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# USC Annenberg School for Communication & Journalism



*Supported by a \$50 million leadership gift from the Anneberg Foundation, the USC Annenberg School for Communication & Journalism is planning a new building complex, which will incorporate the latest in media and networking technologies. "The future of journalism will be shaped at USC," said Wallis Annenberg, chairman of the Annenberg Foundation board.*

**T**he Annenberg School for Communication & Journalism, 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 selected USC to host 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 to thrive in the 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 and public relations 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 of Communication*

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

Margaret McLaughlin, Ph.D., *Associate Dean, Faculty Affairs and Research, Professor of Communication*

Bruce Missaggia, M.B.A., C.F.M., C.M.A., C.R.A., *Associate Dean, Finance*

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

Francesca De Marco, *Assistant Dean, Development and Alumni Relations*

Allyson Hill, M.A., *Assistant Dean, Admissions*

James Vasquez, B.A., *Assistant Dean, Operations*

## School of Communication

USC Annenberg School for Communication & Journalism 305

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*Director:* Larry Gross, Ph.D.

*Associate Director:* Imre S. Meszaros, Ed.D.

**Faculty**

*Walter H. Annenberg Chair in Communication:* Ernest J. Wilson III, Ph.D.

*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.

*Provost's Professor of Communication, Journalism and Cinematic Arts:* Henry Jenkins, Ph.D.

*Professors:* Jonathan D. Aronson, Ph.D.; Sandra Ball-Rokeach, Ph.D.; Anne Balsamo, Ph.D. (*Cinematic Arts*); 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.; Henry Jenkins, Ph.D.; 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.; Kwan Min Lee, Ph.D.; Patricia Riley, Ph.D. (*Director, Global Communication Master's Program*); Kenneth K. Sereno, Ph.D.\*; Stacy Smith, Ph.D.; Douglas Thomas, Ph.D.; Dmitri Williams, Ph.D.

*Assistant Professors:* Taj Frazier, Ph.D.; Yu Hong, Ph.D.; Lian Jian, Ph.D.

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

*Clinical Associate Professors:* Ben Lee, Ph.D.; Susan Resnick-West, Ph.D.; Christopher Smith, Ph.D.; Gordon Stables, Ph.D. (*Director, Trojan Debate Squad*); Alison Trope, Ph.D.

*Clinical Assistant Professors:* Daniela Baroffio, Ph.D.; Mathew Curtis, Ph.D.; Brad Shipley, Ph.D.; Paolo Sigismondi, Ph.D.; Kimberlie Stephens, Ph.D.

*Lecturers:* Ergin Bayrak, Ph.D.; Dorine Lawrence-Hughes, J.D.

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

*Research Assistant Professor:* Erica Watson-Currie, Ph.D.

*Adjunct Faculty:* Vincent Brook, Ph.D.; Anne Framroze; Michael Overing, J.D.; Paula Patnoe-Woodley, M.A.; Jillian Pierson, Ph.D.;

Kelton Rhoads, Ph.D.; Clinton Schaff; Justin Cody Simms; Sasha Strauss, M.A.; Tracy Westen, J.D.

*Emeritus Professor:* Walter R. Fisher, 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 Sports Media Studies, 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 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 & Journalism and the USC Dornsife College of Letters, Arts and Sciences' 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, Sports Media Studies, 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 is competitive. Fall 2010 incoming freshmen had an average GPA of 3.71 with an SAT score of 1950-2160 (middle 50%). Transfer students had an average college GPA of 3.69. For admission information and deadlines refer to the USC Application for Undergraduate Admission. All transfer applicants must submit one letter of recommendation from a college/university instructor. Please refer to the Annenberg Web site for complete transfer admission application guidelines. Contact Annenberg Admissions Office for more information.

Students currently enrolled at USC who wish to change their major to communication must file a formal application with all supporting documents through the Annenberg Student Services Office. Students who entered USC as freshmen must have 32 units completed with a minimum GPA of 3.0. Students who entered USC as transfers must have 16 units completed at USC with a minimum GPA of 3.0. The 3.0 GPA is a minimum standard and does not guarantee admission.

Upon admission to the School of Journalism, students will lose transfer credits earned in journalism and public relations course work completed at another college or university.

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 change of major criteria and major requirements. In certain cases, 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 63 and 245 for more information.

