other interactive technologies are changing the way we learn, the way we work and the way we gather and exchange information in all areas of our lives. The 24-unit minor in interactive media and the culture of new technologies focuses on the wide-ranging social, cultural and economic ramifications of these new technologies and equips students with the basic technical skills necessary to excel in this age of the communication revolution.

Requirements for admission are: minimum 3.0 GPA and completion of a minimum of 32 units (sophomore standing). The 3.0 GPA is a minimum standard and does not guarantee admission.

**REQUIRED CORE COMMUNICATION COURSES UNITS**

COMM 202	Introduction to Communication Technology	4
COMM 339	Communication Technology and Culture	4
COMM 340	The Cultures of New Media	4

**ELECTIVES - CHOOSE THREE FROM THE FOLLOWING UNITS**

COMM 310	Media and Society	4
COMM 321	Communication in the Virtual Group	4
COMM 345	Social and Economic Implications of Communication Technologies	4
COMM 384	Interpreting Popular Culture	4
COMM 395	Gender, Media and Communication	4

COMM 431	Global Strategy for the Communication Industry	4
COMM 465	Gender in Media Industries and Products	4
COMM 471	Communication Systems and Technologies	4
COMM 472	Telecommunication Strategic Analysis	4
COMM 486	Human and Technological Systems in Organizations	4
COMM 487	Communication and Global Organizations	4

Total units: 24

**Minor in Professional and Managerial Communication**

The ability to succeed in today's workplace necessitates a growing number of communication skills. As today's increasingly global and highly competitive marketplace grows in complexity, the need to understand intercultural differences, the power of structure in the workplace and other issues such as dealing with interpersonal conflicts continues to increase. This 24-unit minor will provide students interested in the management of people, resources or products with these necessary tools. Requirements for admission are: minimum 3.0 GPA and completion of a minimum of 32 units (sophomore standing). The program consists of three core classes, COMM 320, COMM 375 and COMM 385, and three electives to be chosen from the following list.

**REQUIRED CORE COMMUNICATION COURSES UNITS**

COMM 320	Small Group and Team Communication	4
COMM 375	Business and Professional Communication	4
COMM 385	Survey of Organizational Communication	4

**ELECTIVES - CHOOSE THREE FROM THE FOLLOWING: UNITS**

COMM 302	Persuasion	4
COMM 304	Interpersonal Communication	4
COMM 308	Communication and Conflict	4
COMM 315	Health Communication	4
COMM 321	Communication in the Virtual Group	4
COMM 322	Argumentation and Advocacy	4
COMM 324	Intercultural Communication	4
COMM 345	Social and Economic Implications of Communication Technologies	4
COMM 388	Ethics in Human Communication	4
COMM 431	Global Strategy for the Communications Industry	4
COMM 486	Human and Technological Systems in Organizations	4
COMM 487	Communication and Global Organizations	4

Total units: 24

### Minor in Communication Law and Media Policy

The rapid advance in information and communication technologies raises serious questions about the limits of free speech, censorship, and the impact of present and emerging communication policies on domestic and international industries. To address these developments, this 24-unit cross-departmental minor combines courses from communication, law, economics, political science and journalism. This minor not only enables students to understand what is occurring in the communication revolution, it also prepares them to participate in the movement as critics and advocates. Requirements for admission are: minimum 3.0 GPA and completion of a minimum of 32 units (sophomore standing). The program consists of three core classes; COMM 322, COMM 421 and JOUR 371, as well as three electives to be chosen from the following list.

REQUIRED CORE COMMUNICATION COURSES		UNITS
COMM 322	Argumentation and Advocacy	4
COMM 421	Legal Communication	4
JOUR 371	Censorship and the Law: From the Press to Cyberspace	4
ELECTIVE COURSES		UNITS
Choose three from the following. One must be in COMM; two must be in an outside area.		
COMM 324	Intercultural Communication	4
COMM 345	Social and Economic Implications of Communication Technologies	4
COMM 370	The Rhetoric of Ideas: Ideology and Propaganda	4
COMM 388	Ethics in Human Communication	4
COMM 402	Public Communication Campaigns	4
COMM 412	Communication and Social Movements	4
COMM 489	Campaign Communication	4
COMM 471	Communication Systems and Technologies	4
ECON 330	The Political Economy of Institutions	4
ECON 434	Economic Analysis of Law	4
JOUR 373	The Ethics of Television Journalism	4
JOUR 460	Social Responsibility of the News Media	4
JOUR 480	The News Media and World Affairs	4
LAW 200x	Law and Society	4
LAW 201x	Law and Politics: Electing a President	4
POSC 441	Cultural Diversity and the Law	4
POSC 442	The Politics of Human Differences: Diversity and Discrimination	4

Total units: 24

### Minor in Global Communication

The rise of global firms and international changes that followed the end of the cold war raise new opportunities and challenges. This minor provides students from fields such as business, journalism, engineering and political science an understanding of the dynamic nature of global relations, communications and technology. The global communication minor consists of six 4-unit courses, three from International Relations and three from Communication. Students are required to complete IR 305 Managing New Global Challenges and two additional IR upper division courses, at least one of which must be a course which focuses on a specific region, and COMM 487 Communication and Global Organizations and two elective courses relevant to global communication.

REQUIRED INTERNATIONAL RELATIONS COURSE		UNITS
IR 305	Managing New Global Challenges	4
INTERNATIONAL RELATIONS REGIONAL COURSES (SELECT ONE)		UNITS
IR 345	Russian and Soviet Foreign Policy	4
IR 360	International Relations of the Pacific Rim	4
IR 361	The Asia-Pacific in International Relations	4
IR 362	The International Relations of the Contemporary Middle East	4
IR 363	Middle East Political Economy	4
IR 364	International Relations of the Middle East: 1914-1950	4
IR 365	U.S. Responses to Revolutionary Change in Latin America and the Caribbean	4
IR 367	Africa in International Affairs	4
IR 368	French Foreign Policy: 1945 to the Present	4
IR 369	Contemporary European International Relations	4
IR 383	Third World Negotiations	4
IR 384	Introduction to Asian Security	4
IR 385	European Foreign Policy and Security Issues	4
IR 439	Political Economy of Russia and Eurasia	4
IR 442	Japanese Foreign Policy	4
IR 467	Problems in African International Politics	4
IR 468	European Integration	4
IR Elective	select one from IR 302 - IR 499	
REQUIRED COMMUNICATION COURSE		UNITS
COMM 487	Communication and Global Organizations	4

ELECTIVES - TWO OF THE FOLLOWING		UNITS
COMM 324	Intercultural Communication	4
COMM 339	Communication Technology and Culture	4
COMM 345	Social and Economic Implications of Communication Technologies	4
COMM 371	Censorship and the Law: From the Press to Cyberspace	4
COMM 385	Survey of Organizational Communication	4
COMM 431	Global Strategy for the Communications Industry	4
COMM 471	Communication Systems and Technologies	4
COMM 472	Telecommunication Strategic Analysis	4

Total units: 24

For more information or to apply to this minor, contact the School of International Relations, College of Letters, Arts and Sciences.

### Minor in Health Communication

This minor is designed to appeal to students with a wide range of interests, including those with a general interest in promoting healthy lifestyle practices through communication. These students will be prepared to seek future job opportunities from various areas including the managed care industry, hospitals, wellness programs, broadcast and cable companies, private and governmental agencies as well as other organizations looking for experts with demonstrated knowledge in health-related fields.

REQUIRED COURSES (20 UNITS)		UNITS
COMM 302	Persuasion	4
COMM 385	Survey of Organizational Communication	4
HP 200	Introduction to Health Promotion and Disease Prevention	4
HP 443	Health Communication Strategies and Evaluation	4
one of the following:		
COMM 304	Interpersonal Communication	4
COMM 308	Communication and Conflict	4
COMM 315	Health Communication	4
COMM 324	Intercultural Communication	4
COMM 375	Business and Professional Communication	4
COMM 402	Public Communication Campaigns	4
COMM 480	Nonverbal Communication	4

COMM 486	Human and Technological Systems in Organizations (Recommended preparation: COMM 385)	4
HP 400	Culture, Lifestyle and Health	4
HP 412	Health Promotion and Prevention Policy	4
HP 420	Gender and Minority Health Issues	4
HP 421	Violence as a Public Health Issue	4
HP 422	AIDS in Society	4
HP 430	Nutrition and Exercise Epidemiology (Prerequisite: EXSC 200L)	4
HP 442	Chronic Disease Epidemiology	4
HP 443	Health Communication Strategies and Evaluation	4
Total units: 24		

For more information or to apply to this minor, contact the Department of Preventive Medicine, Keck School of Medicine.

**Minor in Cultural Studies**

Cultural studies is an interdisciplinary field of study that examines a broad array of issues of culture, including popular culture, identity, subcultures, nationalism, global culture and ethnography. This minor is designed for students majoring in the humanities or in the professional schools who wish to complement their majors with courses that investigate the politics of culture and cultural negotiation. Students are required to have a minimum 3.0 GPA and the completion of 32 units for admission to the minor.

REQUIRED COURSES		UNITS
COMM 384	Interpreting Popular Culture	4
CTCS 407	African American Cinema, or	
CTCS 411	Film, Television and Cultural Studies	4
ENGL 392	Visual and Popular Culture, or	
ENGL 472	Literature and Related Arts	4

**ELECTIVE COURSES**

Choose three courses from the following. Students must take two electives outside the department of their major. Students may not take any more than two electives from any one department or school.

ANTH 263	Exploring Culture Through Film	4
AHIS 363	Race, Gender, and Sexuality in Contemporary Art	4
AHIS 469	Critical Approaches to Photography	4

CTCS 406	History of American Television	4
CTCS 407	African American Cinema	4
CTCS 478	Culture, Technology and Communications	4
COMM 339	Communication Technology and Culture	4
COMM 340	The Cultures of New Media	4
COMM 360	The Rhetoric of Los Angeles	4
COMM 370	The Rhetoric of Ideas: Ideology and Propaganda	4
COMM 395	Gender, Media and Communication	4
COLT 365	Literature and Popular Culture	4
ENGL 473	Literature and Society	4
ENGL 478	Sexual/Textual Diversity	4
FA 350	Art Theory and Criticism	4
FREN 320	French Cinema and French Society: 1900 to the Present	4
GEOG 325	Culture and Place	4
HIST 225	Film, Power and American Society	4
HIST 255	American Popular Culture	4
PAS 400	Contemporary Public Art	4
SOCI 342	Race Relations	4
Total units: 24		

For more information or to apply to this minor, contact the Department of English, College of Letters, Arts and Sciences.

**Interdisciplinary Law and Society Minor**

See the Department of Political Science, page 353.

**Debate Squad**

USC's Debate Squad provides an opportunity for outstanding students (3.0 GPA), both majors and nonmajors, to compete in an intensive intercollegiate laboratory setting. Whatever the student's intended career, the skills he or she develops in research, critical thinking and oral advocacy will be invaluable. The team has an excellent record in both team policy debate and individual speaking events and has traveled widely both nationally and abroad.

**Honors Program**

The school offers an honors program for exceptional students, including honors sections of regular classes, special seminars reserved only for honors students (COMM 495), an internship (COMM 496x) and an honors thesis (COMM 497x). To qualify, students must maintain a 3.5 GPA both overall and in the COMM major after completing the core courses (COMM 200, COMM 201 and any three of: COMM 202, COMM 204, COMM 301L and COMM 322). To graduate with Annenberg Honors, a student must maintain a 3.5 overall and COMM major

GPA. Contact an undergraduate advisor for further information and application forms.

**Honor Society**

Lambda Pi Eta is a national communication/journalism honor society that is open to declared majors who have completed at least 32 units (minimum 3.0 GPA), 12 of which are in the major (minimum 3.25 GPA).

**Annenberg International Programs**

*Semester in Amsterdam*

Through the Council on International Education Exchange, students study at the University of Amsterdam. The first week students spend in orientation sessions which include an overview of the academic program, an introduction to Amsterdam and to Dutch society and culture, as well as excursions in and around the city. Students enroll in the offerings taught in English at the University of Amsterdam. Such courses include communication, art, history, economics, environmental sciences, computer science, history, philosophy, literature, social science and theology.

*Fall Semester in London*

The semester program offers students the opportunity to study at the City University School of Journalism in London. The most important center of communication and media in Europe and home to many large multinational publishing, broadcasting and new communication technology companies, London is an important hub in the new global communication network. Students in the program will gain important insights into the differences in media systems, usage and business conditions between Europe and the United States. Participants will also gain exposure to British culture and civilization, will be close observers of the British media (print, broadcast and new technologies) and will have an opportunity for personal and direct comparison between the more structured and governmentally controlled media system of England and the *laissez faire* approach to media regulations in the United States. Students earn 16 USC units; 6 units will count toward journalism major credit.

*Spring Semester in London*

The semester program offers students the opportunity to study communication in London, the most important center of media in Europe. Many of the communication courses offered include British media guest lecturers and site visits. The program includes one four-day trip to Paris as well as two one-day visits to such places as Stonehenge, Stratford, Oxford, Cambridge and Windsor. Planned activities within London include theatre and museum visits and a reception with USC alumni residing in the London area.

