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# USC Annenberg School for Communication



*Visitors explore World Press Photo 2007. Each January, the USC Annenberg East Lobby is transformed into an immersive exhibit showcasing the world's best photojournalism.*

**T**he Annenberg School for Communication, established in 1971 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 a policy-oriented focus with cutting-edge research and teaching, and the school is providing leadership in areas ranging from the quality of civic discourse, to journalism ethics, to global communication. The opportunities are boundless, and USC Annenberg aims to link its programs to cultural, political, technological and social developments around the world.

With an online electronic newsroom and digital editing equipment for radio and television news production, the School of Journalism is at the forefront of efforts to prepare students for the new information age, while maintaining the highest ethical standards of journalistic practice. The School of Communication’s multidisciplinary curriculum requires students to 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 throughout the communication and media industries — including film, television, radio, newspapers, telecommunication, multimedia, advertising, public relations and publishing — as well as in government, education and nonprofit agencies around the world. Through active involvement with USC Annenberg, alumni remain an invaluable resource to students and faculty.

Annenberg faculty are prize-winning journalism professionals and renowned communication scholars who are distinguished by their teaching and research excellence. Their enthusiasm and expertise in these dynamic fields challenge and inspire USC Annenberg students and prepare them to become the communication leaders of tomorrow.

**Administration**

Ernest James Wilson III, Ph.D., *Dean, Walter H. Annenberg Chair in Communication*

Sandra Ball-Rokeach, Ph.D., *Associate Dean, Faculty Affairs*

Abigail Kaun, Ph.D., *Associate Dean, Academic Programs and Student Affairs*

Carola Weil, Ph.D., *Associate Dean, Planning and Strategic Initiatives*

Geoffrey Baum, *Assistant Dean, Public Affairs*

Allysan Hill, *Assistant Dean, Admissions*

Bruce Missaggia, *Assistant Dean, Finance*

James Vasquez, *Assistant Dean, Operations*

## School of Communication

USC Annenberg School  
for Communication 305  
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(213) 740-3951 (administrative)  
FAX: (213) 740-8036  
Email: [ascquery@usc.edu](mailto:ascquery@usc.edu)

*Director:* Larry Gross, Ph.D.

*Assistant Director:* Imre S. Meszaros, M.A.

**Faculty**

*University Professor and Annenberg Family Chair in Communication Leadership:* Geoffrey Cowan, LL.B.

*Wallis Annenberg Chair in Communication Technology and Society:* Manuel Castells, Ph.D.

*Norman Lear Chair in Entertainment, Media and Society:* Martin H. Kaplan, Ph.D.

*Professors:* Jonathan D. Aronson, Ph.D.; Sandra Ball-Rokeach, Ph.D.; Manuel Castells, Ph.D.; Peter Clarke, Ph.D.; Michael J. Cody, Ph.D.; Geoffrey Cowan, LL.B.\*; Nicholas Cull, Ph.D. (*Chair, Public Diplomacy Master's Program*); Janet Fulk, Ph.D.; G. Thomas Goodnight, Ph.D. (*Chair, Doctoral Program*); Larry Gross, Ph.D.; Thomas A. Hollihan, Ph.D.; Andrea Hollingshead, Ph.D. (*Chair, Communication Management Master's Program*); Doe Mayer, M.A. (*Cinematic Arts*); Margaret McLaughlin, Ph.D.; Lynn C. Miller, Ph.D.; Peter R. Monge, Ph.D.\*; Ernest J. Wilson III, Ph.D.

*Associate Professors:* Sarah Banet-Weiser, Ph.D.\*; Francois Bar, Ph.D.; Joshua Kun, Ph.D.; Randall Lake, Ph.D.; Sheila T. Murphy, Ph.D.; Stephen O'Leary,

Ph.D.; Patricia Riley, Ph.D. (*Chair, Global Communication Master's Program*); Kenneth K. Sereno, Ph.D.\*; Stacy Smith, Ph.D.; Douglas Thomas, Ph.D.

*Assistant Professors:* Kwan Min Lee, Ph.D.; Dmitri Williams, Ph.D.

*Clinical Professors:* Robert Scheer, Jonathan Taplin

*Clinical Associate Professors:* Daniel Durbin, Ph.D.; Colleen M. Keough, Ph.D.; Rebecca Weintraub, Ph.D. (*Director, Communication Management Master's Program*)

*Clinical Assistant Professors:* Daniella Baroffio-Bota, Ph.D.; Ben Lee, Ph.D.; Christopher Smith, Ph.D.; Gordon Stables, Ph.D. (*Director, Trojan Debate Squad*); Alison Trope, Ph.D.

*Research Professor:* Jeffrey Cole, Ph.D. (*Director, Center for the Digital Future*)

*Research Assistant Professor:* Robert Appleby, Ph.D.

*Adjunct Faculty:* Vincent Brook, Ph.D.; James Loper, Ph.D.; Michael Overing, J.D.; Paula Patnoe-Woodley, M.A.; Jillian Pierson, Ph.D.; Susan Resnick-West, Ph.D.; Kelton Rhoads, Ph.D.; Sasha Strauss, M.A.; Tracy Westen, J.D.

*Emeritus Professors:* Walter R. Fisher, Ph.D.; A. Michael Noll, Ph.D.; William H. Perkins, Ph.D.

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

**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, Communication Law and Media Policy, Cultural Studies and Interdisciplinary Law and Society; a progressive degree in Communication/Master of Communication Management; an M.A. and Ph.D. in Communication; an M.A. in Global Communication (in conjunction with the London School of Economics); a Master of Communication Management and a Master of Public Diplomacy. The Master of Public Diplomacy combines the resources of the Annenberg School for Communication and USC College's School of International Relations. The Communication Management Program has established dual degree programs with the USC Gould School of Law and Hebrew Union College.

## 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 2007 incoming freshmen had an average GPA of 4.10 with an SAT score of (middle 50%) 1920-2130. Transfer students have averaged over a 3.66 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.

Students who have not been admitted to the communication major or one of the minors may complete a maximum of 20 communication (COMM) units at USC. No further communication course work may be taken until the student is admitted. Students who complete the maximum number of units without gaining admission to the school will be advised to select another major. Students are encouraged to contact the Annenberg Student Services Office, ASC 140, (213) 740-0900, for advisement on communication admission criteria and major requirements. In certain cases when admission to the Annenberg School is unlikely, students may be referred to the Office of College Advising, CAS 120, (213) 740-2534, to consult with an advisor to select another major.

### 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 program requires six courses in different categories, plus writing, foreign language and diversity requirements, which together comprise the USC Core. See pages 59 and 237 for more information.