#### Course Requirements

REQUIRED COURSES		UNITS
Select 16 units from the following list:		
COMM 200	Communication and Social Science	4
COMM 201	Rhetoric and the Public Sphere	4
COMM 202	Communication and Technology	4
COMM 203	Communication and Mass Media	4
COMM 206	Communication and Culture	4
COMM 207	Economic Thinking for Communication and Journalism, and	2
COMM 208	Media Economics: Perspectives on Communication Industries	2
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
Five 300-400 level COMM courses	20
One 400-level non-cross-listed COMM course (excluding COMM 443, COMM 490, COMM 494, COMM 499)	4

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 & Journalism Website ([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

This progressive degree program allows USC students to complete a bachelor's degree and a Master of Communication Management in as little as five years. Students with at least a 3.0 overall GPA in all classes taken at the university level are eligible to apply for admission to the degree program during their junior year, however a 3.0 GPA does not guarantee acceptance.

Once approved to apply, students must submit an undergraduate course plan proposal. Students must also submit sample essays and research projects for an assessment of their ability to complete graduate level course work and the culminating project for the master's degree. Students admitted into the progressive degree program begin taking master's level courses in their senior year and may complete the master's degree in year five. For information on the application process, refer to the Annenberg Website, [annenberg.usc.edu/currentstudents](http://annenberg.usc.edu/currentstudents). Click on progressive degree. For further details on progressive degree programs, see page 86.

#### Minor in Sports Media Studies

In a university with a unique historical relationship to sports and sports media, this 24-unit minor examines the role of sports and sports media in culture, how the presentation of sports in media has evolved, has been shaped by cultural issues and, itself, impacted culture. The minor in sports media studies serves student interest in understanding sports media, how it functions, how to interact effectively with it, and how it has been and may be used for social change. Requirements for admission are a minimum 3.0 GPA and completion of a minimum of 32 units (sophomore standing).

REQUIRED CORE COMMUNICATION COURSE		UNITS
COMM 383	Sports, Communication and Culture	4
ELECTIVES		UNITS
Choose five classes from the following:		
COMM 300	Foundations for the Study of Entertainment, Communication and Society	4
COMM 310	Media and Society	4
COMM 387	Sports and Social Change	4
COMM 363	Media Consumption	4
JOUR 380	Sports, Business and Media in Today's Society	4
JOUR 432	Sports Commentary	4
MOR 479	The Business of Sports	4
OT 333	Sports Ethics	4

#### 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 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 Genes	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	Communication and 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 350	Video Games: Content, Industry, and Policy	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 486	Human and Technological Systems in Organizations	4
COMM 487	Communication and Global Organizations	4
CTIN 309	Introduction to Interactive Entertainment	4
CTIN 462	Critical Theory and Analysis of Games	4
CTIN 463	Anatomy of a Game	4
CTIN 488	Game Design Workshop	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 Commu- nication 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 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. Students are required to complete IR 305 Managing New Global Challenges; two additional IR upper division courses, at least one of which must be a course which focuses on a specific region; COMM 487 Communication and Global Organizations; and two elective courses relevant to global communication. See the School of International Relations, page 374, for complete course requirements.

### 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 780.

### Minor in Cultural Studies

See the Department of English, page 333.

### Minor in Law and Society

See the Department of Political Science, page 436.

### Minor in Photography and Social Change

See Interdisciplinary Programs, page 112.

### Debate Squad

The Trojan Debate Squad provides an opportunity for outstanding students (3.0 GPA or better), 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 of Communication offers an 8-unit honors program for exceptional students. To qualify, students must have 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 School of Communication honors, a student must maintain a 3.5 overall and COMM major GPA and receive at least a B+ or higher in the two honors courses. Students either take COMM 495 Honors Seminar or work with a professor to customize a 400-level COMM course for honors status (4 units). All honor students complete COMM 497x Honors Thesis (4 units). 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 communication, journalism and public relations majors who have completed (or are currently registered for) at least 60 units, at least 12 of which are in the major. To be eligible, students must have a USC GPA and a major GPA of 3.5 or higher.

### 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 the School of Cinematic Arts, page 221.

### 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*

This spring semester program offers students the chance to study at one of Australia's premier universities, in one of the country's most exciting cities. Students take communication courses that count for major credit at USC at the University of New South Wales (UNSW) and can choose from a wide variety of elective courses. UNSW is located in Kensington, just south of the center of Sydney and its commercial hub. The program gives 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. 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, monthly dinner talks with Asian studies specialists and excursions to local areas of interest.