*Semester in Hong Kong*

The semester program offers students the opportunity to study Chinese culture and interact with Chinese people in a multicultural context at the Chinese University in Hong Kong, a bilingual institution. The program also gives students the experience of living in Hong Kong at a historic moment where they can witness the “one country, two systems” experiment. Courses in English are offered in fine arts, literature, history, Japanese studies, intercultural studies, music, philosophy, computer science, anthropology, economics, international relations, as well as journalism and

communication. For students interested in Chinese language, courses are offered in Putonghua (Mandarin) or Cantonese. Extracurricular activities include the opportunity to teach English in rural China one weekend, monthly dinner talks with Asian Studies specialists, and excursions to local areas of interest.

*Semester in Singapore*

The program offers students the opportunity to study at Nanyang Technological University in Singapore. The Republic of Singapore is a

modern city-state boasting the world’s busiest ports. Singapore has emerged as an important regional center for trade, communications, tourism, and banking. Despite rapid growth and soaring skyscrapers, Singapore remains one of the cleanest, greenest and safest cities in the world, blending Western-style development with Eastern-style culture. A wide array of communication and journalism courses are offered.

## Graduate Degrees

**Degree Programs**

The School of Communication offers programs of study leading to a professional Master of Arts degree in Communication Management, a Master of Arts in Global Communication in collaboration with the London School of Economics, and research-oriented Master of Arts and Doctor of Philosophy degrees in Communication. In addition, special programs enable students to earn dual degrees in communication management and law (Law School) and in communication management and Jewish communal service (Hebrew Union College).

The degree programs are designed to ensure that students are educated in substantive studies that constitute the discipline of communication and provide a basis for competing effectively in the job market.

All students seeking the degrees in communication management and global communication will take a range of courses that prepare them for successful professional management careers in communication-related businesses, organizations and fields.

All students pursuing the research-oriented degrees are required to take two theory courses that introduce them to inquiry in human communication and two research methods courses that acquaint them with the historical/critical and social scientific techniques available to conduct scholarly research. These requirements strengthen the student’s appreciation of the intellectual bases of human communication study and further the concept of a community of scholars and practitioners in the profession. Students specialize in one of four available tracks: rhetorical and critical studies; interpersonal and social dynamics; organizational communication; or mass communication, technology and public policy. In addition,

students are encouraged to sample courses in the remaining tracks, thus obtaining an education of unparalleled breadth and depth.

**Admission Requirements***Master of Arts in Communication Management and Master of Arts in Global Communication*

The school accepts students from a broad range of academic backgrounds — people with undergraduate degrees in the social sciences, humanities, physical sciences or professional schools. Some are employed or have worked in communication-related fields. Others apply immediately after finishing baccalaureate work. Individuals with a strong interest in moving into communication management are encouraged to apply. Most courses are offered in the evening to accommodate the working student.

*Criteria* The School of Communication considers many criteria when granting entry into the master’s program: not only an individual’s academic record but professional, work-related accomplishments may be taken into account. Scores on the General Test of the Graduate Record Examinations or the Graduate Management Admissions Test are required, as well as transcripts of all previous college or university studies. For foreign applicants from non-English speaking countries, scores on the Test of English as a Foreign Language (TOEFL) are required. Two letters of recommendation from persons familiar with the applicant’s work — either academically or professionally — are also required of all applicants. In addition to the examinations results and the letters of recommendation, the School of Communication also requires applicants to provide at least one writing sample and to fill out its applicant information form. The applicant’s statement of professional goals is an important part of the evaluation process.

Applicants to the global communication program must also apply to the London School of Economics prior to their year in London even though admission is guaranteed to global communication students.

*Procedure* Admission may be granted for fall, spring or summer although Global Communication M.A. students are recommended to begin in the fall. Deadlines are: fall — May 1; spring — October 1; and summer — February 1.

*Master of Arts and Doctor of Philosophy in Communication*

Students enter graduate work from a variety of earlier academic fields and majors. Applicants whose undergraduate work was in fields other than communication may be admitted on the condition that adequate preparation in directly relevant areas is evident.

*Criteria* All applicants should submit three letters of recommendation from persons qualified to comment on their capacities for a rigorous program of study. Graduate Record Examinations scores and transcripts of all previous college and university studies are required. For foreign applicants from non-English speaking countries, scores of the Test of English as a Foreign Language (TOEFL) are required. Completion of a basic descriptive statistics course is recommended. In addition, all applicants are required to submit the school’s applicant information form. Faculty review the applicant’s statement of purpose and samples of writing.

*Procedure* Admission is granted for the fall semester only. The admission application deadline for the fall semester is December 15. Applicants must take the Graduate Record Examinations prior to November 1. Students who do not meet this deadline are less likely to obtain financial support. Applications are reviewed as they are received.



### Degree Requirements

The School of Communication's degrees are awarded under the jurisdiction of the Graduate School. Refer to the Graduate School section of this catalogue, page 591 and the Requirements for Graduation section, page 62, for general regulations. All courses applied toward the degrees must be courses accepted by the Graduate School.

### Master of Arts in Communication Management

Each student's program of courses is chosen with help from an academic advisor in order to build on earlier academic and work experience and to achieve desired professional goals.

#### Residence

Students may pursue the Master of Arts degree on either a full- or part-time basis. Full time, the degree can be finished in 10 months; part time, all degree work can be finished in one-and-a-half to two-and-a-half years. With permission of a School of Communication committee, a maximum of four graduate units toward the M.A. may be transferred from another accredited institution.

#### Foreign Language Requirement

There are no foreign language requirements for the M.A. degree.

#### Research Tool Requirement

Students take one of the following courses as a corequisite with COMM 597 Communication Research Practicum: COMM 540, COMM 550, COMM 552, COMM 584, or COMM 587.

#### Course Requirements

Thirty-two units (usually eight courses) in approved graduate level course work are required. All students must complete a core course selected from COMM 500, COMM 510, COMM 520, COMM 530, COMM 533, COMM 545, COMM 560 or COMM 570, usually during their first year of study; and the capstone Communication Research Practicum (COMM 597), usually taken during their last semester. Of the remaining units, up to eight units may be taken at USC outside the School of Communication; these courses may be selected from a variety of disciplines, depending upon student needs and career interests. All remaining course work must be chosen from Annenberg School offerings, either from the communication M.A. course list or from approved electives.

#### Comprehensive Examination

A comprehensive examination is required of all students. There is no thesis option. The examination is taken in the last semester of course work and is administered as the final examination of the Communication Research Practicum (COMM 597). The comprehensive examination consists of a written in-class examination.

### Master of Arts in Global Communication

As the globe "shrinks" through communication and information technology, the perspectives of different cultures, transnational industries and global media become more and more important. The London School of Economics (LSE) and the Department of Political Science collaborate with the Annenberg School to provide the course work necessary for students to become fully engaged with the phenomenon of global communication.

#### Residence

This is a two-year program that can be started at either Annenberg or the London School of Economics. During the Annenberg year, students complete 24 units. For work completed during the year at the London School of Economics, students receive the equivalent of 18 USC units.

#### Foreign Language/Research Tool Requirements

There are no foreign language requirements. Students take a one-term research methods course as part of their course work at the LSE called "Methods of Research in Media and Communication."

#### Course Requirements

Students may begin their degree at either the Annenberg School for Communication or the London School of Economics.

*Year at USC:* Students must complete 24 units with at least 20 units from the School of Communication graduate curriculum, excluding COMM 525, COMM 526, COMM 550 and COMM 552. Students may choose cognate courses outside Annenberg with the approval of their advisors.

*Year at LSE:* The LSE academic year has three terms. Students will complete: Theories and Concepts in Media and Communication (a year-long course), Approaches to Globalization (a one-term course), Media and Globalization (a one-term course), Methods of Research in Media and Communication (a year-long course), and another elective, one-term course. The student will complete a final research project on global communication that will be the product of the third term at the LSE. The final research project will be evaluated and approved by both a USC and an LSE professor. The LSE courses earn 3 units. Two courses will be transferred to USC for 6 USC units, but only 4 will be counted toward the degree, for a total of 28 units.

### Master of Arts in Communication

Individuals seeking the Master of Arts in Communication are expected to acquire and demonstrate a general knowledge of human communication, including humanistic and social scientific approaches.

The program, arranged in consultation with the school's coordinator of doctoral studies, provides two options: degree with comprehensive examination requires a total of 32 units (normally eight courses), including core courses COMM 525, COMM 526, COMM 550 and COMM 552 and four electives. Degree with thesis requires successful completion of core courses, three electives and four units of COMM 594ab Master's Thesis.

Not more than two approved 400-level courses may be applied to a student's program and a maximum of four semester units with grades of B or better may be accepted by transfer from another institution of higher learning. The minimum acceptable GPA for successful completion of this program is 3.0.

The majority of students choose the comprehensive examination option. The examination consists of six hours of writing, taken on two different days. Permission to take an M.A. degree with thesis can be obtained only by application to the school screening committee.

### Doctor of Philosophy in Communication

Students in the doctoral program learn theories that guide research into communication processes and effects and into institutions and technologies that lend pattern to communication. Applicants for the Ph.D. are expected to acquire and demonstrate humanistic and behavioral knowledge of communication while acquiring skills requisite to scholarly research in the discipline.

#### Screening Procedures

Student progress is carefully monitored by the School of Communication faculty. Students are normally screened at the end of their first year of graduate study. At that time they must have completed no fewer than 16 and no more than 24 units, including COMM 525, COMM 526, COMM 550 and COMM 552. Students are evaluated on subject matter competence, teaching potential and their ability to conduct independent research. Upon successful passage of the screening procedure, the student has 30 days in which to form a guidance committee.

#### Course Requirements

The student is required to take a minimum of 64 units (normally 16 courses) and write an approved dissertation. Four core courses — COMM 525, COMM 526, COMM 550 and COMM 552 — and COMM 794ab Doctoral Dissertation are required for all students.

Students specialize in one of four tracks by completing a minimum of three courses (12 units) in one of the following:

- (1) Rhetoric and Political Communication: COMM 509, COMM 511, COMM 512, COMM 513, COMM 514, COMM 515, COMM 517, COMM 518, COMM 521, COMM 522, COMM 580 and COMM 610;
- (2) Media, Culture and Community: COMM 516, COMM 519, COMM 534, COMM 544, COMM 575, COMM 580, COMM 584, COMM 587, COMM 599, COMM 605, COMM 618, COMM 620 and COMM 629;
- (3) Interpersonal and Health Communication: COMM 504, COMM 510, COMM 524, COMM 562, COMM 587, COMM 599, COMM 620 and COMM 625;
- (4) Organizational Communication: COMM 508, COMM 585, COMM 620, COMM 635, COMM 636, COMM 637, COMM 638, COMM 640 and COMM 645;
- (5) Information and Society: COMM 546, COMM 553, COMM 570, COMM 582, COMM 605, COMM 620, COMM 630, COMM 635, COMM 645 and COMM 646.

In addition, students must take at least two courses in one other track outside their specialization (8 units total). Students also pursue an approved cognate elective program of study in which at least two courses (normally 8 units) are taken in a related field outside the Annenberg School. Students entering the School of Communication with a master's degree may, with permission, apply part of their previous graduate course work to the cognate requirement. Students in the organizational communication track are required to take at least two methods classes in addition to the core courses, COMM 550 and COMM 552. If taken in a department or unit other than the School of Communication, these courses cannot also be counted toward the student's cognate requirement.

#### *Research Tool Requirement*

Doctoral students are expected to demonstrate methodological competence in an area of specialization prior to taking the qualifying examination. Such competence is usually demonstrated through course work (the successful completion, with grade B or better, of selected course work in addition to their content courses that is approved by the Ph.D. guidance committee taken in the school and/or related departments), and by completion of a preliminary research project. Under special circumstances, students with an exceptional prior background in research methods may demonstrate their competence by successfully passing a research tool examination designed and administered by the Ph.D. guidance committee.

#### *Guidance Committee*

This committee is composed of five USC faculty members, at least three of whom are from the School of Communication. Students are expected to work closely with the members of their guidance committee, especially their committee chair, in selecting advanced course work and shaping areas of interest and research. In addition to helping the student plan a program, the committee administers the oral portion of the qualifying examination and approves the dissertation committee.

#### *Qualifying Examination*

Qualifying examinations for the Ph.D. usually are taken in the third year of study following completion of all required courses and a preliminary research paper. The examination includes both written and oral portions. The written portion is composed by committees of faculty in the relevant areas of study; the oral portion is administered by the student's guidance committee. Students must pass both portions to be advanced to candidacy. Students must confer with their guidance committee chair, not later than the second week of the semester during which the examinations are to be taken, regarding distribution of written examination hours among subject matter areas.

#### *Doctoral Dissertation*

The dissertation is an original research project contributing to knowledge about human communication and should demonstrate a high level of competence in methodologies of scholarly inquiry.

#### *Defense of Dissertation*

Dissertations are defended in a formal meeting with the three-member dissertation committee. The school prefers that the defense oral be taken prior to final typing so that recommended changes can be made in the final manuscript.