#### Course Requirements

REQUIRED COURSES		UNITS
Select four of the following five:		
COMM 200	Communication as a Social Science	4
COMM 201	Communication as a Liberal Art	4
COMM 202	Introduction to Communication Technology	4
COMM 203	Introduction to Mass Communication Theory and Research	4
COMM 206	Communication and Culture	4
and two of the following three:		
COMM 204*	Public Speaking	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. Further, no more than 16 upper division elective units may be taken prior to completion of the entire core. No more than 4 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 non-majors (generally, students with junior/senior status, a minimum 3.0 GPA 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

The School of Communication maintains 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. Relevant courses for the clusters are posted on the Annenberg School for Communication Web site ([ascweb.usc.edu](http://ascweb.usc.edu)).

**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.

*Organizational and Interpersonal Communication*

*Option:* This option is most relevant to students interested in careers in business, management, human resources and development, corporate communication, 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.

*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.

*Entertainment, Communication and Society*

*Option:* 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.

**Progressive Degree Program in Communication/Master of Communication Management**

This progressive degree program allows superior students to complete both a Bachelor of Arts in Communication and Master of Communication Management in as little as 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 degree program during their junior year. A 3.5 GPA does not guarantee acceptance.

The School of Communication has a list of approved courses from which students can develop their course plan proposal. The course plan proposal and letters of recommendation from two USC faculty members must be submitted with the application, with at least one of the recommendations coming from a faculty member in the School of Communication. Students must also submit sample essays and research projects for an assessment of their ability to complete graduate level course work and an independent research practicum. Students admitted into the progressive degree program begin taking master's level courses in their senior year and will complete the master's degree in year five. For information on the admission process, see an undergraduate advisor. For further details on progressive degree programs, see page 82.

**Minor in Communication and the Entertainment Industry**

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 (4 unit) course must be in COMM; 8 units must be in an outside area.		
COMM 306	The Communication Revolution, Entertainment 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
THTR 487	Promotion for the Performing Arts	4

Total units: 24

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

The World Wide Web, 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 a 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 422 Legal Issues and New Media	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 a minimum 3.0 GPA and completion of a minimum of 32 units (sophomore standing).

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 a minimum 3.0 GPA and completion of a minimum of 32 units (sophomore standing).

REQUIRED CORE COMMUNICATION COURSES	UNITS
COMM 371 Censorship and the Law: From the Press to Cyberspace	4
COMM 322 Argumentation and Advocacy	4
COMM 421 Legal Communication	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 422 Legal Issues and New Media	4
COMM 471 Communication Systems and Technologies	4
COMM 489 Campaign Communication	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
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.

REQUIRED INTERNATIONAL RELATIONS COURSE		UNITS
IR 305	Managing New Global Challenges	4
INTERNATIONAL RELATIONS REGIONAL COURSES (SELECT ONE)		UNITS
IR 303	Leadership and Diplomacy	4
IR 325	Rich and Poor States in the World Political Economy (departmental approval)	4
IR 326	U.S. Foreign Economic Policy	4
IR 330	Politics of the World Economy	4
IR 333	China in International Affairs	4
IR 345	Russian and Soviet Foreign Policy	4
IR 360	International Relations of the Pacific Rim	4
IR 361	South and Southeast Asia in International Relations	4
IR 362	The International Relations of the Contemporary Middle East	4
IR 363	Middle East Political Economy	4
IR 365	Politics and Democracy in Latin America	4
IR 367	Africa in International Affairs	4
IR 368	French Foreign Policy: 1945 to the Present (offered in Paris only)	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 403	Transnational Diplomacy and Global Security	4
IR 405	International Negotiation (junior standing)	4
IR 439	Political Economy of Russia and Eurasia	4
IR 442	Japanese Foreign Policy	4
IR 468	European Integration	4

#### IR ELECTIVE

Select one 300 or 400 level IR course

REQUIRED COMMUNICATION COURSE		UNITS
COMM 487	Communication and Global Organizations	4
COMMUNICATION ELECTIVES (SELECT TWO)		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 430	Global Entertainment (Prerequisite: COMM 300)	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, USC College.

### 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.

For degree requirements or to apply to this minor, contact the Department of Preventive Medicine, Keck School of Medicine, page 752.

### Minor in Cultural Studies

See the Department of English, page 315.

### Minor in Law and Society

See the Department of Political Science, page 423.

### Debate Squad

The Trojan Debate Squad provides an opportunity for outstanding students (3.0 GPA), both communication majors and non-majors, 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 (any four of COMM 200, COMM 201, COMM 202, COMM 203, and COMM 206 and two of 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).

### Honors in Multimedia Scholarship

This program offers qualified undergraduate students an opportunity to approach their discipline(s) of study through the critical application of multimedia expression and scholarship. The student experience will be characterized by smaller classes taught by leading faculty members and enriched by a program of lecture series, visiting scholars, symposia and conferences. For complete program requirements, see Interdisciplinary Programs, page 103.

### 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.

*Semester in Australia*

These semester programs offer students the chance to live and study in Australia's most exciting city. Students take communication courses that count toward major credit at USC at either the University of New South Wales (UNSW) or Macquarie University, two of Australia's premier universities. Both universities are located close to the hub of Sydney's business district. The programs will give students the chance to explore mass media and communication in a challenging environment with a distinct world view, very different from that of the United States.

*Semester in Buenos Aires*

This semester program offers students the opportunity to study Latin American culture and study at the Universidad de San Andres, a small liberal arts college in the suburbs of Buenos Aires. Students will live and learn in this vibrant metropolis while taking communication courses that count toward major credit at USC. Buenos Aires is one of the largest cities in Latin America and will give students the chance to explore the world view of Latin America and how it relates to communication, mass media and the world at large.

This program is open to Annenberg students as well as Spanish majors and minors. The program will immerse students in South American culture. With classes being taught exclusively in Spanish, this program requires a high degree of proficiency in Spanish, both written and oral (2.5 years of college-level Spanish or the equivalent required). No special arrangements will be made for students who cannot meet language requirements.

*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 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 New Zealand*

Two semester programs offer students the opportunity to travel into the Southern Hemisphere and live in the rugged and beautiful landscape of New Zealand. Students can study at either the Auckland University of Technology or the University of Canterbury, both world-class institutions which offer students the chance to take communication courses that count toward major credit at USC, while exploring the beautiful cities of Auckland and Christchurch and the surrounding countryside. These programs will offer communication students an exciting way to broaden their understanding of media and mass communication in a challenging environment with world views distinctly different from the United States.

*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.

For more information, contact Annenberg International Programs at (213) 821-2180 or [ascintl@usc.edu](mailto:ascintl@usc.edu).