*Summer in Ireland*

This summer program offers Annenberg undergraduate students the chance to participate in a formal international internship program in Dublin for two months each summer. The aim of the program is to provide students with theoretical as well as practical experiences working, living and navigating within the international global communications environment. The program is designed around a summer-long online Annenberg course and a seven-week full-time unpaid internship in Dublin.

*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 three 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*

Annenberg's New Zealand program offers students the opportunity to travel into the Southern Hemisphere. Each spring, students can study at the Auckland University of Technology (AUT), a world-class institution which offers students the chance to take communication courses that count toward major credit at USC, all the while exploring the beautiful city of Auckland and the surrounding countryside. The AUT program offers communication students an exciting way to broaden their understanding of media and mass communication in a challenging environment with an outlook distinctly different from that of the United States and Southern California.

*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 M.A./M.Sc. 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 & Journalism and the USC Dornsife College of Letters, Arts and Sciences' 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. in Communication) 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 communication; 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 USC and 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 admission. 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 also offers admission for spring. Refer to the Annenberg Website 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. The M.A. in Communication is earned as part of the Ph.D. program.

*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. Refer to the Annenberg Website for application guidelines.

### 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 catalogue, page 97, and the Requirements for Graduation section, page 86, 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 faculty advisor and graduate studies director.

### *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 & Journalism 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 & Journalism and the USC Dornsife College of Letters, Arts and Sciences' 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 nongovernmental 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)		UNITS
Any three approved PUBD courses		
INTERNSHIP (1 UNIT)		UNITS
IR 591	Field Study	1
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)		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, USC Dornsife College of Letters, Arts and Sciences. With approval of the program director, students may select electives from the entire USC graduate curriculum.

**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)		UNITS
Select two approved PUBD courses		

**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 653, COMM 654, COMM 660, COMM 662;
- (3) Interpersonal and Health Communication: CMGT 587, COMM 504, COMM 524, COMM 562, COMM 599, COMM 602, COMM 615, COMM 620, COMM 625, COMM 650;
- (4) Organizational Communication: COMM 508, COMM 524, COMM 585, COMM 599, COMM 620, COMM 635, COMM 636, COMM 637, COMM 638, COMM 640, COMM 641, COMM 645, COMM 648, COMM 652;
- (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 of the USC Gould School of Law 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 Nonprofit Management

The dual degree program, Communication Management/Jewish Nonprofit Management, offers students the opportunity for advanced study of sophisticated communication processes and technologies in the context of the nonprofit arena. The program has been developed by the Annenberg School for Communication & Journalism and Hebrew Union College-Jewish Institute of Religion's School of Jewish Nonprofit Management (formerly the HUC-JIR School of Jewish Communal Service) to combine the study

of communication theory, processes and technologies with postgraduate education in Jewish nonprofit management and leadership. 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 52 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 School of Jewish Nonprofit Management's 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 and Social Science (4, FaSp)** Social scientific inquiry into human communication; core theories of message production and reception in interpersonal, group and organizational contexts.

**COMM 201 Rhetoric and the Public Sphere (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 Communication and 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 Communication and Mass Media (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 207 Economic Thinking for Communication and Journalism (2)** Introduction to microeconomic and macroeconomic principles; analysis of contemporary issues in media, communication and journalism industries from an economic perspective.

**COMM 208 Media Economics: Perspectives on Communication Industries (2)** Application of economic principles in the areas of media ownership, market structure, industry regulations, media convergence, and entrepreneurship in new media. *Prerequisite:* COMM 207.

**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 323 Public Deliberation (4)** Introduction to deliberative democracy in culture and governance; examines historical and contemporary institutions of democratic discourse and emerging communication norms.

**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, FaSpSm)** Examination of the modern city as a communicative text with London as the case study.

**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 387 Sports and Social Change (4)**

Application of critical, sociological and rhetorical theories to sports events and sport media; examination of the role of sports in enacting social change.

**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 400 Seminar in Communication**

**(4, max 12)** Advanced readings in communication theory and research (broadly defined); specialized interest areas of individual faculty on the frontiers of knowledge; seminar topics change each semester.

**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 413 Propaganda, Ideology and Public Controversy (4)** Seminar examining the relationship between propaganda, ideology, critical thinking and rhetoric; application to contemporary controversies, both domestic and global; role of public argument. (Duplicates credit in COMM 370.)