#### **Dual Degree in Law (J.D.) and Communication Management (M.A.)**

Academic training in law and in communication management provides a powerful background for careers in either business or government life. The USC Law School and the School of Communication collaborate in a program that enables these educational opportunities. Students complete both the J.D. and the M.A. in Communication Management in three years, the time normally required for the law degree alone.

Students must complete 20 units (five courses) of communication courses at the School of Communication. Two of the courses must be from the school's core courses; the remaining three may be from either core or elective offerings.

To earn the J.D., all students (including dual degree students) must complete 35 numerically graded law units at USC after the first year. The associate dean may make exceptions to this rule for students enrolled in Law School honors programs.

*First Year:* Required Law School courses.

*Second and Third Years:* 20 units of communication courses; 38 units of law courses, of which eight units must be approved as appropriate for acceptance by the School of Communication toward its degree.

All students take COMM 597 in the third year.

Application to pursue the dual degree should be made before completion of 15 units of work in law or eight units toward the M.A. Admission by the Law School to its J.D. degree will be evaluated as a substitute for GRE scores.

#### **Dual Degree in Communication Management/Jewish Communal Service**

The dual degree program, Communication Management/Jewish Communal Service, offers students the academic opportunity for advanced study of how sophisticated communication processes and technologies can impact nonprofit social services. The program has been developed by the Annenberg School for Communication and Hebrew Union College's School of Jewish Communal Service to combine the study of communication theory, processes and technologies with postgraduate education in communal service. The goal of this program is for graduates to perform more effectively in the nonprofit sector, having received specific training in areas such as organizational communication, media impacts and policy.

Students of this program are admitted separately to each school. Four of the 54 required credits of graduate course work at Hebrew Union College are used to fulfill the School of Communication's cognate option. In addition, the student will complete 24 credits of the school's course work including COMM 597, as well as the Hebrew Union College thesis requirements.

In addition to applying to the Annenberg School for Communication, those interested in this program should contact the Office of Admissions, Hebrew Union College-Jewish Institute of Religion, 3077 University Avenue, Los Angeles, CA 90007-3796 for comprehensive information about its requirements.

## Courses of Instruction

### COMMUNICATION (COMM)

The terms indicated are *expected* but are not *guaranteed*. For the courses offered during any given term, consult the *Schedule of Classes*.

**140x Nature and Impact of Communications (4, FaSp)** Nature of communications and their impact upon people; examination of empirical evidence showing impact of media and the organization of media institutions. Not available for major credit.

**200 Communication as a Social Science (4, FaSpSm)** Social scientific inquiry into human communication; core theories of message production and reception in interpersonal, group and organizational contexts.

**201 Communication as a Liberal Art (4, FaSpSm)** Humanistic approaches to inquiry in communication; qualitative research techniques; core theories of message production and reception in social, political, cultural and mediated contexts.

**202 Introduction to Communication Technology (4, FaSp)** Survey of cultural, social, political, and economic impacts of new communication technologies, including written language, the printing press, the telephone, television, and cyberspace.

**204 Human Communication Principles and Practices (4, FaSpSm)** Introduction to human communication; principles and practice of effective oral communication in both interpersonal and public contexts; cultural and technological barriers and aids. (Duplicates credit in former COMM 102.)

**205 Summer Communication Practicum (2, max 4, Sm)** Students address communication issues in a field setting. They will evaluate communication practices using interview methodology. Projects are jointly evaluated by internship supervisor and professor. Open to communication majors only. Graded CR/NR. *Prerequisite:* COMM 200; *recommended preparation:* sophomore standing.

**300 Foundations for the Study of Entertainment, Communication and Society (4, Fa)** Theoretical foundation for understanding the construction, consumption, and consequences of entertainment from classical to contemporary times; situates entertainment within the ecology of information and communication. *Recommended preparation:* COMM 200, COMM 201.

**301L Empirical Research in Communication (4, FaSp)** Experimental and survey methods for communication study; basic statistical concepts, procedures, and tests. *Prerequisite:* COMM 200.

**302 Persuasion (4, FaSp)** Theories and research in social influence; strategies and tactics of persuasive communications in such settings as politics, public relations, advertising, business.

**303 Learning from Case Studies in Communication (4)** Case study approaches to communication research; reliability, validity, generalizability, and ethics in qualitative social research; cases in communication policy and practices.

**304 Interpersonal Communication (4, Fa)** Analysis of face-to-face interaction; role of communication in the development, maintenance and destruction of relationships; communication processes in managing interpersonal conflict.

**306 The Communication Revolution and the Arts (4, Sp)** Explorations of the nature of art in a mass media society. Relationships among technology, economy, popular culture, entertainment, "high art," and aesthetics (Duplicates credit in former COMM 100x.) *Recommended preparation:* COMM 200, COMM 201.

**308 Communication and Conflict (4)** Nature and functions of communication in human conflict; development of communication skills for managing conflict productively in interpersonal, organizational and intercultural contexts.

**310 Media and Society (4, FaSp)** Interplay between media and society, including family and children's socialization, inter-group relations and community, pornography and violence, gender and race, media ethics, conduct of politics.

**315 Health Communication (4, FaSp)** Behavioral approaches to health communication; communication competencies in health care settings, theories of risky behaviors, and behavioral change programs; special emphasis on AIDS-related issues. *Recommended preparation:* COMM 301L.

**320 Small Group and Team Communication (4, FaSp)** Group process theories relevant to communicative behavior in small group/team settings, including information exchange, decision making, leadership, and meetings; student team projects testing theoretic propositions.

**321 Communication in the Virtual Group (4, Fa)** Communication processes in global computer networks; formation, maintenance, and decline of virtual groups; privacy and access; introduction to computer networks for communication students and researchers.

**322 Argumentation and Advocacy (4, FaSpSm)** Basic argumentation theory including analysis, research and evidence, case construction, refutation; discursive and visual argument; diverse fields of advocacy including law, politics, organizations, interpersonal relations.

**324 Intercultural Communication (4, FaSp)** Social and cultural variables in speech communication processes; strategies for resolving communication problems in intercultural classrooms.

**330 Rhetoric in Classical Culture (4)** Theories of communication and persuasion in ancient Greece and Rome; cultural and social contexts of classical rhetorical theory; major historical figures and concepts. *Recommended preparation:* COMM 201.

**335 Rhetoric in Contemporary Culture (4)** Theories of communication and persuasion in contemporary society; cultural and social contexts of contemporary rhetorical theory; major theorists, concepts and controversies. *Recommended preparation:* COMM 201.

**339 Communication Technology and Culture (4, Fa)** Examination of philosophies and popular representations of technology from the origins of western culture to the present and identifies the complex attitudes toward technology.

**340 The Cultures of New Media (4, Sp)** Cultural implications of computer-mediated communication and related media. Ideological responses to media innovation; debates over artificial intelligence, virtual communities, and virtual reality. *Recommended preparation:* COMM 339.

**345 Social and Economic Implications of Communication Technologies (4)** Social and economic impacts of information and communication technologies; social factors that shape technological change; issues include access, privacy, freedom of expression, productivity, democratic control.

**360 The Rhetoric of Los Angeles (4, Sp)** Representations of Los Angeles communicated in diverse media; the city as a rhetorical text; analysis of cultural identities, art, architecture, and representations in popular culture.

**365 The Rhetoric of London (4, Sp)** Examines the modern city as a communicative text with London as the case study; taught as a part of the Spring Semester in London program.

**370 The Rhetoric of Ideas: Ideology and Propaganda (4)** Techniques of propaganda in public discourse; communication strategies through which ideas become ideologies; case studies in wartime and corporate propaganda, imperialism, and cultural colonialism.

**371 Censorship and the Law: From the Press to Cyberspace (4, Sp)** (Enroll in JOUR 371)

**372 The Image of the Journalist in Popular Culture (4, Fa)** (Enroll in JOUR 375)

**375 Business and Professional Communication (4, FaSp)** Oral and written communication skills demanded in the workplace including informative and persuasive speeches; interviewing; team communication; and training material preparation. *Recommended preparation:* COMM 204.

**380 Forensics Laboratory (1-4, max 8, FaSp)** Directed individual research studies of contemporary problems. Supervised laboratory experience. Open only to members of the University debate squad.

**382 Sports, Business and Media in Today's Society (4, Sp)** (Enroll in JOUR 380)

**384 Interpreting Popular Culture (4, Fa)** Popular culture as an indicator of cultural values, a producer and reflection of cultural meaning, and a means of communication; theory and case studies.

**385 Survey of Organizational Communication (4, FaSp)** The role of information, persuasion, and meanings in organizations. Topics include organizational culture, leadership, decision-making, networks, power, diversity and the global workplace.

**388 Ethics in Human Communication (4, FaSp)** Value perspectives on communication in varied settings: interpersonal, organizational, and public. Issues of truth and responsibility in family and social interactions, advertising, and governmental communication.

**390 Special Problems (1-4, FaSp)** Supervised, individual studies. No more than one registration permitted. Enrollment by petition only.

**395m Gender, Media and Communication (4, FaSp)** Issues of gender in communication, including: media representations of femininity and masculinity; and gender's role in communication at the interpersonal, public, and cultural levels.

**401 Audience Analysis (4, FaSp)** Examines audience analysis methodologies including focus groups, shadow juries, surveys, test marketing and content analysis; application of statistical sampling procedures, data analysis, interpretation and presentation. *Prerequisite:* COMM 301L.

**402 Public Communication Campaigns (4, Sp)** Theory and research in public health communication campaigns; design, implementation, and evaluation; extensive discussion of historical case studies and reasons for success or failure.

**411 Communication Criticism (4, FaSp)** Methods and functions of criticism in forms of public communication; historical-contextual, textual, and interpretive procedures; diverse theoretical approaches including formalism, dramatism, genre, and ideology. *Prerequisite:* COMM 201.

**412 Communication and Social Movements (4, Sp)** Social and political movements as rhetorical phenomena; ideology, organization, and influence of such movements as civil rights, "New Left," feminism, "New Right," environmentalism.

**415 Design and Graphics in Online Publishing (2, Fa)** (Enroll in JOUR 415)

**417 Online Journalism Management (2, Sp)** (Enroll in JOUR 417)

**418 Multimedia Content in Online Publishing (2, Sp)** (Enroll in JOUR 418)

**421 Legal Communication (4, FaSpSm)** Analytical and communicative aspects of judicial argument; philosophy and techniques of jury trials, cross examination, and appellate advocacy; research, preparation, and presentation of case briefs. *Prerequisite:* COMM 322.

**422 Legal Issues and New Media (4, Sp)** Examines laws and regulatory policies shaping new media, especially the Internet; impact of regulation on development and use of communication technology.

**425 Communicating Religion (4)** Genres of religious communication, including sermon, prayer, ritual, polemic, and revival. Impact of technological and cultural change on religious advocacy, beliefs, and practices.

**430 Global Entertainment (4, FaSp)** Survey of economic, political, and cultural dimensions of the global entertainment marketplace; focuses on the international production and distribution of media products and services. *Prerequisite:* COMM 300.

**431 Global Strategy for the Communications Industry (4, Fa)** Addresses the practical and theoretical aspects of the international economy that are most relevant to management strategy in the communications industry.

**432 American Media and Entertainment Industries (4)** Examines the history, technology, regulations and business practices of American broadcast and entertainment industries.

**440 Music as Communication (4, Sp)** Examines music's unique characteristics as a communicative form and the cultural, economic, political and social influences in music interpretation and production.

**455 Advertising and Society (4, Fa)** Examination of the role of advertising in contemporary society as an economic force and a cultural form of representation. *Recommended preparation:* COMM 200, COMM 201.

**456 Entertainment, Marketing and Culture (4, Sp)** Explores blurring of entertainment, marketing and culture in advanced information economies; intersections of culture and media and their social ramifications. *Prerequisite:* COMM 300; *recommended preparation:* COMM 200, COMM 201.

**457 Children and Media (4, Sp)** Explores construction of "childhood" in media and popular culture, including television, movies, video games, toys, magazines, and music. Examines children as a unique audience. *Prerequisite:* COMM 300; *recommended preparation:* COMM 200, COMM 201.

**458 Race and Ethnicity in Entertainment and the Arts (4, Sp)** Examines how race and ethnicity as social categories are shaped by communication media; focuses on how race and ethnicity sustain entertainment and media industries. *Prerequisite:* COMM 300; *recommended preparation:* COMM 200, COMM 201.

**459 Fact and Fiction: From Journalism to the Docudrama (4, Sp)** (Enroll in JOUR 459)

**465 Gender in Media Industries and Products (4)** Examination of the effect of gender stratification in media industries upon the cultural products they create, especially gender and gender/race role portrayals.

**466 People of Color and the News Media (4)** (Enroll in JOUR 466)

**467 Gender and the News Media (4)** (Enroll in JOUR 467)

**471 Communication Systems and Technologies (4, Fa)** Provides technological literacy in areas such as radio, audio, video, switched communications systems, electrical circuits, and semiconductors.

**472 Telecommunication Strategic Analysis (4, Fa)** Provides a framework for strategy in the telecommunications industry, covering areas such as finance, marketing, and public policy.