## Graduate Degrees

**Degree Programs**

The School of Communication offers programs of study leading to a professional Master of Communication Management, a Master of Arts in Global Communication in collaboration with the London School of Economics, a Master of Public Diplomacy and research-oriented Master of Arts and Doctor of Philosophy degrees in Communication. The Master of Public Diplomacy combines the resources of the Annenberg School for Communication and USC College's School of International Relations. In addition, special programs enable students to earn dual degrees in communication management and law (USC Gould School of Law) 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 (M.A. and Ph.D.) 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 five available tracks: rhetoric and political communication; media, culture and community; interpersonal and health communication; organizational communication; or information and society. 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 Communication Management, Master of Arts in Global Communication, Master of Public Diplomacy and Master of Public Diplomacy (Practitioner and Mid-Career Professional)*

The school accepts students from a broad range of academic backgrounds in social sciences, humanities, physical sciences or professional schools. Some are employed or have work experience in communication-related fields. Others apply immediately after completing baccalaureate degrees.

**Criteria:** The faculty admission committees consider many criteria in the admission selection process: not only the academic record, but professional and work-related accomplishments are taken into account. The minimum criteria are the equivalent of a U.S. bachelor's degree and a 3.0 GPA for all undergraduate and graduate work completed. For admission to communication management and public diplomacy, scores on the General Test of the Graduate Record Examinations are required. (Applicants to the communication management degree program may submit Graduate Management Admissions Test scores in lieu of the GRE.) Scores on the Test of English as a Foreign Language (TOEFL) are required for applicants whose native language is not English. Letters of recommendations from those persons familiar with the applicant's work – preferably academically – are required also. In addition, applicants must submit a statement of purpose, transcripts of all previous college and university work attempted, resume and writing samples.

Applicants to the global communication degree program must apply to the London School of Economics. Participation in this degree program requires that students simultaneously gain admission to LSE and USC. GRE or GMAT scores are not required for this degree program. All students will begin their studies in London at the LSE.

**Procedure:** Admission is granted for fall for all graduate degree programs. In addition, communication management offers admission for spring and summer. Refer to the Annenberg Web site for application guidelines, deadlines and filing periods.

#### *Master of Arts and Doctor of Philosophy*

Students may enter from a variety of 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. Completion of a master's degree in communication is not required for admission to the Doctor of Philosophy.

**Criteria:** All applicants must submit the online USC Graduate Admission Application and Annenberg Supplemental Form with three letters of recommendation from faculty qualified to comment on their capacities for a rigorous program of study. Completion of a basic descriptive statistics course is recommended. In addition, a personal statement, transcripts from all colleges/universities attended, resume, and sample of scholarly writing are required.

**Procedure:** Admission is granted for the fall semester only; the application deadline is December 1. Applicants are strongly encouraged to take the Graduate Record Examination prior to November 1.

### Degree Requirements

The Global Communication, Master of Arts in Communication and Doctor of Philosophy in Communication are awarded under the jurisdiction of the Graduate School. Refer to the Graduate School section of this catalog, page 91, and the Requirements for Graduation section, page 81, for general regulations. All courses applied toward the degrees must be courses accepted by the Graduate School.

#### **Master of Communication Management**

Each student chooses a track and follows the course of study for that track. A faculty academic advisor assists the student to build on earlier academic and work experience in order to achieve desired professional goals.

#### *Residence*

Students may pursue the Master of Communication Management on either a full- or part-time basis. Full time, the degree can be finished in one calendar year; part time, all degree work can be finished in one-and-a-half to two-and-a-half years. With permission from a School of Communication committee, a maximum of 4 graduate units may be transferred from another accredited institution.

#### *Foreign Language Requirement*

There are no foreign language requirements for this degree.

#### *Research Tool Requirement*

Students take one 4-unit research course as a prerequisite for CMGT 597 Communication Research Practicum. The list of approved research methods courses is available from the academic advisor.

### Course Requirements

Thirty-two units (usually eight courses) in approved graduate-level course work are required. Students will take 4 units of a track core course. They will take 12 units from an elective list for their chosen track. They will take the research tool prior to the capstone Communication Research Practicum (CMGT 597). Of the remaining elective units, up to 8 may be taken at USC outside the School of Communication; these courses must be approved by the director of the Master of Communication Management program and 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 CMGT course list or from approved electives.

#### **Graduate Certificate in Entertainment Communication Management**

This certificate program is for students who have already earned master's degrees and who wish to pursue or expand careers in the entertainment industry. Students will study the latest areas of entertainment-related research, theory and application. They will have a strong grounding in the theory, roles, issues and effects of entertainment as well as the impact of entertainment and new entertainment technologies on society, behavior and the entertainment industry.

Students take 16 units of graduate course work that may not be used or have been used for any other degree or certificate program, of which 4 units may be cognate courses.

A partial list of courses includes:

COMM 575	Advocacy and Social Change in Entertainment and the Media	4
CMGT 542	Business Strategies of Communication and Entertainment Firms	4
CMGT 543	Managing Communication in the Entertainment Industry	4
CMGT 547	Distribution of Recordings: Media, Retail and Online Channels	4
CMGT 548	Issues in Children's Media	4
CMGT 558	The International Entertainment Marketplace	4
CMGT 581	Media in Social Services: Design and Evaluation of Campaigns	4
CMGT 583	Social Marketing and Entertainment Education	4
CMGT 586	Entertainment Media: Content, Theory and Industry Practices	4



**Graduate Certificate in Health Communication Management**

This certificate program is for students holding master's degrees who wish to pursue or expand careers in health communication. Students will study the most recent theoretical and practical developments in the area of health communication and how this information can be used to improve public health as well as individual behavior.

Students take 16 units of graduate course work beyond the master's degree, of which 4 units may be cognate courses. One course must be from preventive medicine, public health, pharmacology or other health science program which focuses on "what is communicated" in health communication. A partial list of courses includes:

COMM 575	Advocacy and Social Change in Entertainment and the Media	4
CMGT 510	Communication, Values, Attitudes, and Behavior	4
CMGT 520	Social Roles of Communication Media	4
CMGT 541	Integrated Communication Strategies	4
CMGT 548	Issues in Children's Media	4
CMGT 581	Media in Social Services: Design and Evaluation of Campaigns	4
CMGT 583	Social Marketing and Entertainment Education	4
CMGT 599	Special Topics	2-4, max 8

**Graduate Certificate in International and Global Communication Management**

This certificate program is for students holding master's degrees who wish to pursue or expand careers in international and global communication management. Students will study the latest developments in information and communication technologies, regulations and policies, and industry practices within a global context.

Students take 16 units of graduate course work beyond the master's degree, of which 4 units may be cognate courses. A partial list of courses includes:

COMM 553	Political Economy of Global Telecommunications and Information	4
COMM 559	Globalization, Communication and Society	4
CMGT 531	Communication and the International Economy	4
CMGT 557	Communication Policy in the Global Marketplace	4
CMGT 545	Communication and Global Competition	4

CMGT 558	The International Entertainment Marketplace	4
CMGT 582	Communication for International Development	4
CMGT 583	Social Marketing and Entertainment Education	4

**Graduate Certificate in Marketing Communication Management**

This certificate program is for students holding master's degrees who wish to pursue or expand careers in marketing communication. Students will study the latest developments in marketing communication research and theory and the application to marketing communication issues.