**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 426 Religion, Media and Hollywood: Faith in TV (4)** How religion, ethics and spirituality are embedded, embodied and emplotted in television drama; how secular texts represent "lived religion" to increasingly diverse audiences.

**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 443 Communicating Health Messages and Medical Issues (4)**

How communication — interpersonal, mass media, and information technologies — shapes health behavior. Topics: doctor-patient consults; public campaigns; health issues in entertainment, news, and on the Internet.

**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 451 Visual Communication and Social Change (4)**

Analysis of photography's evolution; new strategies for the photographic image, photo documentary work and global social issues; analysis of images on blogs and web sites.

**COMM 454 Media, Money, and Society (4)**

Money as communication; social scientific analysis of money and financial markets; money and popular culture; the business press; representations of Wall Street in Hollywood cinema.

**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 460 Collaboration and Group Decision Making (4)** Advanced seminar examining the theoretical, empirical and practical aspects of human and technological communication in group processes; experiential and/or field experiences in group observation.

**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 468 Cross-Cultural Negotiations: Communication and Strategy (4)** Application of intercultural communication theories and negotiation theories in the preparation and execution of global negotiations; strategies for creating mutual gains and sustained partnerships.

**COMM 470 Information and Communication Technologies Strategic Analysis (4)** Frameworks for strategically analyzing information and communication technologies; issues of regulation, control and social impacts of evolving ICTs; original research project of ICT strategy. (Duplicates credit in COMM 345.)

**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 475 Environmental Communication (4)** Communication about environmental controversies in the public sphere: history of environmentalism; forms of citizen participation; media coverage; advocacy campaigns and movements; scientific and industrial discourses.

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

**COMM 482 Comparative Media in Europe (4)** (Enroll in JOUR 482)

**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 488 Communication Research in Organizations (4)** Seminar in application of communication research tools; diagnosis and analysis of communication problems; current topics in organizational communication scholarship; students complete original research projects. *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 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, poetriae, 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 postmodern 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 550 Quantitative Research Methods in Communication (4)** Epistemological assumptions, design, and beginning methods of quantitative analysis in communication research. Not open to Master of Communication Management students.

**COMM 552 Qualitative Research Methods in Communication (4)** Developing expertise in qualitative methods, including participant-observation, ethnography, discourse analysis and historiography in communication research. Not open to Master of Communication Management students.

**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 554 Regression and Multivariate Communication Research (4)** Advanced analysis of variance, regression models, path analysis, MANOVA, and discriminant analysis. Not open to Master of Communication Management students.

**COMM 556 Advanced Methods in Communication Research (4)** Structural Equation Modeling, LISREL, log linear and other advanced statistical methods used in contemporary communication research. Not open to Master of Communication Management students.

**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 561 Leading and Communicating Change in Global Organizations (4)** Communication perspectives on the process and outcomes of globalization; role of large media organizations in the global flow of information; and leadership and multiculturalism.

**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 578 New Media Literacies (4)** Examines intersection of education and participatory culture, literacy and media change, the participation gap, informal learning and knowledge communities, emerging social skills and cultural competencies.

**COMM 579 Entrepreneurship in the New Media (4)** Examination of how the digital revolution is creating news media entrepreneurs, and changing the way news is disseminated by journalists and heard by consumers.

**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 615 Health Communication (4)** Evaluation of research about communication in patient care, health campaigns for diverse publics, tools for disease management, and outreach to producers in mass media.

**COMM 616 Health Communication for Prevention (4)** Examination of health communication efforts for the prevention of diseases or other adverse physical or mental health outcomes by the promotion of behavior change.

**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 648 Online Communities and Networks (3)** Examination of academic research on the social, cultural, political, and economic effects of online communities; policy implications of this research; mobile technology's role in community building. Not open to 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 653 Research, Practice and Social Change (4)** Examination of theoretical models and best practices of academic research and advocacy relationships; students conduct a community-based research project using a model of community-based participatory research.

**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 504 Writing for Strategic Communication (4)** Writing skills necessary for an organizational communicator; review of strategic writing fundamentals; development of portfolio of diverse media applications based on strategic corporate communication requirements.

**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 507 Information Management (4)** Develops conceptual frameworks for understanding information, uncertainty, ambiguity, and knowledge. Principles for decision-making, awareness of biases, mathematics of risk-taking, and practices for sense-making. (Duplicates credit in former COMM 507.)