**480 Nonverbal Communication (4, FaSpSm)** Theory and research; examination of the influence of environmental factors, physical behavior, and vocal cues on human communication.

**486 Human and Technological Systems in Organizations (4)** How communication and information technologies are linked to organizational control, design, cultures; technology and competitive advantage; ethics and policy issues; technology-mediated work. *Recommended preparation:* COMM 385.

**487 Communication and Global Organizations (4)** The role of communication in global organizations; information, networks, and communication technologies for global organizing; computer-based collaborative work and virtual organizations. *Recommended preparation:* COMM 385.

**489 Campaign Communication (4, FaSm)** Problems in political communication: creating an informed electorate, use of mass media, factors in voter persuasion. Guest experts in political analysis, opinion polling, communication evaluation.

**490x Directed Research (2-8, max 8, FaSp)** Individual research and readings. Not available for graduate credit.

**494x Research Practicum (2-4, max 4, FaSpSm)** Students gain research experience in the design, implementation, analysis, and reporting of communication research. Students serve as research assistants to faculty members. Not available for graduate credit.

**495 Honors Seminar (4, max 8, FaSp)** Advanced study of issues in communication; recent developments in communication and rhetorical theories. Open only to students in COMM Honors Program. Recommended for seniors. *Prerequisite:* COMM 301L.

**496x Honors Internship (2-4, max 4, FaSp)** Field experience in applying communication principles to settings in organizations, campaigns, law, or other contexts; analysis and assessment of issues and problems experienced. Not available for graduate credit. Open only to COMM honors students or COMM seniors with 3.0 GPA overall. *Prerequisite:* COMM 301L.

**497x Honors Thesis (4, FaSp)** Writing of the honors thesis. Not available for graduate credit. Open only to COMM honors students; seniors only.

**498 Ethical Issues in Entertainment and Communication (4, Sp)** Examines social and political controversies over conflicting ethical standards for communication in a variety of media: mass-media, communication technology, and entertainment. *Prerequisite:* COMM 300; *recommended preparation:* COMM 200, COMM 201.

**499 Special Topics (2-4, max 8)** Selected topics in communication.

**500 Managing Communication (4, SpSm)** Production and distribution of information within large organizations; information networks, organization structure, control and decision-making functions. Resources necessary for effective organizational communication systems.

**501 Communication Management Pro-Seminar (4, FaSp)** Central issues of theory and practice in the management of communication; broad introduction to all areas of the program. Open to M.A. in Communication Management students only.

**502 Strategic Corporate Communication (4, Sp)** Roles, responsibilities and requirements of communication functions within corporations; design and implementation of communication plans; strategic message production for internal and external audiences.

**504x Seminar in Interpersonal Communication (4, Fa, even years)** Theories of communication behavior in relatively unstructured, face-to-face situations; examination of decoder-encoder, message, channel, and situational variables. Not available for degree credit for M.A. in Communication Management students.

**505 Communication in Work Settings (4, Fa)** How work settings determine communication: basic structures of communication, influence of technology, social contexts, and physical space. Applications to management.

**506 Images and Image Management (4, Sp)** Examines images and image manipulation in communication, management and social control. Synthesizes work ranging from cognition and interpersonal behavior to mass media and popular culture.

**507 Information Management (4, Fa)** Develops a conceptual framework for understanding information, uncertainty, knowledge, interpretation, and equivocality. Principles for managing information load, and communication networks information distribution, and decision making.

**508x Power, Politics and Conflict in Communication (4, 2 years, Sp)** Human communicative behavior involving the creation and resolution of conflict in interpersonal, small group, and formal organizational settings. Not available for degree credit for M.A. in Communication Management students.

**509x Seminar in Classical Rhetorical Theory (4, Fa)** Theories of rhetoric from the fifth century B.C. through the fifth century A.D.; emphasis on the Sophists, Plato, Aristotle, Cicero, Quintilian, and St. Augustine. Not available for degree credit for M.A. in Communication Management students.

**510 Communication, Values, Attitudes, and Behavior (4, FaSp)** Theory and research on value and attitude formation and change; consequences for communication and behavior.

**511x Seminar in Contemporary Rhetorical Theory (4, Sp)** Theories of rhetoric from the 18th century to the present; emphasis on Perelman, Burke, Habermas, Grassi, and Booth. Not available for degree credit for M.A. in Communication Management students.

**512x Seminar in Rhetorical Criticism (4, Fa)** Theories and methods of assessing popular persuasive art forms such as contemporary drama, music, poetry, and journalism as well as traditional forms of public address. Not available for degree credit for M.A. in Communication Management students.

**513x Seminar in Neoclassical Rhetorical Theory (4, 2 years, Sm)** Theories of rhetoric from the fifth century A.D. through the 18th century; emphasis on dictamin, praedicandi, poetriae, Alquin, Ramus, Port-Royalists, Bacon, Campbell, Blair, and Whately. Not available for degree credit for M.A. in Communication Management students.

**514x Seminar: Social Movements as Rhetorical Form (4, 2 years, Sp)** Study of the rhetoric of social change; methodologies for analysis and appraisal; investigation of specific collective protest and reform movements. Not available for degree credit for M.A. in Communication Management students.

**515x Seminar in Postmodern Rhetorical Theory (4, 2 years, Fa)** Implications of postmodernity for rhetorical theory and criticism; issues of textuality, agency, and subjectivity in communication; study of selected postmodern figures. Not available for degree credit for M.A. in Communication Management students.

**516x Seminar: Feminist Theory and Communication (4, 2 years, Sp)** Implications of feminist theory for communication; topics include epistemology, critique of science/technology, women and language, feminist approaches to media and film, women and the workplace. Not available for degree credit for M.A. in Communication Management students.

**517x Seminar in Rhetorical Theory and Culture (4, Sp)** Issues of culture in recent rhetorical theory; in-depth examination of representative idealist, pragmatist, structuralist, critical, and postmodern accounts of the symbolic construction of cultural forms. Not available for degree credit for M.A. in Communication Management students.

**518x American Public Address (4, Sp, odd years)** History and criticism of major American speakers and speeches with reference to the social, political, and intellectual background of their times. Not available for degree credit for M.A. in Communication Management students.

**519x Seminar: Cultural Studies in Communication (4, 2 years, Fa)** Theoretical foundations, history, and development of cultural studies in communication; implications of issues of nationalism, colonialism, technologies, popular culture, and politics of bodies for communication. Not available for degree credit for M.A. in Communication Management students.

**520 Social Roles of Communication Media (4, FaSp)** How mass media shape public images of groups, channel political power, promote consumption of goods. Social and political theories as tools in evaluating media impact.

**521x Seminar in Argumentation (4, 2 years, Sp)** Foundation of critical deliberation; the nature of informal reasoning; logical and ethical problems; analysis and appraisal of naturalistic argument. Not available for degree credit for M.A. in Communication Management students.

**522x Seminar in Kenneth Burke's Dramatic Theory (4)** Studies the contributions of Kenneth Burke, among the most significant figures in the development of contemporary rhetorical theory and criticism. Not available for degree credit for M.A. in Communication Management students.

**524x Seminar in Small Group Process (4, Sp, even years)** Contemporary theoretical models; problems in determination and measurement of variables in small group communication environments; assessment of recent research. Not available for degree credit for M.A. in Communication Management students.

**525x Humanistic and Social Scientific Approaches to Human Communication I (4, Fa)** Overview of the humanistic and social scientific approaches to the study of communication; emphasis on rhetorical/critical and macro social scientific perspectives. Not available for degree credit for M.A. in Communication Management students.

**526x Humanistic and Social Scientific Approaches to Human Communication II (4, Sp)** Overview of the humanistic and social scientific approaches to the study of communication; emphasis on macro and micro social scientific, symbolic and structural perspectives. Not available for degree credit for M.A. in Communication Management students.

**528 Web Designs for Organizations (4, FaSp)** Students learn to assess organizations' online needs, to examine the use of the Internet in terms of electronic commerce and global pressures, and design web page strategies.

**530 Social Dynamics of Communication Technologies (4, SpSm)** Impact of television, satellites, computers, and other new technologies; competing theories about the role of technology in society; historical effects of introducing new technologies.

**531 Communication and the International Economy (4, Fa)** Examines the impact of global economic changes on communications industries, the political and economic forces shaping these industries and the roles of its managers.

**532 Development of American Media Industry (4, Fa)** Origins of American radio and television broadcasting industry and analysis of its development into the contemporary media industry; covers history, technology, regulation, and business practices.

**533 Emerging Communication Technologies (4, FaSp)** Basics of multimedia; new forms of audio and video interactive technologies; computer communication networks; social, political, cultural, interpersonal, organizational issues related to emerging communication technologies.

**534 The Culture of New Technologies (4, FaSp)** In-depth approach to cultural impact of the Internet, multimedia, digital imaging, CD-ROM and virtual reality in context with photographic realism, artificial intelligence and virtual communities.

**535 Virtual Groups and Organizations (4, FaSp)** How electronic networks affect interpersonal and organizational communication; types of interactive media; issues related to cyberspace and virtual community; collaborative teams; business on global networks.

**540 Uses of Communication Research (4, FaSp)** Applications of both data and interpretation in communications management. Topics include: audience ratings, surveys, experimental tests of programs and campaigns, formative evaluation, secondary data sources.

**541 Integrated Communication Strategies (4, Sp)** Communication strategies for product marketing and advertising; communication's role in developing domestic and international marketplaces; practical applications of persuasion theory.

**542 Business Strategies of Communication and Entertainment Firms (4, Sp)** Competitive analysis and strategic formulation of entertainment and communications firm; cases examine product differentiation, marketing, emerging networks and technological strategies for traditional and new media.

**543 Managing Communication in the Entertainment Industry (4, Fa)** Examination, application and critique of traditional and contemporary organizational communication theory as it applies to the entertainment industry's unique internal and external environments.

**544 The Arts and New Media (4, Fa)** Organization, economics, and policy of arts as affected by new technologies. Architecture, design, advertising, and fashion as context. Implications for arts promotion, management, and funding.

**545 Communication and Global Competition (4, Sp)** How communication technologies are used to secure competitive advantage; how firms use communication systems to sustain effective positioning in an industry; convergence of communication industries.

**546 Seminar in Diffusion Theory and Research (4, 2 years, Sp)** Diffusion of new ideas over time among the members of a system. Emphasis upon the spread and adoption of new communication technologies.

**547 Distribution of Recordings: Media, Retail and Online Channels (4, Sp)** Cultural and critical analyses of radio and recording industry development and business strategy; influence of legal and regulatory institutions, impact of new forms of distribution.

**548 Issues in Children's Media (4, Sp)** Historical review of children's programming; programming genres; ethical and business issues of marketing to children; children's uses of various media.

**550x Research Methods in Communication I (4, Fa)** Epistemological assumptions, design, and beginning methods of qualitative and quantitative analysis in communication research. Taught in Computer Lab. Not available for degree credit for M.A. in Communication Management students.

**552x Research Methods in Communication II (4, Sp)** Developing expertise in field research, and experimental, quasi-experimental, and correlational methods in communication research. Taught in Computer Lab. Not available for degree credit for M.A. in Communication Management students. *Prerequisite:* COMM 550.

**553 Political Economy of Global Telecommunications and Information (4, Sp)** The political, economic, regulatory, and technological changes that are together creating a new world information economy. The politics of international telecommunications is emphasized.

**554x Regression and Multivariate Communication Research III (4, 2 years, Fa)** Advanced analysis of variance, regression models, path analysis, MANOVA, discriminant analysis. Taught in Computer Lab. Not available for degree credit for M.A. in Communication Management students. *Prerequisite:* COMM 552.

**556x Advanced Communication Research IV (4, 2 years, Sp)** Structural Equation Modeling, LISREL and Log Linear. Taught in Computer Lab. Not available for degree credit for M.A. in Communication Management students. *Prerequisite:* COMM 554.

**557 Communication Policy in the Global Marketplace (4, Fa)** Comparative analysis of various countries' communication and information technology policies; examines developments in telecommunications, broadcasting, and entertainment industries and policy questions for global media marketplace.

**558 The International Entertainment Marketplace (4, Fa)** Global influences on entertainment industries (broadcasting, film, telecommunications, Internet, video games, and music); case analyses of specific organizations and geographic regions; impact on local cultures.

**560 Communications Policy (4, FaSm)** Evolving regulation of telephone, radio, television, cable, print, and other media. Major policy-makers and decision points in policy-making at local, state, national, and international levels.

**562x Cognitive Approaches to Communication (4, 2 years, Fa)** Cognitive theory and research and its application to communication phenomena and processes. Not available for degree credit for M.A. in Communication Management students.

**565 Communication Law and Broadcasting (4, FaSp)** History and present status of broadcast regulations; emphases on First Amendment, character of regulatory agencies, impact of court decisions, influence of technological advances.

**566 Communication Law and New Technologies (4, Sp)** Development of law in newer technologies. Cases include cable television, low power television, direct broadcast satellites, teletext, video cassettes, telephone, data networks, computer regulation.