Students take 16 units of graduate course work beyond the master's degree, of which 4 units may be cognate courses. A partial list of courses includes:

CMGT 502	Strategic Corporate Communication	4
CMGT 510	Communication, Values, Attitudes, and Behaviors	4
CMGT 541	Integrated Communication Strategies	4
CMGT 548	Issues in Children's Media	4
CMGT 581	Media in Social Service: Design and Evaluation of Campaigns	4
CMGT 584	Communication and the Multicultural Marketplace	4
CMGT 587	Audience Analysis	4
CMGT 599	Special Topics	2-4, max 8

**Graduate Certificate in New Communication Technologies**

This certificate program is for students holding master's degrees who wish to pursue or expand careers in communication technologies. Students will study the latest developments in new communication and media technologies and their application in a variety of organizational and social contexts.

Students take 16 units of graduate course work beyond the master's degree, of which 4 units may be cognate courses. A partial list of courses includes:

COMM 534	The Culture of New Technologies	4
COMM 544	The Arts and New Media	4
CMGT 528	Web Design for Organizations	4
CMGT 530	Social Dynamics of Communication Technologies	4
CMGT 533	Emerging Communication Technologies	4
CMGT 535	Online Communities for Organizations	4

CMGT 547	Distribution of Recordings: Media, Retail and Online Channels	4
CMGT 566	Communication Law and New Technologies	4
CMGT 571	Communications Technologies	4
CMGT 574	Tele-Media: A Strategic and Critical Analysis	4
CMGT 599	Special Topics	2-4, max 8

**Graduate Certificate in Strategic Corporate and Organizational Communication Management**

This certificate program is for students holding master's degrees who wish to pursue or expand careers in corporate communication and communication consulting. Students will study the latest developments in organizational communication research and theory and the application to business communication issues.

Students take 16 units of graduate course work beyond the master's degree, of which 4 units may be cognate courses. A partial list of courses includes:

CMGT 500	Managing Communication	4
CMGT 502	Strategic Corporate Communication	4
CMGT 505	Communication in Work Settings	4
CMGT 510	Communication, Values, Attitudes, and Behavior	4
CMGT 535	Online Communities for Organizations	4
CMGT 573	Evaluating Communication Needs	4
CMGT 576	Communication Strategies for Conflict Management	4
CMGT 599	Special Topics	2-4, max 8

**Master of Arts in Global Communication**

The Annenberg School for Communication collaborates with the London School of Economics and Political Science (LSE) to provide the course work necessary for students to become fully engaged with the phenomenon of global communication through this dual master's degree program. Upon satisfaction of all program requirements, students will be awarded a Master of Arts (M.A.) in Global Communication by USC as well as a Master of Science (M.Sc.) in Global Media and Communications, by the LSE.

*Residence*

This is a two-year program during which students spend their first year at the LSE and their second year at USC.

*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.

**Course Requirements**

The Master of Arts in Global Communication requires 42 units; the equivalent of 18 units earned at LSE and 24 units earned at USC.

*Year at LSE:* The LSE academic year has three terms. Students will complete classes approved by faculty at the LSE. Students must earn at least 3 units at LSE, which articulates as 18 units at USC.

*Year at USC:* Students must complete COMM 598 as well as 20 elective units (5 courses) from the School of Communication graduate curriculum, excluding COMM 525, COMM 526, COMM 550 and COMM 552. Students may choose one of their elective courses from a department outside Annenberg with the approval of their advisors.

Students will produce a final research project on global communication that will be the product of work done both at the LSE and Annenberg. Students complete a research project during the summer after their year at the LSE for which grades are awarded by LSE faculty. A passing grade is required. They will continue to develop this project during the year at Annenberg in COMM 598 and must earn a grade of B minus or higher.

**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; or degree with thesis requires successful completion of core courses, three electives and 4 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 4 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.

**Master of Public Diplomacy**

The Master of Public Diplomacy combines the resources of the Annenberg School for Communication and USC College's School of International Relations. This program is designed for students who already have a substantial undergraduate background in social sciences or relevant professional experience in subjects such as communications, film and media studies, journalism, political science, public relations and international relations. Students in the program may decide to emphasize public diplomacy training most appropriate for a career in public service, the corporate world or in a non-governmental organization (NGO) working in the ever-expanding global civil society.

Requirements for the completion of this degree program are 49 units, including the required substantive paper or alternative project. The course requirements are as follows:

PUBLIC DIPLOMACY REQUIREMENTS (12 UNITS)		UNITS
PUBD 502	Historical and Comparative Approaches to Public Diplomacy	4
PUBD 504	Global Issues and Public Diplomacy	4
PUBD 596	Practicum in Public Diplomacy Research	4

**PUBLIC DIPLOMACY TOOLBOX COURSES (12 UNITS)**

PUBLIC DIPLOMACY TOOLBOX COURSES (12 UNITS)		UNITS
Select three of the following courses		
PUBD 508	The Rhetoric of War and Peace	4
PUBD 509	Advocacy in Public Diplomacy: Argumentation and Debate	4
PUBD 510	Technologies and Public Diplomacy	4
PUBD 512	Cultural Diplomacy	4
PUBD 516	International Broadcasting	4
PUBD 518	International Exchanges and Public Diplomacy	4
PUBD 519	News Media and the Foreign Policy Process	4
PUBD 520	Regional Studies in Public Diplomacy	4
PUBD 522	Hard Power, Soft Power, and Smart Power	4

**INTERNSHIP (1 UNIT)**

INTERNSHIP (1 UNIT)		UNITS
IR 591	Field Study	1

**COMMUNICATION AND INTERNATIONAL RELATIONS ELECTIVES (16 UNITS)**

COMMUNICATION AND INTERNATIONAL RELATIONS ELECTIVES (16 UNITS)		UNITS
Any two approved IR courses		8
Any two approved COMM or CMGT courses		8

**OTHER ELECTIVES****(COGNATE, COMM, CMGT, IR) (8 UNITS)**

These units may be taken from the School of Communication, School of International Relations or any graduate program at USC. Courses must be approved by the Public Diplomacy program director.

**Master of Public Diplomacy (Practitioner and Mid-Career Professional)**

This program is designed for students who already have at least five years experience working in public diplomacy (engaged in international advocacy, international publicity/public relations, international broadcasting, cultural and/or exchange work or other work which the admissions committee deems to fall within their definition of public diplomacy). The program is taught over a single calendar year beginning with a summer course introducing the advanced study of public diplomacy and ending with the submission of a piece of research work in the middle of the following summer. Students interested in this program are required to take the Graduate Record Examinations (GRE).