**CMGT 508 Communicating Strategy and Change (4)** Examination of role of communication in developing and implementing business strategy; critical assessment and practice with models, tools, and techniques for communicating change.

**CMGT 509 Influential Communication in the Marketplace (4)** Promotional messages as both creative expressions and agents for behavioral change; application of social science theories of persuasion and compliance in interpersonal and mass-media venues.

**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 538 Technologies for Online Communities (4)** Survey of contemporary technologies, platforms, languages, collaborative methodologies, and how they are used in combination to produce "social networking" websites and other related media.

**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: 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 577 Communicating Corporate Social Responsibility (4)** Evolution, models, metrics and stakeholders. Key communication issues in designing and implementing initiatives, CSR reporting, strategic partnerships and online communities. Analysis of communication paradoxes.

**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 Multi-cultural 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 585 Communication Leadership in the Entertainment Industry (4)** Examination of the communicative elements of leadership in entertainment products and processes; the role of communication experts in supporting, coaching and facilitating entertainment leadership.

**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 592 Theory and Practice of Professional Presentations (2)** Application of communication and persuasion theories in the creation of oral presentations; critical assessment of the role of new technologies for professional presentations. Not available for students in the M.A. and Ph.D. programs in communication. Graded CR/NC.

**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 515 Transnational Diplomacy and Global Security (4)** Examination of the historical and theoretical basis of diplomatic relationships between states, international organizations, and transnational non-state actors in developing global peace and security policies.

**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 524 The Public Diplomacy of Trade in the Americas (4)**

Public diplomacy's role in shaping ideas about trade and development and in creating trade agreements, and the use of trade agreements as public diplomacy.

**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.

## School of Journalism

### USC Annenberg School for Communication & Journalism 303

(213) 740-0900 (academic inquiries)

(213) 740-3914 (administrative)

(213) 821-0770 (admission inquiries)

FAX: (213) 740-8624

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*Director:* Geneva Overholser, M.A.

*Associate Director:* Laura Castañeda, Ed.D.

*Associate Director:* William Celis, M.S.

### Faculty

*Walter H. Annenberg Chair in Communication:* Ernest J. Wilson III, Ph.D.

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

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

*Knight Chair in Media and Religion:* Diane Winston, Ph.D.

*Provost's Professor of Communication, Journalism and Cinematic Arts:* Henry Jenkins, Ph.D.

*Professors:* K.C. Cole, B.A.; Geoffrey Cowan, LL.B.\*; Ed Cray, B.A.; Félix Gutiérrez, Ph.D.; Jay T. Harris, B.A.; Henry Jenkins, Ph.D.; Bryce Nelson, M.Phil.\*; Geneva Overholser, M.A.; Tim Page, B.A.; Michael Parks, B.A.; Joe Saltzman, M.S.\*; Philip Seib, J.D.; Roberto Suro, M.S.

*Associate Professors:* William Celis, M.S.; Jonathan Kotler, J.D.\*; Joshua Kun, Ph.D.; Andrew Lih, M.S.; Judy Muller, B.A.; Larry Pryor, M.S.; Sandy Tolan, B.F.A.; Jian Wang, Ph.D.; Diane Winston, Ph.D.

*Assistant Professor:* Kjerstin Thorson, M.A.

*Professors of Professional Practice:* Laura Castañeda, Ed.D.; Serena Cha, M.S.; Jennifer Floto, M.A.\*; Gabriel Kahn, B.A.; Erna Smith, B.J.; Gerald Swerling, M.S.

*Associate Professors of Professional Practice:* Daniel Birman, M.A.; Marc Cooper; Willa Seidenberg, B.A.

*Assistant Professor of Professional Practice:* Robert Hernandez, B.A.

*Senior Lecturers:* Mary Murphy, B.A.; Richard Reeves, M.E.

*Lecturers:* Sasha Anawalt, B.A.; Dana Chinn, M.B.A.; Mei Fong, M.I.A.; Alan Mittelstaedt, B.A.; Stacy Scholder, B.A.

*Visiting Associate Professor:* Burghardt Tenderich, Ph.D.

*Writer in Residence:* Norman Corwin

*Emeritus Professors:* Murray Fromson; A.J. Langguth, B.A.; Clancy Sigal, B.A.

*Emeritus Associate Professor:* William Robert Faith, Ph.D.