**567 Internet Policy, Practice and Regulation (4, FaSp)** Examines how legal decisions impact commercial and personal uses of the internet; regulatory responses to court decisions.

**570 Economics of the Communication Industries (4, Fa)** The economic forces that determine the structure and outputs of communication and media industries, including newspapers, broadcasting, cable, and telecommunications.

**571 Communications Technologies (4, FaSp)** Basic technological concepts necessary to understand the workings of modern communications products and services, to include frequency, bandwidth, electricity, modulation, and digital conversion.

**572 Telephone, Data, and Video Telecommunication Systems (4, Sp)** Technological principles and workings of telephone, data, and video telecommunication systems. Issues for management and policy from a technological perspective. *Prerequisite:* COMM 571.

**573 Evaluating Communication Needs (4, Sp)** Participation as consultants in field projects. Use of organizational, interpretive, and statistical methods to design organizational communication systems is emphasized.

**574 Tele-Media: A Strategic and Critical Analysis (4, FaSp)** Strategic and critical analyses of emerging and new communication technologies from historical, business, financial, consumer, and policy perspectives.

**575 Advocacy and Social Change in Entertainment and the Media (4, Fa)** Examines how diverse groups (i.e., governmental agencies, advertisers, health organizations, advocacy groups, actors, social scientists) attempt to influence audiences through entertainment and traditional media channels.

**580 Media and Politics (4, FaSp)** Mass media in American political life, including political reporting, election campaigns, non-electoral politics, and the media as a political issue.

**581 Media in Social Services: Design and Evaluation of Campaigns (4, Fa)** Theory and research issues in the use of media for changing behavior in health, public safety, welfare, and other areas of social services.

**582 International Communication: National Development (4, Sm)** Roles of media institutions and communications behavior in national development, including political, economic, and social spheres; Western and non-Western conceptions of development processes.

**583 Global Entertainment Education Programs (4, Sp)** Theoretical foundations of entertainment-education programs in global contexts; uses of dramatic serials, telenovelas and animation to promote human rights; program design, evaluation.

**584 Seminar: Interpreting Popular Culture (4, Fa)** The use of semiotic, literary, psychoanalytic, and other approaches for describing and interpreting popular cultural phenomena, including television, advertising, film, music, and fashion.

**585x Organizational Communication (4, 2 years, Sp)** Theory and research; field experience in analyzing and solving communication problems in organizations. Not available for degree credit for M.A. in Communication Management students.

**587 Audience Analysis (4, Fa)** Fundamental principles of audience research; critique of existing methodologies; implications for global audiences and mass media markets.

**590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the school. Graded CR/NC.

**594abz Master's Thesis, (2-2-0, FaSpSm)** Credit on acceptance of thesis. Graded IP/CR/NC.

**597 Communication Research Practicum (4, FaSp)** Development and assessment of research projects. Problems in writing and submission of research articles. Open to B.A., Communication/M.A. in Communication Management or Global Communication students only. *Corequisite:* COMM 540 or COMM 550 or COMM 552 or COMM 584 or COMM 587.

**599 Special Topics (2-4, max 8)**

**605 Advanced Macro Theories of Communication I (4, 2 years, Sp)** Advanced macro theories of communication and culture creation/change; emphasis on structural-functionalism, neo-Marxism, critical theory, symbolic interactionism, phenomenology, post-structuralism, deconstruction.

**610 Studies in Rhetorical Theory (4, max 8, FaSpSm)** Problems in rhetorical theory and criticism; advanced, specialized interest areas of individual faculty on the frontiers of knowledge.

**618 Mass Media Effects (4, Fa)** Theoretical and research questions about mass communication effects; criticism and interpretation of current research and theory, and formulation of new theory.

**620 Studies in Communication Theory (2-4, max 8, FaSp)** Current problems in communication theory and research; advanced, specialized interest areas of individual faculty on the frontiers of knowledge.

**625 Theory Construction in Communication (4, Sm)** The nature of behavioral theories; conceptual and methodological problems in theory construction; application to contemporary issues in communication research.

**629 Global Culture (4, Fa)** Examines the relationship of culture to globalization, ranging from nationalism and colonialism to global cultural products, multinational cultural production, diasporic cultures, global media, and cosmopolitanism.

**630 Communication Technology and Social Change (4, Sp)** Impact of technological advances on human communication practices and theories; trends, forecasts, implications.

**635 Economics of Information (4, Sp)** Applications of macro and microeconomic principles: economic role of the information sector; production, distribution, and pricing of information products; information in the functioning of markets.

**636 Interpretive and Cultural Approaches in Organizational Communication (4, 2 years, Fa)** Interpretive, critical and cultural research in organizational communication; emphasis on narrative approaches to ethnographic studies, critical essays, and quantitative intercultural research in organizational communication.

**637 Current Readings in Organizational Communication (4, 2 years, Sp)** Recent developments in organizational communication theory and research; emerging issues and methodologies; future directions.

**638 Global, International and Intercultural Communication in Organizations (4, 2 years, Fa)** Communication processes in global organizational transformation; influences of information technology, intercultural variables, and globalization on decision-making, operations and practices of international and transnational organizations.

**640 Communication and Organizational Change (4, Fa)** Analysis of communication and information networks in organizations and their relationships with communication technologies, organizational behavior, and management.

**645 Communication Networks (4, 2 years, Sp)** Conceptual and analytic issues in network perspectives; emphasis on communication patterns, processes, content, influences and impacts.

**646 Negotiating Boundaries in Environmental Research (2)** Examines how environmental disciplines are discursively constructed; explores problems of utilizing scientific/technical results in policy-making arenas; and introduces strategic communication skills.

**675 Independent Study (1-4, FaSpSm)** A supervised course tailored to specific student interests. The professor and student develop a syllabus that permits exploration of advanced or specialized topics. Graded CR/NC.

**694 Preliminary Research Paper (2, FaSpSm)** Independent research designed to demonstrate the student's ability to conceptualize, conduct, and present scholarly research. Parallel to COMM 794. Graded CR/NC.

**790 Research (1-12, FaSpSm)** Research leading to the doctorate. Maximum units which may be applied to the degree to be determined by the school. Graded CR/NC.

**794abcdz Doctoral Dissertation (2-2-2-0, FaSpSm)** Credit on acceptance of dissertation. Graded IP/CR/NC.

## School of Journalism

USC Annenberg School  
for Communication 325  
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*Director:* Michael Parks, B.A.

*Associate Director:* Patricia K. Dean, M.S.

### Faculty

*Wallis Annenberg Chair in Journalism and Communication:* Jay T. Harris, B.A.

*Professors:* Geoffrey Cowan, LL.B.\*; Ed Cray, B.A.; Murray Fromson; Ian Mitroff, Ph.D.; Bryce Nelson, M.Phil.\*; Michael Parks, B.A.; Joe Saltzman, M.S.\*

*Associate Professors:* Patricia K. Dean, M.S.; Jonathan Kotler, J.D.\*

*Assistant Professors:* Laura Castañeda, M.A.; William Celis, M.S.; Jennifer Floto, M.A.\*; Ciny Kennard, B.S.; Kenneth B. Noble, J.D.; Larry Pryor, M.S.



*Senior Lecturers:* Edwin O. Guthman, B.A.\*; Gerald Swerling, M.S.

*Lecturers:* Leroy Aarons, M.S.; Daniel Birman, M.A.; Serena Cha, M.S.; Dana Chinn, M.B.A.; Michelle Nicolosi, B.A.; Richard Reeves, M.E.

*Visiting Professors:* Norman Corwin, B.A.; Félix Gutiérrez, Ph.D.; Elizabeth Osder, M.A.; Adam Clayton Powell III, B.A.

*Emeritus Professors:* William Robert Faith, Ph.D.; Clancy Sigal, B.A.

\*Recipient of university-wide or college teaching award.

### Degree Programs

The School of Journalism offers Bachelor of Arts degrees in Print Journalism, Broadcast Journalism and Public Relations, and an accelerated B.A./M.A. degree in Journalism. It also offers minors in News Media and Society and Advertising. At the graduate level,

Master of Arts degrees are awarded in Journalism and Strategic Public Relations. Students completing the M.A. in Journalism must select an emphasis in print, broadcast or online. Journalism students learn the basic techniques of writing, reporting and production across all new media in print, broadcast and online. They also learn about the role of a free press in a democracy and the historical, legal and ethical aspects of journalism. The *Print Journalism* emphasis includes advanced courses in writing, reporting and editing for newspapers and magazines. The *Broadcast Journalism* emphasis includes advanced courses in radio and television news, documentary and public affairs. The *Online Journalism* emphasis provides a thorough grounding in Web site production combining traditional journalism with the ability to think flexibly in an interactive technical environment. The *Public Relations* degree emphasizes the requisite skills of that discipline, with an emphasis on strategic problem solving, public relations theory and techniques, writing, research-based planning and analysis, case studies, and the application of the discipline to specific industry categories.

The school stresses a broad-based liberal arts education to enhance writing and reporting, and encourages undergraduate students to pursue double majors or minors in disciplines outside the school. In addition to offering an international study program in Europe, the school also provides special reporting classes in business, public affairs, international affairs, science and the arts.

The school advises its students to participate in at least two internships. Annenberg's Career Development Office has listings for paid and unpaid internships from around the country. All journalism majors should plan to write for the university newspaper, the *Daily Trojan*; participate in the writing, reporting and production of the school's weekly newsmagazine show, "Impact" and/or the school's nightly newscast, "Annenberg TV News"; work on Web publishing and online technology in the Annenberg Online Journalism and Communication program; or take an active role in the student-run campus radio station KSCR. No academic credit is given for participation in internships or cocurricular activities.

## Undergraduate Degrees

The School of Journalism offers Bachelor of Arts degrees in Print Journalism, Broadcast Journalism and Public Relations and an accelerated B.A./M.A. degree in Journalism. The school also offers minors in Advertising and News Media and Society. Journalism students are encouraged to pursue double majors or minors in other areas of study. They must consult with an undergraduate journalism advisor at least once each semester to receive academic advisement covering major course selection and university degree requirements. A grade point average of at least C (2.0) on all baccalaureate units attempted at USC, as well as on the combined USC-transfer GPA, is required for undergraduate degrees. A minimum cumulative grade point average of 2.0 in all attempted upper division courses for the major is also required. Students must complete each journalism class with at least a grade of C- in order to count the course toward a major requirement.

### General Education Requirements

The university's general education program provides coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated

person. This program requires six courses in different categories, plus writing, foreign language and diversity requirements, which are described in detail on pages 179 through 184.

### New Media Core Curriculum

The School of Journalism's new media core curriculum prepares students in the basic techniques of writing, reporting and production for all new media in print, broadcast and online journalism. Print journalism, broadcast journalism and public relations students are required to complete the newswriting segment of the new media core curriculum. Print journalism and broadcast journalism students are required to also complete the reporting and production segments of the new media core curriculum.

### Newswriting Core

The newswriting core consists of three 2-unit classes. JOUR 202 Newswriting: Print — Basic newswriting, news judgment, construction of print news stories; ethical framework. JOUR 203 Newswriting: Broadcast — Introduction to broadcast newswriting with the emphasis on the ear and eye; creation of audio statements and video elements; ethical framework. JOUR 204 Newswriting: Online — Introduction to online writing with an emphasis on context and relationship of topics and subjects to the story; ethical framework.

### Reporting Core

The reporting core consists of three 2-unit classes. JOUR 302 Reporting: Print — Basic reporting techniques, public records reporting and beginning pieces of investigative journalism; ethical framework. JOUR 303 Reporting: Broadcast — Field reporting; radio and audio media; TV and other visual media; ethical framework. JOUR 304 Reporting: Online — Computer assisted reporting; precision reporting including statistics; ethical framework.

### Production Core

The production core consists of three 2-unit classes. JOUR 306 Production: Broadcast — Studio and field production for radio and television; use of tape recorders and camcorders to produce simple field pieces; special seminars and workshops in use of field equipment, photography, lighting and field production; ethical framework involving broadcast non-fiction production. JOUR 308 Production: Print — Copy editing and newspaper production layout; headline and caption writing; design; ethical framework involving print production. JOUR 309 Production: Online — Database creation and management; online journalism production; Web production; ethical framework in the new technology.