Requirements for the completion of this degree program are 32 units including a substantive paper or alternative project. Core courses are taught in the School of Communication and the School of International Relations. With approval of the program director, students may select electives from the USC graduate curriculum.

**PUBLIC DIPLOMACY CORE REQUIREMENTS (8 UNITS)**

PUBLIC DIPLOMACY CORE REQUIREMENTS (8 UNITS)		UNITS
PUBD 500	Introduction to the Advanced Study of Public Diplomacy	4
PUBD 596	Practicum in Public Diplomacy Research	4

**PUBLIC DIPLOMACY TOOLBOX COURSES (8 UNITS)**

PUBLIC DIPLOMACY TOOLBOX COURSES (8 UNITS)		UNITS
Select two of the following courses		
PUBD 508	The Rhetoric of War and Peace	4
PUBD 509	Advocacy in Public Diplomacy: Argumentation and Debate	4
PUBD 510	Technologies and Public Diplomacy	4
PUBD 512	Cultural Diplomacy	4
PUBD 516	International Broadcasting	4
PUBD 518	International Exchanges and Public Diplomacy	4
PUBD 519	News Media and the Foreign Policy Process	4
PUBD 520	Regional Studies in Public Diplomacy	4
PUBD 522	Hard Power, Soft Power, and Smart Power	4

**ELECTIVES (8 UNITS FROM COMMUNICATION OR INTERNATIONAL RELATIONS) UNITS**

Approved IR courses  
Approved COMM or CMGT courses

**OTHER ELECTIVES (COGNATE, COMM, CMGT, IR) (8 UNITS) UNITS**

These units may be taken from the School of Communication, School of International Relations or any graduate program at USC.

**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 76 units 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 five 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, COMM 599, COMM 610;
- (2) Media, Culture and Community: CMGT 587, COMM 516, COMM 519, COMM 534, COMM 544, COMM 575, COMM 580, COMM 584, COMM 599, COMM 605, COMM 618, COMM 620, COMM 629, COMM 654, COMM 660, COMM 662;
- (3) Interpersonal and Health Communication: CMGT 587, COMM 504, COMM 524, COMM 562, COMM 599, COMM 602, COMM 620, COMM 625;

(4) Organizational Communication: COMM 508, COMM 585, COMM 599, COMM 620, COMM 635, COMM 636, COMM 637, COMM 638, COMM 640, COMM 641, COMM 645;

(5) Information and Society: COMM 546, COMM 553, COMM 570, COMM 582, COMM 599, COMM 605, COMM 620, COMM 630, COMM 631, COMM 635, COMM 645, COMM 647, COMM 660, COMM 662.

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 Master of Communication Management**

Academic training in law and in communication management provides a powerful background for careers in business, entertainment or government life. The USC Gould School of Law and the School of Communication collaborate in a program that enables these educational opportunities. Students complete both the J.D. and the Master of 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: one core class from the student's preferred track; one method course; CMGT 597; and the remaining two courses 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 8 units must be approved as appropriate for acceptance by the School of Communication toward its degree.

All students take CMGT 597 in the third year.

Application to pursue the dual degree should be made before completion of 15 units of work in law or 8 units toward the Master of Communication Management degree. Admission by the law school to its J.D. degree will be evaluated as a substitute for GRE scores.

### **Dual Degree in Master of 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 CMGT 597, as well as the Hebrew Union College thesis requirements.

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 the application process.

## 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*.

**COMM 140x Nature and Impact of Communications (4)** 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.

**COMM 141 Applied Debate (4)** Fundamentals of debate and critical thinking; participate in classroom and public on-campus audience debates; engage in experiential learning in community settings.

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

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

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

**COMM 203 Introduction to Mass Communication Theory and Research (4)** Survey of mass communication research; history, content, effects, theories and policy implications of various media.

**COMM 204 Public Speaking (4)** Principles and practices of effective oral communication; analysis of the speaking-listening process; selection and organization of speech materials; use of new presentation technologies.

**COMM 205 Communication Practicum (2, max 4)** 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.

**COMM 206 Communication and Culture (4)** Examines cultural institutions, ideologies, artifacts, and productions; role of culture in everyday life; cultural studies as methodology; culture and power.

**COMM 300 Foundations for the Study of Entertainment, Communication and Society (4)** 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.

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

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

**COMM 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.

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

**COMM 306 The Communication Revolution, Entertainment and the Arts (4)** Explorations of the effect of digital technology on the entertainment business. Relationships among technology, economy, popular culture, entertainment and art.

**COMM 307 Sound Clash: Popular Music and American Culture (4)** Music as inter-cultural communication and method for exploring race and ethnicity in the constitution of American culture and American self; role of music industry.

**COMM 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.

**COMM 310 Media and Society (4)** 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.

**COMM 315 Health Communication (4)**

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.

**COMM 320 Small Group and Team Communication (4)**

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.

**COMM 321 Communication in the Virtual Group (4)**

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.

**COMM 322 Argumentation and Advocacy (4)**

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.

**COMM 324m Intercultural Communication (4)**

Cultural variables and social psychological processes that influence intercultural interaction; relationship between communication and culture in diverse settings including business, medicine, and education.

**COMM 325 Intercultural Britain: Media, History and Identity (4)**

Examines urgent social and political issues as they are shaped, represented and expressed by the institutions of media, culture and communication within the United Kingdom.

**COMM 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.

**COMM 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.

**COMM 339 Communication Technology and Culture (4)**

Examination of philosophies and popular representations of technology from the origins of western culture to the present and identifies the complex attitudes toward technology.

**COMM 340 The Cultures of New Media (4)**

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.

**COMM 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.

**COMM 350 Video Games: Content, Industry, and Policy (4)**

Introduction to the medium; history of video games; video games as aesthetic products, cultural products, economic outputs; policy issues, effects, and sites of community.

**COMM 360 The Rhetoric of Los Angeles (4)**

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.

**COMM 363 Media Consumption (4)**

Theoretical approaches to the study of media consumption and audiences; examines international media and consumption practices; explores new media's impact on consumption.

**COMM 364 Comparative Media: United States and the United Kingdom (4)**

Cross-national approaches to the study of U.S. and U.K. media; focuses on news and entertainment media products; examines content, industries, technologies and audiences.

**COMM 365 The Rhetoric of London (4)**

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.

**COMM 366 Designing Media and Communication Projects for Social Change (4)**

Students explore the theoretical and practical issues involved in designing effective media and communication projects for social change in international contexts.

**COMM 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.

**COMM 371 Censorship and the Law: From the Press to Cyberspace (4)**

The study of current and historical battles over the limits of free expression from press and public parks to television, movies, music and cyberspace. (Duplicates credit in former JOUR 371.)

**COMM 372 The Image of the Journalist in Popular Culture (4)** (Enroll in JOUR 375)**COMM 375 Business and Professional Communication (4)**

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.