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

### Degree Programs

The School of Journalism offers Bachelor of Arts degrees in Print and Digital Journalism, Broadcast and Digital Journalism and Public Relations. It also offers minors in News Media and Society and in Advertising. At the graduate level, Master of Arts degrees are awarded in Journalism, Specialized Journalism and Strategic Public Relations. Students completing the M.A. in Journalism must select one of the five tracks: Long-Form Video, News Video, Audio, Text or Digital. Journalism students learn the techniques of writing, reporting and production for long-form video, news video, audio, text and digital media. They also learn about the role of a free press in a democracy and the historical, legal and ethical aspects of journalism, past, present and future. The *Long-Form Video* track enables students to produce video documentaries for any medium including television and digital media. The *News Video* track enables students to work in any video news environment including television and

digital media. The *Audio* track enables students to do news or long-form journalism in any audio environment including radio and digital media. The *Text* track enables students to do news or long-form journalism in any text environment including newspapers, magazines, other print publications and digital media. The *Digital* track provides a thorough grounding in Website production combining traditional journalism with the ability to think flexibly and in an interactive technology environment. The *Specialized Journalism* degree is designed for experienced professionals and recent journalism graduates interested in developing specialized reporting expertise. The *Strategic Public Relations* degree emphasizes the requisite skills of that discipline, with an emphasis on strategic problem solving, public relations

theory and techniques, writing, research-based planning and analysis, case studies, and the application of the discipline to specific industry categories.

The school stresses a broad-based liberal arts education to enhance writing and reporting, and encourages undergraduate students to pursue double majors or minors in disciplines outside the school. In addition to offering international study programs, the school also provides specialized reporting classes in government and public affairs, international affairs, science, religion, education, urban ecology, demography, sports, entertainment, the environment, and the arts.

Students seeking to learn journalism principles and improve their multimedia skills should write and report for *neontommy.com* (*Annenberg Digital News*), *atcn.org* (*Annenberg TV News*), *annenbergradio.org* (*Annenberg Radio News*), *intersectionssouthla.org* (*Intersections South LA*) and *impact.uscannenberg.org* (*Impact newsmagazine program*). Journalism majors are also encouraged to write and report for the independent student newspaper, the *Daily Trojan*, at *dailytrojan.com*.

The school also advises its students to participate in at least two internships before graduation. The Annenberg Career Development Office has listings for paid and unpaid internships from around the country.

## Undergraduate Degrees

The School of Journalism offers Bachelor of Arts degrees in Print and Digital Journalism, Broadcast and Digital Journalism and Public Relations. The school also offers minors in Advertising and News Media and Society. Journalism students are encouraged to pursue double majors or minors in other areas of study. They must consult with an undergraduate journalism advisor at least once each semester to receive academic advisement covering major course selection and university degree requirements.

To meet accrediting guidelines, a minimum of 80 units must be completed outside the major area of journalism, with no fewer than 65 units completed in liberal arts and sciences course work. A maximum of 16 units of course work taken prior to high school graduation and a combined 32 units of AP, IB and pre-high school graduation course work will count toward this requirement. Journalism and public relations majors can take up to a maximum of 48 journalism units; however, the major unit total (44 units) cannot be exceeded, unless the student has fulfilled the liberal arts and sciences requirement (65 units).

A grade point average of at least C (2.0) on all baccalaureate units attempted at USC, as well as on the combined USC-transfer GPA, is required for undergraduate degrees. A minimum cumulative grade point average of 2.0 in all attempted upper division courses for the major is also required. Students must complete each journalism class with at least a grade of C- in order to count the course toward a major requirement. Journalism courses with a grade of D+ or below must be repeated; courses may only be retaken once.

### General Education Requirements

The university's general education program provides coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This program requires six courses in different categories, plus writing, foreign language and diversity requirements, which together comprise the USC Core. See pages 63 and 245 for more information.

### Core Curriculum

The School of Journalism's core curriculum prepares students to write and report for print, broadcast and online media. Print and digital journalism, broadcast and digital journalism and public relations students are required to complete both print and broadcast newswriting classes. Journalism majors are also required to complete print and broadcast reporting classes. Print and digital journalism majors must complete a newspaper editing and design class; broadcast and digital journalism majors must complete a broadcast production class. In addition to the online media elements integrated into the newswriting and reporting classes, print and digital journalism and broadcast and digital journalism majors must complete an introduction to online media course.