**Broadcast Journalism Requirements for the Bachelor of Arts**

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	2
JOUR 203	Newswriting: Broadcast	2
JOUR 204	Newswriting: Online	2

REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 302	Reporting: Print	2
JOUR 303	Reporting: Broadcast	2
JOUR 304	Reporting: Online	2
JOUR 306	Production: Broadcast	2
JOUR 308	Production: Print	2
JOUR 309	Production: Online	2
JOUR 310	Investigative Reporting	4
JOUR 462	Law of Mass Communication	4

One course from:

JOUR 402	Broadcast Reporting	4
JOUR 403	Television News Production	4
JOUR 405	Non-Fiction Television	4

Plus 6 upper division journalism elective units approved by an advisor 6

**Print Journalism Requirements for the Bachelor of Arts**

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	2
JOUR 203	Newswriting: Broadcast	2
JOUR 204	Newswriting: Online	2

REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 302	Reporting: Print	2
JOUR 303	Reporting: Broadcast	2
JOUR 304	Reporting: Online	2
JOUR 306	Production: Broadcast	2
JOUR 308	Production: Print	2
JOUR 309	Production: Online	2
JOUR 310	Investigative Reporting	4
JOUR 462	Law of Mass Communication	4

Two units from:

JOUR 440	Science, Medicine and Environment Writing	2
JOUR 441	Sports Reporting	2
JOUR 443	Business Reporting	2
JOUR 446	Entertainment Reporting	2
JOUR 447	Arts Reporting	2
JOUR 448	Governmental Reporting	2
JOUR 449	Reporting Los Angeles	2
JOUR 470	Community Journalism	2

Plus 8 upper division journalism elective units approved by an advisor

**Public Relations Requirements for the Bachelor of Arts**

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	2
JOUR 203	Newswriting: Broadcast	2
JOUR 204	Newswriting: Online	2

REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 350	Principles of Public Relations	4
JOUR 351ab	Public Relations Media	4-4
JOUR 450	Advanced Public Relations	4
JOUR 462	Law of Mass Communication	4
JOUR 463	Research and Analysis	4
Plus 6 upper division journalism elective units approved by an advisor		6

Majors wishing to emphasize advertising may choose their electives from JOUR 340, JOUR 341, JOUR 342 and JOUR 343.

**Accelerated B.A./M.A. Degree in Journalism**

This accelerated 156-unit program (128 undergraduate, 28 graduate units) allows superior students to complete a dual B.A. and M.A. degree in journalism in five years.

Students are required to take at least 68 units in journalism, including all courses required to complete the school's B.A. degree and 28 units of approved 500-level journalism course work. To graduate with the B.A./M.A. in Journalism, students may elect the thesis or comprehensive examination option.

Students may take two or three graduate courses in their senior year, but will complete their M.A. requirements in three semesters (summer, fall, spring or fall, spring, summer). To be eligible for admission, students must maintain at least a 3.5 overall GPA in all classes taken at the university level and a 3.5 GPA in all undergraduate journalism classes.

Print journalism and broadcast journalism undergraduate majors will have completed JOUR 201, JOUR 202, JOUR 203, JOUR 204, JOUR 302, JOUR 303, JOUR 304, JOUR 306, JOUR 308 and JOUR 309 (22 units) at the time their application is approved by the end of the junior year. Additionally, both print and broadcast journalism majors will be advised to complete the university's general education, diversity, writing and foreign language requirements by the end of the junior year.

During their fourth year of studies, successful print journalism and broadcast journalism applicants will complete the undergraduate degree requirements (128 degree units, including a total of 40 units of journalism classes for both print journalism and broadcast journalism majors). In addition, these students may concurrently enroll in 6 to 9 units of 500-level journalism course work for graduate credit.

Students may pursue one of four dual degree variations within the joint B.A./M.A. program: Bachelor of Arts, Print Journalism/Master of Arts, Journalism (Broadcast Journalism); Bachelor of Arts, Print Journalism/Master of Arts, Journalism (Online Journalism); Bachelor of Arts, Broadcast Journalism/Master of Arts, Journalism (Print Journalism); Bachelor of Arts, Broadcast Journalism/Master of Arts, Journalism (Online Journalism).

By the end of their fifth and last year, all successful candidates will have completed 28 units of approved 500-level course work in journalism (including graduate course work taken in the senior year), non-duplicative of undergraduate work. Contact the director of undergraduate studies for more information on required course work and an application form.

**Advertising Minor**

The Advertising minor is designed for students interested in building a career in, or developing a better understanding of, the field of advertising. It explores the key role played by advertising in today's global economy. At no time has advertising been more successful or more controversial than it is today, and this program will explore both the positives and the negatives. Emphasis is placed throughout the program on both the practical skills required to meet the demands of the marketplace and the theoretical underpinnings of those practices. Program content includes: the history of advertising; creation of written and visual advertising elements; the measurement, selection and analysis of media; the concept of "branding"; the role of advertising in creating and maintaining successful brands; the analysis of advertising campaign case studies; and the creation of integrated marketing communications campaigns.

REQUIRED COURSES	UNITS
JOUR 340	Introduction to Advertising 4
JOUR 341	Advertising Copywriting 4
JOUR 342	Advertising Media and Analysis 4
JOUR 343	Advertising Design and Production 4
MKT 406	Practicum in Advertising and Promotion Design 4

select one additional course from the following:

MKT 405	Advertising and Promotion Management	4
MKT 425	Direct Response Marketing	4
MKT 470	Marketing Research	4
Total units		24-28

### News Media and Society Minor

News Media and Society is a journalism minor that explores the responsibilities, the influence, the ethics and the diversity of the news media. It explores the myths about news media in the United States and explains what the news media are, how they work, what they do wrong and what they do right, and why they are important to a society whose citizens depend on the free and unfettered flow of information. This minor will help all students in all majors to understand one of the most important and misunderstood forces in American society: the news media.

News Media and Society benefits every student at the university because it gives students a new appreciation and understanding of the news media that so much influence their lives on a daily basis.

REQUIRED COURSE, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 371	Censorship and the Law: From the Press to Cyberspace	4
16 upper division journalism units		16
		24

Students are urged to choose their 16 upper division units from these classes:

JOUR 373	The Ethics of Television Journalism	4
JOUR 375	The Image of the Journalist in Popular Culture	4
JOUR 460	Social Responsibility of the News Media	4
JOUR 466	People of Color and the News Media	4
JOUR 467	Gender and the News Media	4

### Admission, Advisement and Financial Aid

Admission is competitive. Journalism experience and the quality of the admission essays are heavily weighted. Transfer students must submit high school transcripts. Transfer work in journalism, broadcasting and public relations is accepted by waiver examination only.

A maximum of two classes for the major can be waived. For students applying to USC, refer to the USC Application for Undergraduate Admission for application deadlines.

Upon admission to the school, students must contact the Annenberg Student Services Office, (213) 740-0900, for academic advisement and class registration. Advisement through this office is required each semester.

Students currently enrolled at USC who wish to change their major to journalism must file a formal application with all supporting documents through the Annenberg Student Services Office. For current USC students, the application deadline is at the end of the first week of classes in the fall and spring semesters.

### Academic Integrity Policy

Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed from the School of Journalism. There are no exceptions to the school's policy.

## Graduate Degrees

The School of Journalism offers two Master of Arts degree programs: Journalism and Strategic Public Relations. Students completing the M.A. in Journalism will choose one of three emphases: print, broadcast or online. The *Print Journalism* emphasis is for students interested in newspaper and magazine journalism. Students may develop their special areas of interest through the selection of elective courses. The *Broadcast Journalism* emphasis is for those students interested in television news, public affairs and documentary programming. The curriculum is similar to the Print Journalism emphasis with the focus shifted to the development of writing and production skills for the broadcast media. The *Online Journalism* emphasis is for students interested in online journalism and new media. The *Strategic Public Relations* degree is designed to train students for management-level public relations and communication positions in all types of public and private sector organizations.

### Admission Requirements

#### Prerequisites

An applicant must have a bachelor's degree from an accredited college or university.

#### Criteria

Minimum criteria for consideration are a 3.0 GPA for undergraduate work and all graduate work, and a score of 500-verbal and 1000-cumulative (verbal and quantitative) on the GRE General Test. International applicants are required to take the Test of English as a Foreign Language (TOEFL) and should receive a score of at least 630 on the paper-based exam or a score of 267 on the computer-based exam.

In addition, applicants are judged on a statement of purpose explaining why they wish to pursue graduate studies in journalism or public relations, an essay and three letters of recommendation submitted on their behalf. Professional experience in journalism and/or communication is also considered. Applicants must submit a résumé and one sample of their writing for review.

#### Procedure

Applicants should submit the following materials to the USC Office of Admission: USC formal application with an application fee, affidavit of support (international applicants only), official GRE scores, official TOEFL scores

(international applicants only), and official transcripts from all colleges and universities attended. Students should consult the USC Application for Graduate Admission for the current fee. The Office of Admission is unable to process an application without this fee.

In addition, students must submit the following materials to Annenberg Student Services: Journalism Supplementary Application, statement of purpose, GRE test scores, TOEFL test scores (international applicants only), official transcripts from all colleges and universities attended, one writing sample, journalism essay, a résumé and three letters of recommendation.

The School of Journalism admits students on a rolling basis for the fall semester. The application deadline for admission and a teaching assistantship consideration is January 15 for the fall. Students applying during the school year usually receive notification of the Admission Committee's decision within six weeks of receipt of all application materials.

### Degree Requirements

These degrees are under the jurisdiction of the Graduate School. Refer to the Requirements for Graduation section (page 62) and the Graduate School section of this catalogue (page 591) for general regulations. All course work applied toward a degree must be approved by the School of Journalism and the Graduate School.

### Master of Arts

Studies toward the Master of Arts in Journalism and the Master of Arts in Strategic Public Relations require 40 units of prescribed courses and approved electives in the student's field of study. Students may take, with prior approval, two of their electives outside the school. No more than 10 units of 400-level work may be applied toward the master's degree. A GPA of 3.0 must be maintained for all work. Students who fall below a 3.0 grade point average will be placed on academic probation and must improve according to established terms if they are to remain in the school. In the case of courses offered on Credit/No Credit (CR/NC) basis, faculty review of competence will be substituted for grades.

### Residence

The School of Journalism will accept only four units of approved transferred graduate credit. Normally, full-time students can complete the program in four semesters. These programs may be attended on a part-time basis.

### Foreign Language/Research Tool Requirements

There is no foreign language or research tool requirement for the master's degree.

### Course Requirements

A master's degree in journalism requires 40 units and a master's degree in strategic public relations requires 40 units. To graduate, students may elect the thesis or comprehensive examination option. Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units).

### Thesis/Comprehensive Examination

The thesis option will take one of two forms: (1) a professional project presenting the results of an extensive print, broadcast, public relations or new media project completed by the student; or (2) a research thesis presenting the results of primary research undertaken by the student. In either case, students must establish a guidance committee of three tenure-track members, chaired by a faculty member from the School of Journalism. At least two of these members must be on the faculty of the School of Journalism; one may be a faculty member from another school or department. Students must secure approval of the professional project or thesis prior to

enrollment in JOUR 594a. Students who elect the thesis option are required to enroll in JOUR 594ab (2-2 units), normally during their second year of study. The 4 units will count toward the approved elective units.

The comprehensive examination option allows students to complete the degree by passing a comprehensive examination in their last semester of course work.

### New Media Core Curriculum

Students enrolled in the Master of Arts in Journalism are required to take 9 units of New Media Core courses (JOUR 501, 502, 503) in their first year. These courses provide intensive preparation considered necessary for graduate studies in journalism at USC. At the end of each New Media Core course, students will be given a comprehensive skills test that must be passed.

In the 21st century it is imperative that all journalists understand the basic techniques of writing, reporting and production for all the new media in print, broadcast and online journalism. Upon graduation, students will be routinely expected to function in all new media, being able to report and write stories for a media corporation's newspaper, Web site, and radio and television broadcasts, and to do this while covering a single story. The 9-unit New Media Core ensures every student has a background in all media before completing the more advanced courses in the 40-unit Master of Arts in Journalism. The three courses are:

JOUR 501 (3 units) is designed to teach the student basic news writing and ethical framework for print, broadcast and online. The print segment includes basic news writing, news judgment, construction of print news stories. The broadcast segment includes an introduction to broadcast news writing with the emphasis on the ear and eye, creation of audio statements and creation of video elements. The online segment includes an introduction to online writing with an emphasis on context and relationship of topics and subjects to the story.

JOUR 502 (3 units) is designed to teach the student basic production and ethical framework for print, broadcast and online. The print segment includes copyediting and newspaper production layout, headline and caption writing and design. The broadcast segment includes studio and field production for radio and television and use of tape recorders and camcorders to produce simple field pieces. The online segment includes database creation and management, online journalism production and Web production.

JOUR 503 (3 units) is designed to teach the student basic reporting and ethical framework for print, broadcast and online. The print segment includes basic reporting techniques, public records reporting and beginning pieces of investigative journalism. The broadcast segment includes field reporting, radio and audio media, TV and other visual media. The online segment includes computer assisted reporting and precision reporting including statistics.

### Master of Arts, Broadcast Journalism Emphasis

COURSE REQUIREMENTS (40 UNITS)		UNITS
JOUR 500	Media and Society	3
JOUR 501	News writing: Print, Broadcast, Online	3
JOUR 502	Production: Print, Broadcast, Online	3
JOUR 503	Reporting: Print, Broadcast, Online	3
JOUR 505	American Media History Seminar	3
JOUR 517	Advanced Investigative Reporting	3
JOUR 521	Broadcast Documentary, or	
JOUR 526	Advanced Broadcast News Production	3
JOUR 560	Seminar in Mass Communication Law	3
Plus 16 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 12 units of approved elective courses. Students electing the comprehensive examination option must complete 16 units of elective courses.