**COMM 380 Forensics Laboratory (1-4, max 8)**

Directed individual research studies of contemporary problems. Supervised laboratory experience. Open only to members of the University debate squad.

**COMM 382 Sports, Business and Media in Today's Society (4)** (Enroll in JOUR 380)**COMM 383m Sports, Communication and Culture (4)**

Rhetorical and critical approaches to sports and public discourse; application to sports organizations, the news and popular media; representations of gender and race in sports.

**COMM 384 Interpreting Popular Culture (4)**

Popular culture as an indicator of cultural values, a producer and reflection of cultural meaning, and a means of communication; theory and case studies.

**COMM 385 Survey of Organizational Communication (4)**

The role of information, persuasion, and meanings in organizations. Topics include organizational culture, leadership, decision-making, networks, power, diversity and the global workplace.

**COMM 388 Ethics in Human Communication (4)** 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.

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

**COMM 395m Gender, Media and Communication (4)** 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.

**COMM 396 Fashion, Media and Culture (4)** Fashion as a form of communication and culture; fashion's role in identity, body politics, art, nationhood, celebrity and Hollywood culture, youth cultures and subversive practices. *Recommended preparation:* COMM 384, COMM 395.

**COMM 401 Audience Analysis (4)** 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.

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

**COMM 411 Communication Criticism (4)** 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.

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

**COMM 421 Legal Communication (4)** 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.

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

**COMM 424 Millennium in the Media (4)** The new millennium in history, religion and mass media. Utopian and apocalyptic conceptions of the future from oral culture to printing, film, broadcasting, and Internet. *Recommended preparation:* COMM 200, COMM 201.

**COMM 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.

**COMM 430 Global Entertainment (4)** 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.

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

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

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

**COMM 450 Visual Culture and Communication (4)** Examines issues of visual images in communication related to history, modernity, cityscapes, news media, advertising, evidence, science, digital technology, and globalization. *Recommended preparation:* AHIS 100, COMM 201, FA 150.

**COMM 455 Advertising and Society (4)** 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.

**COMM 456 Entertainment, Marketing and Culture (4)** 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.

**COMM 457 Children and Media (4)** 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.

**COMM 458m Race and Ethnicity in Entertainment and the Arts (4)** 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.

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

**COMM 465m 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.

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

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

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

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

**COMM 473 Advanced Issues in Communication and Technology (4)** Advanced level readings into human-computer interfaces; social interaction with artifacts; concept of presence, and emerging social and psychological issues of new communication and computer technologies. *Prerequisite:* 301L.

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

**COMM 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.

**COMM 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.

**COMM 489 Campaign Communication (4)** 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.

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

**COMM 494x Research Practicum (2-4, max 4)** 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.

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

**COMM 496x Honors Internship (2-4, max 4)** 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. *Corequisite:* COMM 301L.

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

**COMM 498 Ethical Issues in Entertainment and Communication (4)** 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.

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

**COMM 504x Interpersonal Communication (4)** Theories of communication behavior in relatively unstructured, face-to-face situations; examination of decoder-encoder, message, channel, and situational variables. Not available for Master of Communication Management students.

**COMM 507 Information Management (4)** 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.

**COMM 508x Power, Politics and Conflict in Communication (4)** Human communicative behavior involving the creation and resolution of conflict in interpersonal, small group, and formal organizational settings. Not available for Master of Communication Management students.

**COMM 509x Classical Rhetorical Theory (4)** 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 Master of Communication Management students.

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

**COMM 512x Rhetorical Criticism (4)** 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 Master of Communication Management students.

**COMM 513x Neoclassical Rhetorical Theory (4)** Theories of rhetoric from the fifth century A.D. through the 18th century; emphasis on dictamin, praedicandi, poetricae, Alquin, Ramus, Port-Royalists, Bacon, Campbell, Blair, and Whately. Not available for Master of Communication Management students.

**COMM 514x Social Movements as Rhetorical Form (4)** Study of the rhetoric of social change; methodologies for analysis and appraisal; investigation of specific collective protest and reform movements. Not available for Master of Communication Management students.

**COMM 515x Postmodern Rhetorical Theory (4)** Implications of postmodernity for rhetorical theory and criticism; issues of textuality, agency, and subjectivity in communication; study of selected postmodern figures. Not available for Master of Communication Management students.

**COMM 516x Feminist Theory and Communication (4)** 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 Master of Communication Management students.

**COMM 517x Rhetorical Theory and Culture (4)** Issues of culture in recent rhetorical theory; in-depth examination of representative idealist, pragmatist, structuralist, critical, and post-modern accounts of the symbolic construction of cultural forms. Not available for Master of Communication Management students.

**COMM 518x American Public Address (4)** History and criticism of major American speakers and speeches with reference to the social, political, and intellectual background of their times. Not available for Master of Communication Management students.

**COMM 519x Cultural Studies in Communication (4)** 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 Master of Communication Management students.

**COMM 521x Argumentation (4)** Foundation of critical deliberation; the nature of informal reasoning; logical and ethical problems; analysis and appraisal of naturalistic argument. Not available for Master of Communication Management students.

**COMM 522x 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 Master of Communication Management students.

**COMM 524x Small Group Process (4)** Contemporary theoretical models; problems in determination and measurement of variables in small group communication environments; assessment of recent research. Not available for Master of Communication Management students.

**COMM 525x Humanistic and Social Scientific Approaches to Human Communication I (4)**

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 Master of Communication Management students.

**COMM 526x Humanistic and Social Scientific Approaches to Human Communication II (4)**

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 Master of Communication Management students.

**COMM 534 The Culture of New Technologies (4)**

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.

**COMM 544 The Arts and New Media (4)**

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.

**COMM 546 Diffusion Theory and Research (4)**

Diffusion of new ideas over time among the members of a system. Emphasis upon the spread and adoption of new communication technologies.

**COMM 550x Research Methods in Communication I (4)**

Epistemological assumptions, design, and beginning methods of qualitative and quantitative analysis in communication research. Taught in Computer Lab. Not available for Master of Communication Management students.

**COMM 552x Research Methods in Communication II (4)**

Developing expertise in field research, and experimental, quasi-experimental, and correlational methods in communication research. Taught in Computer Lab. Not available for Master of Communication Management students. *Prerequisite:* COMM 550x.

**COMM 553 Political Economy of Global Telecommunications and Information (4)**

The political, economic, regulatory, and technological changes that are together creating a new world information economy. The politics of international telecommunications is emphasized.

**COMM 554x Regression and Multivariate Communication Research III (4)**

Advanced analysis of variance, regression models, path analysis, MANOVA, discriminant analysis. Taught in Computer Lab. Not available for Master of Communication Management students. *Prerequisite:* COMM 552x.

**COMM 556x Advanced Communication Research IV (4)**

Structural Equation Modeling, LISREL and Log Linear. Taught in Computer Lab. Not available for Master of Communication Management students. *Prerequisite:* COMM 554x.