### *Grammar, Punctuation and Spelling Examination (GPSE) Requirement*

Journalism and public relations majors enrolling in the core newswriting classes will take a diagnostic exam at the beginning of the semester to prepare for the Grammar, Punctuation and Spelling Examination (GPSE). The core newswriting instructors will administer the GPSE during final examination week.

Students who do not pass the GPSE may re-take the exam in the spring semester immediately following their enrollment in core newswriting. The GPSE will be offered on two dates in the spring term — the first week in February and the week of spring final examinations. (Students will be notified of the exam dates at the start of the spring semester.)

Students must pass the GPSE by the completion of the spring semester or they will not be allowed to progress in the School of Journalism and will be dismissed from the major.

Note: Students with disabilities may register with the Disabilities Services and Programs office (DSP) so the DSP staff can assess the nature of the students' disabilities and recommend the appropriate accommodations to be provided for each student.

### Broadcast and Digital Journalism Requirements for the Bachelor of Arts

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	3
JOUR 203	Newswriting: Broadcast	3
REQUIRED COURSES, UPPER DIVISION		UNITS
JOUR 302	Reporting: Print	3
JOUR 303	Reporting: Broadcast	3
JOUR 306	Production: Broadcast	3
JOUR 309	Introduction to Online Media	3
JOUR 310	Investigative Reporting	4
JOUR 462	Law of Mass Communication	4

Two courses from:

JOUR 402	Advanced Television Reporting	4
JOUR 403	Television News Production	4
JOUR 405	Non-Fiction Television	4
JOUR 409	Radio News Production	4

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

### Print and Digital Journalism Requirements for the Bachelor of Arts

#### REQUIRED COURSES, LOWER DIVISION UNITS

JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	3
JOUR 203	Newswriting: Broadcast	3

#### REQUIRED COURSES, UPPER DIVISION UNITS

JOUR 302	Reporting: Print	3
JOUR 303	Reporting: Broadcast	3
JOUR 308	Newspaper Editing and Design	3
JOUR 309	Introduction to Online Media	3
JOUR 310	Investigative Reporting	4
JOUR 462	Law of Mass Communication	4

Two courses from:

JOUR 431	Feature Writing	4
JOUR 435	Writing Magazine Non-Fiction	4
JOUR 440	Environmental Journalism	4
JOUR 448	Government and Public Affairs Reporting	4

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

### Public Relations Requirements for the Bachelor of Arts

#### REQUIRED COURSES, LOWER DIVISION UNITS

JOUR 201	History of News in Modern America	4
JOUR 202	Newswriting: Print	3
JOUR 203	Newswriting: Broadcast	3

#### REQUIRED COURSES, UPPER DIVISION UNITS

JOUR 350	Principles of Public Relations	4
JOUR 351ab	Public Relations Media	4-4
JOUR 450	Advanced Public Relations	4
JOUR 462	Law of Mass Communication	4
JOUR 463	Research and Analysis	4

One course from:

JOUR 451	Promotional Public Relations	4
JOUR 452	Public Relations in Entertainment	4
JOUR 455	Public Relations for Non-Profit Organizations	4
JOUR 456	Public Relations for Diverse Audiences	4
JOUR 458	Public Relations in Politics and Political Campaigns	4

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

### Advertising Minor

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

#### REQUIRED COURSES UNITS

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

Select one additional course from the following:

MKT 405	Advertising and Promotion Management	4
MKT 425	Direct Response and Internet Marketing	4
MKT 470	Marketing Research	4

Total units 24

### News Media and Society Minor

News media and society is a journalism minor that explores the responsibilities, the influence, the ethics and the diversity of the news media. It explores the myths about news media in the United States and explains what the news media are, how they work, what

they do wrong and what they do right, and why they are important to a society whose citizens depend on the free and unfettered flow of information. This minor will help all students in all majors to understand one of the most important and misunderstood forces in American society: the news media.

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

#### REQUIRED COURSE, LOWER DIVISION UNITS

JOUR 201	History of News in Modern America	4
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#### REQUIRED COURSES, UPPER DIVISION UNITS

COMM 371	Censorship and the Law: From the Press to Cyberspace	4
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16 upper division journalism units 16

Total units 24

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

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

### Minor in Nonprofits, Philanthropy and Volunteerism

This four course minor enables students to learn about the nonprofit sector – its organizations, philanthropy and voluntary action. See complete description in the School of Policy, Planning, and Development section on page 859.