### Master of Arts, Print Journalism Emphasis

COURSE REQUIREMENTS (40 UNITS)		UNITS
JOUR 500	Media and Society	3
JOUR 501	News writing: Print, Broadcast, Online	3
JOUR 502	Production: Print, Broadcast, Online	3
JOUR 503	Reporting: Print, Broadcast, Online	3
JOUR 505	American Media History Seminar	3
JOUR 517	Advanced Investigative Reporting	3
JOUR 560	Seminar in Mass Communication Law	3
Plus 19 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 15 units of approved elective courses. Students electing the comprehensive examination option must complete 19 units of elective courses.

**Master of Arts, Online Journalism Emphasis**

COURSE REQUIREMENTS (40 UNITS)		UNITS
JOUR 500	Media and Society	3
JOUR 501	Newswriting: Print, Broadcast, Online	3
JOUR 502	Production: Print, Broadcast, Online	3
JOUR 503	Reporting: Print, Broadcast, Online	3
JOUR 505	American Media History Seminar	3
JOUR 551	Intermediate Online Publishing	3
JOUR 555	Multimedia and Graphics in Online Publishing	3
JOUR 556	Online Journalism Seminar	3
JOUR 560	Seminar in Mass Communication Law	3
Plus 13 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 9 units of approved elective courses. Students electing the comprehensive examination option must complete 13 units of approved elective courses.

**Master of Arts in Strategic Public Relations**

COURSE REQUIREMENTS (40 UNITS)		UNITS
JOUR 504	Public Relations Research and Evaluation	3
JOUR 508	Introduction to Strategic Public Relations	3
JOUR 530	Strategic Public Relations Management	3
JOUR 534	Case Studies in Public Relations	3
JOUR 535	Specialized Writing for Public Relations	3
JOUR 536	Creating Media for Public Relations	3
JOUR 560	Seminar in Mass Communication Law	3
JOUR 568	Critical Thinking and Crisis Management	3
Plus 16 units of approved elective courses*		

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 12 units of approved elective courses. Students electing the comprehensive examination option must complete 16 units of approved elective courses.

**Academic Integrity Policy**

Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations or purchasing papers or other assignments will immediately receive a failing grade in the course and will be dismissed from the School of Journalism. There are no exceptions to the school's policy.

## Courses of Instruction

**JOURNALISM (JOUR)**

The terms indicated are *expected* but are not *guaranteed*. For the courses offered during any given term, consult the *Schedule of Classes*.

**090x Internships in the Media (1, max 8)**

Intensive experience in the news and other media. Minimum time requirement; enables students to acquire skills and knowledge that cannot be gained in the classroom. Graded CR/NC. Open to journalism majors only. Not available for degree credit.

**190 Introduction to Journalism (2)** Survey of all media and outlets including print, broadcasting, public relations and online journalism, plus analysis of what it means to be a professional journalist.

**201 History of News in Modern America (4, FaSp)** Understanding news today. A survey of how news is gathered, weighed, and disseminated and how historical events have shaped news in the 20th century. *Prerequisite:* departmental approval.

**202 Newswriting: Print (2, FaSp)** Introduction to basic skills of print newswriting, news judgment, construction of print news stories. Social responsibility and ethical framework for print journalists. Typing ability required. *Concurrent enrollment:* JOUR 203, JOUR 204.

**203 Newswriting: Broadcast (2, FaSp)** Introduction to broadcast newswriting with emphasis on the ear and eye. News judgment. Social responsibility and ethical framework for broadcast journalists. Typing ability required. *Concurrent enrollment:* JOUR 202, JOUR 204.

**204 Newswriting: Online (2, FaSp)** Introduction to online newswriting with emphasis on context and relationship of topics to the story. Social responsibility and ethical framework for online journalists. Typing ability required. *Concurrent enrollment:* JOUR 202, JOUR 203.

**206 Reporting (2)** Essentials of good research-reporting methods; how to cover stories; interviewing techniques; how to get information. Practical workshop: *Daily Trojan*, Student News Bureau or KSCR Radio with advisor permission. Typing ability required.

**210x Basics of Broadcast Newsroom Production for Non-Majors Only (2, max 4, FaSp)** Introduction to broadcast newsroom production; preparation and treatment of form and content; procedures, problems, ethics, and practice in planning and producing a nightly newscast. Open to non-journalism majors only. Not available for degree credit to journalism majors. Graded CR/NC.

**300 Principles of Television Production (2)**

Introduction to television producing and directing; preparation and treatment of form and content; procedures, problems, and practice in planning and producing television materials.

**302 Reporting: Print (2, FaSp)** Introduction to basic reporting techniques, public records reporting and beginning investigative journalism. Social responsibility and ethical framework for print journalists. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204; *concurrent enrollment:* JOUR 303, JOUR 304.

**303 Reporting: Broadcast (2, FaSp)** Introduction to field reporting, audio and visual media. Social responsibility and ethical framework for broadcast journalists. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204; *concurrent enrollment:* JOUR 302, JOUR 304.

**304 Reporting: Online (2, FaSp)** Introduction to computer assisted reporting, precision reporting including statistics. Social responsibility and ethical framework for online journalists. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204; *concurrent enrollment:* JOUR 302, JOUR 303.

**306 Production: Broadcast (2, FaSp)** Studio and field production for audio and visual media. Social responsibility and ethical framework involving broadcast non-fiction production. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204; *concurrent enrollment:* JOUR 308, JOUR 309.

**307 News Editing (2)** Preparation of copy for publication including editing, headline writing, handling wire copy; editorial aspects of makeup, layout, typography, page editing.

**308 Production: Print (2, FaSp)** Copyediting and newspaper production layout. Headline and caption writing. Design. Social responsibility and ethical framework involving print production. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204; *concurrent enrollment:* JOUR 306, JOUR 309.

**309 Production: Online (2, FaSp)** Database creation and management. Online and new media journalism production. Web content production. Social responsibility and ethical framework in the new technology. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204; *concurrent enrollment:* JOUR 306, JOUR 308.

**310 Investigative Reporting (4, FaSp)** Reportorial and analytical skills and techniques required for portraying and evaluating contemporary newsworthy events; lectures, discussions. *Prerequisite:* JOUR 206 or JOUR 302, JOUR 303, JOUR 304.

**320 Broadcast Newswriting (4)** Radio and television newswriting techniques; form and content of broadcast news presentation; responsibility in broadcasting the news; practice in preparation and presentation.

**330 Photojournalism (4, Fa)** Emphasis on fundamental skills necessary for photojournalism including camera techniques, story ideas and digital darkroom.

**340 Introduction to Advertising (4, FaSp)** History and development of advertising; basic advertising campaigns showing relationships of marketing, creative, print and electronic media. *Prerequisite:* departmental approval.

**341 Advertising Copywriting (4, Fa)** Writing and editing for advertising and commercial copy for all media. *Prerequisite:* JOUR 340.

**342 Advertising Media and Analysis (4, Fa)** Selling, planning, buying for the media; advertising's relationship to society and business; media choice. *Prerequisite:* JOUR 340.

**343 Advertising Design and Production (4, Sp)** Production of advertising materials; emphasis on the creation and design of advertising elements. *Prerequisite:* JOUR 340.

**350 Principles of Public Relations (4, FaSp)** Theories, processes, and techniques involved in planning and implementing programs designed to influence public opinion and behavior through socially responsible performance and mutually satisfactory communication.

**351ab Public Relations Media (4-4, FaSp)** Research, design, production, and writing public relations media; includes news releases, features, pamphlets, brochures, financial statements, management reports, scripts, scenarios, and publicity. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204; and JOUR 350.

**371 Censorship and the Law: From the Press to Cyberspace (4, Sp)** The study of current and historical battles over the limits of free expression from press and public parks to television, movies, music and cyberspace.

**373 The Ethics of Television Journalism (4, Fa)** Ethical questions in television journalism; the application of these moral dilemmas to prepare students for dealing with similar issues in their lives.

**375 The Image of the Journalist in Popular Culture (4, Sp)** The impact of conflicting images of reporters in movies and television on the American public's perception of newsgatherers in the 20th century. A decade-by-decade evaluation.

**380 Sports, Business and Media in Today's Society (4, Sp)** An inside look at the symbiotic relationship of sports and the media — from the interdependence of sports and media, to the coverage of sports in newspapers, magazines, radio and television. The economic and ethical issues involved, the conflicts of interest, the history and current status of sports coverage in American media today.

**381 Entertainment, Business and Media in Today's Society (4, Sp)** An examination of the symbiotic relationship of the entertainment business and the media; press coverage of the entertainment industry; Hollywood's relationship with news media.

**390 Special Problems (1-4, Irregular)** Supervised, individual studies. No more than one registration permitted. Enrollment by petition only.

**400 Interpretive Writing (4)** Weekly assignments in the shorter forms of newspaper and magazine writing: essays, reviews, editorials, opinion-page articles, profiles; analyses of major 20th century journalists.

**402 Broadcast Reporting (4, FaSp)** Role of the broadcast journalism reporter; similarities and differences between print and electronic media; application of audio-video equipment; analysis and practical experience. *Prerequisite:* JOUR 300 and JOUR 320 or JOUR 306, JOUR 308, JOUR 309.

**403 Television News Production (4, FaSp)** Production of television news programs; preparation and treatment of form and content; procedures, problems, and practice in planning and producing broadcast news materials. *Prerequisite:* JOUR 300 and JOUR 320 or JOUR 306, JOUR 308, JOUR 309.

**404 Radio and Television News Specials Production (4)** Production of radio and television news specials: research, reporting, preparation, and treatment of form and content; procedures, problems, and practice in planning production. *Prerequisite:* JOUR 300 and JOUR 320 or JOUR 306, JOUR 308, JOUR 309.

**405 Non-Fiction Television (4, FaSp)** Presentation and selection in non-fiction television programs including documentaries, electronic magazines and news series; ethical problems, field research, reporting, interviewing, pre-production.

**406 Advanced Broadcasting Production (2, Sp)** Advanced analysis, methods, and techniques of radio and television production; preparation and treatment of complex form and content; procedures, problem-solving, and practice. *Prerequisite:* JOUR 402.

**407 Newsradio (4, Sp)** Production of radio news: research, reporting, writing, preparation and treatment of form and content: procedures, problems and practice in producing radio news programs.

**411 Introduction to Computer-Assisted Reporting (4)** Use of personal computer tools for newsgathering, including Internet, commercial and government databases, and for project-oriented computer-assisted reporting. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**412 Introduction to Online Publishing (4, FaSp)** Introduction to the methods, theory and production of news publishing on the World Wide Web including basic HTML, graphics production and news design. (Duplicates credit in JOUR 413.)

**413 Introduction to Online Journalism (4)** An introduction to the methods and theory of news publishing on the World Wide Web, with an emphasis on journalism skills and techniques. (Duplicates credit in JOUR 412.) *Prerequisite:* ITP 105x or ITP 101x.

**415 Design and Graphics in Online Publishing (2, Fa)** Focuses on the process of creating images and graphics, essential elements for online publishing sites, and crafting successful Web-based layouts. *Prerequisite:* JOUR 412 or JOUR 413 or COMM 321.

**417 Online Journalism Management (2)** Deals with management skills in editorial, financial and technical fields required of online journalists as they develop Web sites and other electronic publishing forms. *Prerequisite:* JOUR 412

**418 Multimedia Content in Online Publishing (2, Fa)** Focuses on integrating interactive content into online news stories. Updates journalism techniques and skills for Web journalism. *Prerequisite:* JOUR 412 or JOUR 413 or ITP 413x; *recommended preparation:* ITP 411x.

**420 Advanced Photojournalism (4, Sp)** Emphasis on advanced photojournalism techniques for complex photo storytelling; focus on style, content, design, expression and ethics. *Prerequisite:* JOUR 330.

**430 Writing the Film Review (4, Sp)** Techniques of writing the film review; preparation and treatment of form and content; problems, responsibilities and ethics of film reviewing.

**435 Writing Magazine Non-Fiction (4, FaSp)** A seminar in “how to” interview, research, write — and place — professional quality articles for a full range of magazines/newspapers including women’s, sports, ethnic, local and national. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**436 Magazine Production (4)** Publishing and production technologies; economics of magazine publishing including cost analysis, marketing, advertising, and circulation. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**438 Editing Magazine Non-Fiction (4)** Editing magazine non-fiction; defining audiences; editorial functions from assigning stories to creating page layouts. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**440 Science, Medicine and Environment Writing (2, Fa)** Techniques of reporting and writing about science, medicine and environment. Analysis of the skills and background needed for reporters specializing in this area of the news. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**441 Sports Reporting (2, Sp)** News and feature coverage of sporting events, including social and economic factors influencing sports in America. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**442 Advanced Reporting in Spanish (4)** Coverage of news trends and events in Spanish, including spot news, profiles, features, essays, backgrounders, and analysis of media. Conducted in Spanish.

**443 Business Reporting (2, Fa)** Techniques of reporting and writing about business, economics and finance. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**446 Entertainment Reporting (2, Sp)** Techniques of reporting and writing about the entertainment business, economics and finances. Analysis of the skills and background needed for reporters specializing in this area of the news. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**447 Arts Reporting (2, Fa)** Techniques of reporting and writing about the arts, including television, film, theatre, music, graphic arts, architecture and design. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**448 Governmental Reporting (2, Fa)** Techniques of covering local, state and federal government. Departmental approval required.