**COMM 559 Globalization, Communication and Society (4)**

Comparative analysis of social, cultural and political impacts of communication technology and media; emphasis given to communication's influence in the social dimensions of globalization. (Duplicates credit in former CMGT 559).

**COMM 562x Cognitive Approaches to Communication (4)**

Cognitive theory and research and its application to communication phenomena and processes. Not available for Master of Communication Management students.

**COMM 570 Economics of the Communication Industries (4)**

The economic forces that determine the structure and outputs of communication and media industries, including newspapers, broadcasting, cable, and telecommunications.

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

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.

**COMM 580 Media and Politics (4)**

Mass media in American political life, including political reporting, election campaigns, non-electoral politics, and the media as a political issue.

**COMM 582 International Communication: National Development (4)**

Roles of media institutions and communications behavior in national development, including political, economic, and social spheres; Western and non-Western conceptions of development processes.

**COMM 584 Interpreting Popular Culture (4)**

The use of semiotic, literary, psychoanalytic, and other approaches for describing and interpreting popular cultural phenomena, including television, advertising, film, music, and fashion.

**COMM 585x Organizational Communication (4)**

Theory and research; field experience in analyzing and solving communication problems in organizations. Not available for Master of Communication Management students.

**COMM 590 Directed Research (1-12)**

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. (Duplicates credit in former COMM 590).

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

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

**COMM 598 Practicum in Global Communication Research (4)**

Development and assessment of research into global communication; selection of appropriate research methodologies; and production of scholarly research. Open to M.A. in Global Communication students only.

**COMM 599 Special Topics (2-4, max 8)****COMM 602 Seminar in Persuasion (4)**

Classical and contemporary theories of persuasion, attitude formation and change; impact of cognition, affect and emotions; cultural and group influences; message strategies and framing. Not open to Master of Communication Management students.

**COMM 605 Advanced Macro Theories of Communication I (4)**

Advanced macro theories of communication and culture creation/change; emphasis on structural-functionalism, neo-Marxism, critical theory, symbolic interactionism, phenomenology, post-structuralism, deconstruction.

**COMM 610 Studies in Rhetorical Theory (4, max 12)**

Problems in rhetorical theory and criticism; advanced, specialized interest areas of individual faculty on the frontiers of knowledge.

**COMM 618 Mass Media Effects (4)**

Theoretical and research questions about mass communication effects; criticism and interpretation of current research and theory, and formulation of new theory.

**COMM 620 Studies in Communication Theory (4, max 12)**

Current problems in communication theory and research; advanced, specialized interest areas of individual faculty on the frontiers of knowledge.

**COMM 625 Theory Construction in Communication (4)**

The nature of theories; conceptual and methodological problems in theory construction; application to contemporary issues in communication research.



**COMM 629 Global Culture (4)** 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.

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

**COMM 631x Minds and Media (4)** Sociopsychological consequences of human interaction with media and computers; evolution of minds; effects of media forms and contents on cognition and affection; concept of presence. Not available for Master of Communication Management students.

**COMM 635 Economics of Information (4)** 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.

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

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

**COMM 638 Global, International and Intercultural Communication in Organizations (4)** 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.

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

**COMM 641 Organizations and Communication Technologies (4)** Communication technology impacts on organizations; organizational influence on technology development and deployment; methods for organizational communication technology studies; critiques and implications for theory and research.

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

**COMM 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.

**COMM 647x Network Society (4)** Advanced research seminar examining the interaction between communication technology, society, economy, politics and culture from interdisciplinary and cross-cultural perspectives. Not available for Master of Communication Management students.

**COMM 650 Survey Construction and Validation (4)** Principles of survey construction and validation; format selection, sampling, question wording, adaptation for international audiences, response option formats, order, and avoiding acquiescence bias and breakoffs.

**COMM 652 Field Research in Communication (4)** Examines quantitative and qualitative field methods in communication research; survey development and scaling, content analysis, ethnographic study; quasi-experimental design; time series analysis.

**COMM 654 Art, Artists and Society (4)** Cultural and temporal differences in defining arts, artists and audiences; transmitting cultural beliefs through art; understanding aesthetic responses; experiences of alienation and incomprehension with art.

**COMM 660 Entertainment and Games (4)** Contemporary meaning of "entertainment," historical and cultural developments of entertainment; entertainment as psychological process of responding to/interacting with various media. Not open to Master of Communication Management students.

**COMM 662 Video Games Research (4)** History and content, motivation and selection, reception and reaction processes, and effects of video games; students conduct original research into video game usage and effects. Not open to Master of Communication Management students.

**COMM 675 Independent Study (1-4)** 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.

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

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

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

## COMMUNICATION MANAGEMENT (CMGT)

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

**CMGT 501 Communication Management Pro-Seminar (4)** Central issues of theory and practice in the management of communication; broad introduction to all areas of the program. Open to Master of Communication Management students only. (Duplicates credit in former COMM 501).

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

**CMGT 503 Strategic Communication Consulting (4)** Communication consulting skills including facilitation, training, presentation coaching, benefits writing, speech writing, and communicating organizational change; consulting basics, proposals, cost estimating, and final reports. (Duplicates credit in former COMM 503).

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

**CMGT 506 Images and Image Management (4)** 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. (Duplicates credit in former COMM 506).

**CMGT 510 Communication, Values, Attitudes and Behavior (4)** Theory and research on value and attitude formation and change; consequences for communication and behavior. (Duplicates credit in former COMM 510).

**CMGT 511 Health Communication (4)** Connections between health providers' communication and patients' well-being; consultation language, nonverbal behavior, physical settings, design of media messages, information technologies in patient education and care.

**CMGT 520 Social Roles of Communication Media (4)** 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. (Duplicates credit in former COMM 520).

**CMGT 528 Web Designs for Organizations (4)** 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. (Duplicates credit in former COMM 528).

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

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

**CMGT 532 Development of American Media Industry (4)** 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. (Duplicates credit in former COMM 532).

**CMGT 533 Emerging Communication Technologies (4)** 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. (Duplicates credit in former COMM 533).

**CMGT 534 Introduction to Online Communities (4)** History, technologies and theories of online communities; their uses for organizations; social networking; identity and privacy; participation; collaboration; advocacy and collective action: games and entertainment.

**CMGT 535 Online Communities for Organizations (4)** How Web-based technologies affect organizational communication, including issues related to collaboration, innovation and knowledge management, forecasting, and networking. (Duplicates credit in former COMM 535.)

**CMGT 536 Team Communication and Leadership (4)** Theories of effective team communication and leadership; case studies of effective and ineffective teams and leaders; teamwork and communication development; and distributed work teams.

**CMGT 537 The Industry, Science and Culture of Video Games (4)** History, social dynamics, and cultural impact of video games; developments in technology and design; issues confronting the video game industry and organizations.