**449 Reporting Los Angeles (2)** Specialized reporting class focused on Los Angeles that requires intensive field work in the neighborhoods, ethnic communities and among local institutions such as City Council, hospitals, police departments, social work agencies, etc. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**450 Advanced Public Relations (4, Sp)** Application of principles and methods to intensive analysis of public relations problems, decision-making, programming, and evaluation in simulated staff and agency organization. *Prerequisite:* JOUR 350.

**451 Public Relations in Marketing (2, Sp)** Principles and practices of public relations as a basic component in the promotion and marketing of goods and services; regulatory considerations; consumerism. *Prerequisite:* JOUR 350.

**452 Public Relations in Entertainment (4, Fa)** Public relations in the design, promotion, and presentation of popular entertainment, including films, broadcasting, music, exhibitions, amusement parks, resorts, and arenas.

**454 Sports Public Relations (2, Fa)** Introduction to the field of sports information and promotion, including lectures, media assignments, role-playing, and presentations by sports professionals. Junior standing.

**455 Public Relations for Non-Profit Organizations (4, Fa)** Introduction to the specialized field of public relations for non-profit and non-governmental organizations; emphasis on case studies, strategic and critical thinking, and campaign development. *Prerequisite:* JOUR 350.

**456 Public Relations for Diverse Audiences (4, Fa)** Researching, planning, executing and evaluating communications campaigns aimed at audiences segmented by culture, lifestyle and other factors. *Prerequisite:* JOUR 350.

**459 Fact and Fiction: From Journalism to the Docudrama (4)** Historical, legal and ethical limitations to the misrepresentation of fact. Includes print and broadcast journalism, books, theatre, cinema and new technology.

**460 Social Responsibility of the News Media (4)** News media as instruments of constructive social change; standards of ethics and aesthetics; interactions between news media and cultural settings; social responsibility of news media personnel.

**461 Literature of Journalism (4)** Survey of journalistic careers and times; the influence of editing and reporting on such American writers as Whitman, Twain, Cather, Crane, Runyon, Lardner, and Hemingway.

**462 Law of Mass Communication (4, FaSp)** Press law; government controls on the news media; legal responsibilities of the journalist.

**463 Research and Analysis (4, FaSp)** Use of social science research techniques in contemporary reporting and public affairs, including both interpretation and reporting of existing data and conducting of surveys.

**466 People of Color and the News Media (4, Fa)** Reporting and portrayal of people of color in the United States; impact of racial diversity on media, employment and access, and development of media for individuals and communities of color. Open to non-majors.

**467 Gender and the News Media (4)** Gender and news media evolving images of women and men in print and electronic media. Impact of gender in content and style of news, television and cinema. Open to non-majors.

**468m The American Press and Issues of Sexual Diversity (4, Fa)** Examines how news media reflect and affect perception of gay/lesbian issues; provides historical-contemporary context; arms students to bypass rhetoric and knowledgeably evaluate facts.

**470 Community Journalism (2, FaSp)** Analyses of ethnic and community issues in community journalism. Students work with local youth to write, edit and design school newspapers and other media.

**471 Newsroom Management (2)** Survey of the business environment and problems confronting media companies; resource requirements and the managerial functions necessary to present the news.

**472 Advanced Editing and Layout (4)** Advanced copy editing, introduction to line editing, advanced newspaper layout and design; critiquing and analyzing newspaper news and feature coverage. *Prerequisite:* JOUR 307 or JOUR 306, JOUR 308, JOUR 309.

**474 Interviewing and Profile Writing (2)** Techniques of, and intensive application in researching and writing interviews and profiles for newspapers and magazines. *Prerequisite:* JOUR 202, JOUR 203, JOUR 204.

**475 Publications Design and Technology (4, FaSp)** Art, typography, and other graphic elements in publication design; traditional, contemporary, and advanced production methods, processes, and equipment; representative examples; practice in design.

**480 The News Media and World Affairs (4)** News media systems of major countries representing free, controlled, and totalitarian types; international communication agencies serving the news media; censorship and propaganda.

**481 Washington Reporting (4)** Techniques of covering news in the nation's capital; intensive field work offering a better understanding of how journalism is practiced in Washington, D.C.

**482 Comparative Media in Europe (4, Sm)** Examines print, broadcast and public relations media and their interactive roles in multi-national and supra-national settings at sites in both Western and Eastern Europe. *Recommended preparation:* JOUR 350.

**483 Negotiating and Reporting Global Change (4, Fa)** Examines 12 recent history-shaping decisions, negotiations and outcomes; considers how these decisions were reached, reported, positioned publicly and interpreted in retrospect.

**490x Directed Research (2-8, max 8, FaSp)** Individual research and readings. Not available for graduate credit. *Prerequisite:* departmental approval.

**498 Honors Seminar (2, Sp)** Intensive study of a subject of contemporary relevance or of professional importance to journalists. *Prerequisite:* admission to Honors Program.

**499 Special Topics (2-4, max 8, FaSpSm)** Selected topics in journalism.

**500 Media and Society (3, FaSp)** Analysis of major theories on the role of communication media and society with special emphasis on the role and responsibility of the news media.

**501 Newswriting: Print, Broadcast, Online (3, Fa)** Basic newswriting and news judgment in print, broadcast and online journalism. Social responsibility and ethical framework for new media journalists. Typing ability required.

**502 Production: Print, Broadcast, Online (3, Sp)** Basic broadcast studio and field production, copyediting and newspaper production, database creation and management, online production. Social responsibility and ethical framework involving new media production.

**503 Reporting: Print, Broadcast, Online (3, Sp)** Basic print reporting techniques, broadcast field reporting, computer assisted reporting and statistics. Social responsibility and ethical framework for new media journalists.

**504 Public Relations Research and Evaluation (3, Fa)** Covers the use of primary psychographic and demographic research, pre- and post-campaign testing, and other highly quantifiable research techniques in program development and evaluation.

**505 American Media History Seminar (3, FaSp)** A seminar surveying the history of the news media in the United States, and their sociopolitical impact, with emphasis on the 20th century.

**506 Print Journalism (3)** Exploration of all media skills: writing, editing, reporting, research, law, history, and production.

**507 Broadcast Journalism (3)** Special emphasis on skills necessary for broadcast training, including writing, editing, reporting, research, law, history, and production.

**508 Introduction to Strategic Public Relations (3, Fa)** A survey of the profession, focusing on the key role of strategic public relations in today's information-based society; provides a social, economic and political context for the program.

**509 Computer-Assisted Research and Reporting (3)** Introduction to the theories and strategies of information gathering for the mass media campaign development with an emphasis on the use of the Internet and the World Wide Web.

**511 Editing and Design (3)** A survey of newsroom management and the editorial process, from story idea to print, with emphasis on layout and contemporary newspaper design.

**512 Advanced Interpretive Writing (3)** Analysis and writing of editorials, essays, Op-Ed page articles, profiles, and other shorter forms of journalism, combined with study of historic practitioners of those forms.

**513 Advanced Newswriting and Reporting (3)** Reportorial and analytical skills and techniques required in searching out and evaluating newsworthy events. Research and publication of stories.

**515 Advanced Computer-Assisted Reporting (3, Sp)** Explore techniques useful in discovering, gathering, organizing, verifying, and evaluating knowledge in the context of news reporting. *Prerequisite:* JOUR 503 or JOUR 506.

**517 Advanced Investigative Reporting (3, FaSp)** Advanced reportorial and analytical skills and techniques required for evaluating newsworthy events. Group research and publication of stories on important current topics.

**519 Advanced Magazine Writing (3, Sp)** Reporting and preparation of articles for publication; analysis of magazine non-fiction markets; research and writing, techniques, and analysis of magazine markets.

**520 Advanced Broadcast Newswriting (3)** Writing for broadcast, preparation and presentation. Responsibility and ethics of broadcast newswriting. Form and content of broadcast news presentation. Similarities and differences between media.

**521 Broadcast Documentary (3, FaSp)** Pre-production of the television documentary; ethical problems, research, reporting, interviewing, writing, legal issues, economics, aesthetics. Problems of balanced presentation, selection of topics.

**522 Advanced Broadcast Documentary Production (3)** Seminar in production of the documentary; techniques, aesthetics, economics, legal issues, production problems, research, execution.



**524 Advanced Broadcast Reporting (3)**

Reporting and writing broadcast news; analysis and practical experience; role of the broadcast journalism reporter; similarities and differences between media; application of audio-visual equipment.

**526 Advanced Broadcast News Production (3, FaSp)**

Production of television news programs; preparation and treatment of form and content; procedures, problems and practice in planning and producing broadcast news materials.

**530 Strategic Public Relations Management (3, Sp)**

An analytical, case study-based approach to strategic campaign planning, management and execution, with heavy emphasis on problem solving and the role of research.

**532 International Public Relations (3, Sm)**

Public information policies and practices of national and supranational government units and national and multinational corporations involved in international relations.

**534 Case Studies in Public Relations (3, FaSp)**

Analysis of landmark and contemporary public relations cases; evaluation of current literature, programs, and professional personnel; identification of emerging issues.

**535 Specialized Writing for Public Relations (3, Fa)**

Intensive focus on the specialized writing requirements of online, broadcast, print and other public relations media; includes content analysis of strategic public relations materials.

**536 Creating Media for Public Relations (3, Sp)**

The creation, application and analysis of new and traditional public relations vehicles including Web sites, intranets, annual reports, newsletters and brochures.

**540 International Journalism Seminar I (3, Sp)**

Historical perspective of foreign correspondence; examination of the working conditions, problems and consequences of reporting from abroad.

**541 International Journalism Seminar II (3, Sm)**

Overview of significant issues that will confront journalists reporting about or analyzing the Third World.

**542 Foreign Reporting (3, Sm)** News stories analyzed, researched, and critiqued for validity and background; projects to include editorials, news stories, magazine articles or broadcast reports.

**543 Field Study (3, Sm)** Study of contemporary institutions in selected regions of the world. Graded CR/NC.

**544 Journalism and Society in South Africa (3)**

The history, culture and journalism of South Africa as preparation for May-June internships at Cape Town. News media and reporting trips throughout South Africa. Preference to master's in international journalism students.

**550 Introduction to Online Publishing (3)**

Methods, theory and publishing of online news; HTML skills, graphics production and design theory.

**551 Intermediate Online Publishing (3, Fa)**

Advanced concepts in online publishing; focus on databases, editing, scripting and authoring applications for news Web sites. *Prerequisite:* JOUR 502 or JOUR 550.

**555 Multimedia and Graphics in Online Publishing (3, Sp)**

Focuses on the process of creating multimedia, images and graphics for news storytelling on the Web; integration of interactive content, animation and video. *Prerequisite:* JOUR 551.

**556 Online Journalism Seminar (3, Sp)**

Writing and reporting for the Internet and other technology platforms; computer-assisted reporting; multimedia storytelling. *Prerequisite:* JOUR 551.

**560 Seminar in Mass Communication Law (3, FaSpSm)**

Analysis of major elements of mass communication law, legal issues in contemporary mass communication, and the impact of legal trends on professional journalists.

**562 Public Affairs and Political Communication (2, Sp)**

Developing and managing political and issue-oriented campaigns; includes executive, legislative and regulatory relations at all levels of government, as well as constituency building.

**563 Promotional and Product Public Relations (3, Fa)**

Planning, managing and evaluating integrated communications campaigns utilizing public relations strategies in concert with advertising and other marketing disciplines; emphasis on research, case studies and campaign development.

**564 Crisis Management (2, Fa)** The development, management and analysis of strategic crisis management programs; includes in-depth study of several timely cases presented by outside experts.

**565 Corporate Public Relations and Reputation (3, Fa)**

Planning, managing and evaluating strategic campaigns to effectively communicate with corporate stakeholders, including the financial community; emphasis on corporate reputation management, SEC reporting regulations, etc.

**566 Public Relations for Multicultural and Niche Audiences (2, Sp)**

Developing, managing and evaluating campaigns designed to reach audiences segmented by culture, lifestyle and other factors.

**567 Internet and High Technology Public Relations (3, Sp)**

Using the Internet as a strategic tool in the development and implementation of public relations campaigns for technology-based and other enterprises.

**568 Critical Thinking and Crisis Management (3, Fa)**

Introduction to the concept of critical thinking and its practical application to a variety of public relations challenges and opportunities; emphasis on formulating and evaluating problems from multiple perspectives.

**575 Advocacy and Social Change in Entertainment and the Media (4, Fa)**

(Enroll in COMM 575)

**583 Managing Communication in the Entertainment Industry (4, Fa)**

(Enroll in COMM 543)

**587 Audience Analysis (4, Fa)**

(Enroll in COMM 587)

**590 Directed Research (1-12, FaSpSm)**

Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.

**594abz Master's Thesis (2-2-0, FaSpSm)**

Credit on acceptance of thesis. Graded IP/CR/NC.

**599 Special Topics (2-4, max 8, FaSpSm)**

Seminar in selected topics in journalism.