**CMGT 540 Uses of Communication Research (4)** 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. (Duplicates credit in former COMM 540).

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

**CMGT 542 Business Strategies of Communication and Entertainment Firms (4)** 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. (Duplicates credit in former COMM 542).

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

**CMGT 544 Creating Organizational Identity: Meaning Through Messages (4)** Use of rhetorical theories and communication models to create organizational identification with internal and external audiences; the role of values and ethics in creating identities.

**CMGT 545 Communication and Global Competition (4)** 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.

**CMGT 546 Sports Media and Society (4)** History and evolution of sports media industry; traditional, new and alternative sports media; globalization of sports; sports promotions and personalities.

**CMGT 547 Distribution of Recordings: Media, Retail and Online Channels (4)** 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. (Duplicates credit in former COMM 547).

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

**CMGT 549 Case Studies in Digital Entertainment (4)** Explores foundation of U.S. media policy in the digital age; students prepare White Papers on an urgent issue of contemporary digital media and entertainment policy. (Duplicates credit in former COMM 549).

**CMGT 557 Communication Policy in the Global Marketplace (4)** 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. (Duplicates credit in former COMM 557).

**CMGT 558 The International Entertainment Marketplace (4)** 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. (Duplicates credit in former COMM 558).

**CMGT 560 Communications Policy (4)** 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. (Duplicates credit in former COMM 560).

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

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

**CMGT 567 Internet Policy, Practice and Regulation (4)** Examines how legal decisions impact commercial and personal uses of the Internet; regulatory responses to court decisions. (Duplicates credit in former COMM 567).

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

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

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

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

**CMGT 576 Communication Strategies for Conflict Management (4)** Communication strategies for effective negotiation, mediation and facilitation of disputes; structures for public interventions; emergence of online dispute resolution systems. (Duplicates credit in former COMM 576).

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

**CMGT 582 Communication for International Development (4)** Comparison of traditional communication programs and newer information and communication technologies for analyzing needs of international communities; design, implementation, monitoring, and evaluation of development-related projects.

**CMGT 583 Social Marketing and Entertainment Education (4)** Theoretical foundations of social marketing and entertainment education; uses of dramatic serials, telenovelas and animation to promote human rights; program design, evaluation. (Duplicates credit in former COMM 583).

**CMGT 584 Communication and the Multicultural Marketplace (4)** Popular culture and marketing communication; race, gender, sexual orientation and consumer culture; consumption patterns and identity, loyalty and self-actualization; cultural marketing campaigns and sociopolitical conflict.

**CMGT 586 Entertainment Media: Content, Theory, and Industry Practices (4)** Examination of social scientific theory and research on patterns of media content; effects of mass media exposure on individuals and society; and industry practices. (Duplicates credit in former COMM 586).

**CMGT 587 Audience Analysis (4)** Fundamental principles of audience research; critique of existing methodologies; implications for global audiences and mass media markets. (Duplicates credit in former COMM 587).

**CMGT 590 Directed Research (1-12)** 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. (Duplicates credit in former COMM 590).

**CMGT 591 Communication Internship (1-2, max 2)** Field experience in applying communication principles to settings in organizations, campaigns, or other contexts; analysis and assessment of issues and problems. Open to Communication Management and M.A., Global Communication students only. (Duplicates credit in former COMM 591).

**CMGT 592x Applied Communication Theory (1-2, max 2)** Theory and practice of various communication topics. Master of Communication Management students may apply up to 2 units toward their degrees. Not available for degree credit for students in the M.A. and Ph.D. programs in Communication. Graded CR/NC. (Duplicates credit in former COMM 592x).

**CMGT 597 Communication Research Practicum (4)** Students design and produce an original project appropriate for their emphasis area within the Master of Communication degree; oral defense of project. Open to Master of Communication Management students only. (Duplicates credit in former COMM 597.) *Prerequisite:* CMGT 540.

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

#### **PUBLIC DIPLOMACY (PUBD)**

**PUBD 500 Introduction to the Advanced Study of Public Diplomacy (4)** Introduction to the advanced academic study of public diplomacy from multidisciplinary perspectives: including media and communication, international relations and history.

**PUBD 502 Historical and Comparative Approaches to Public Diplomacy (4)** Examines historical and comparative approaches to public diplomacy. Explores public diplomacy operations in public and private settings, by individuals and institutions. Reviews traditional, critical, war, and peace perspectives.

**PUBD 504 Global Issues and Public Diplomacy (4)** Focuses on critical global issues/challenges that require some form of intervention from the international community. Taught with active learning strategies: case studies and "problem-based learning."

**PUBD 508 The Rhetoric of War and Peace (4)** Special exercise in "Think Tank" procedure that explores rhetorics of war and peace from a 21st century perspective.

**PUBD 509 Advocacy in Public Diplomacy: Argumentation and Debate (4)** Skills and theory based approach to the criticism and development of public diplomacy campaigns. Emphasizes the instruction of advocacy skills to assess the utility of specific campaigns.

**PUBD 510 Technologies and Public Diplomacy (4)** Explores relationship between diplomacy and technological change. Emphasis on question of how new media may force us to rethink traditional frameworks of public diplomacy.

**PUBD 512 Cultural Diplomacy (4)** Provides overview of formal cultural diplomacy and concentrates on ways in which non-governmental entities communicate across international boundaries and the effects of those interchanges.

**PUBD 514 Corporate Diplomacy (4)** Provides basic public diplomacy and public relations tools for global organizations and their foreign publics.

**PUBD 516 International Broadcasting (4)** History, context and practice of global international broadcasting strategies; technological and financial parameters that shape future international broadcasting strategies; use of radio, television, and Internet.

**PUBD 518 International Exchanges and Public Diplomacy (4)** Examination of educational and cultural exchanges; variety and experience of participants, flagship exchange programs, economic and social implications of the programs, and measurement of outcomes.

**PUBD 519 News Media and the Foreign Policy Process (4)** Analysis of news media's role in contemporary diplomacy; historical context; consideration of the professional practices of journalists and those who devise and implement foreign policy.

**PUBD 520 Regional Studies in Public Diplomacy (4, max 16)** In-depth examination of historical, political, economic, cultural factors that influence public diplomacy efforts within specific geographic regions.

**PUBD 522 Hard Power, Soft Power and Smart Power (4)** Institutional and cultural perspectives on instruments of state power: military, intelligence, trade, and traditional diplomacy; strategic analyses for determining proper use; desirability of combining resources.

**PUBD 590 Directed Research (1-12)** 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.

**PUBD 596 Practicum in Public Diplomacy Research (4)** Development and production of original research-based project in the area of public diplomacy. Graded CR/NC.

**PUBD 599 Special Topics (2-4, max 8)** Special topics in the area of public diplomacy.