### Annenberg International Programs

#### Spring Semester in London (City University)

The semester program offers students the opportunity to study at City University in London. Participants will be close observers of the British media and will have an opportunity for personal and direct comparison between the more structured and governmentally controlled media system of the United Kingdom and the laissez faire approach to media regulation in the United States. Students earn 8 USC journalism elective units and 8 social sciences units.

*Spring Semester in London (Public Relations)*

In the spring of their junior year, USC Annenberg public relations students spend a spring semester at the University of Westminster in London, one of the leading British institutions for the academic and professional study of public relations and media, culture and society. Students will be integrated into the University of Westminster, and will take courses across the four Westminster campus locations around central London. Students will live in the central London district of Bloomsbury, and will be immersed into the public relations and media hub that is London.

Students earn a total of 16 units at Westminster; up to 8 USC upper division journalism elective units towards their public relations major and 8 general electives units.

*Spring Semester in New Zealand (Auckland University of Technology)*

The semester program offers students the opportunity to study at the Auckland University of Technology in New Zealand, a leading southern hemisphere school of journalism and media studies. Fully integrated into the university and its vibrant urban surroundings with strong connections to the nation's indigenous heritage, the program allows students to earn 8 units that fulfill journalism electives and 8 units of general electives.

*International Communication Studies — London, Paris, Prague and Rome*

The International Communication Studies program (ICS) allows undergraduate students to study a range of approaches to public communication media across Europe.

Students divide the five-week course into stays in Los Angeles, London, Paris, Prague and Rome. In addition to regular class meetings, students discuss the interplay of current world issues and international media practices with communication practitioners from international news and public relations media, government institutions, private industry and global organizations.

Students enroll in JOUR 482 Comparative Media in Europe (4 units).

For further information, contact the Annenberg School for Communication & Journalism, Room 140, (213) 821-2180, email [ascintl@usc.edu](mailto:ascintl@usc.edu), or visit [annenberg.usc.edu/international](http://annenberg.usc.edu/international).

**Honor Society**

Lambda Pi Eta is a national communication/journalism honor society that is open to declared communication, journalism and public relations majors who have completed (or are currently registered for) at least 60 units, at least 12 of which are in the major. To be eligible, students must have a USC GPA and a major GPA of 3.5 or higher.

**Admission**

Admission is competitive. Fall 2010 incoming freshmen had an average GPA of 3.71 with an SAT score of 1950-2160 (middle 50%). Transfer students had an average college GPA of 3.69. For admission information and deadlines refer to the USC Application for Undergraduate Admission. All freshman and transfer applicants must submit a one page statement of intent; the statement must

be uploaded to the USC Application for Undergraduate Admission or mailed directly to USC Admission. In addition, transfer applicants must submit one letter of recommendation from a college/university instructor. Please refer to the Annenberg Website for complete transfer admission application guidelines. Contact the Annenberg Admissions Office for more information.

Students currently enrolled at USC who wish to change their major to journalism must file a formal application with all supporting documents through the Annenberg Student Services Office. Students who entered USC as freshmen must have 32 units completed with a minimum GPA of 3.0. Students who entered USC as transfers must have 16 units completed at USC with a minimum GPA of 3.0. The 3.0 GPA is a minimum standard and does not guarantee admission.

**Academic Integrity Policy**

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

## Graduate Degrees

The School of Journalism offers three Master of Arts degree programs: Journalism, Specialized Journalism and Strategic Public Relations. Students completing the M.A. in Journalism will choose one of five tracks: Long-Form Video, News Video, Audio, Text or Digital. The *Long-Form Video* track is for students interested in video documentary production. The *News Video* track is for students interested in television news and other video news environments including the Web. The *Audio* track is for students interested in radio production, both news and long-form, or any other audio news environments. The *Text* track is for students interested in any form of print or electronic publication including newspapers and magazines, or any other text news environment. The *Digital* track is

for students interested in exploring Website production and other interactive technology environments. The Specialized Journalism degree is designed for experienced professionals and recent journalism graduates interested in developing specialized reporting expertise. The Strategic Public Relations degree is designed to train students for management-level public relations and communication positions in all types of public and private sector organizations.

**Admission Requirements***Prerequisites*

An applicant must have the equivalent of a four-year bachelor's degree from an accredited college or university.

*Criteria*

Minimum recommended criteria are a 3.0 GPA for undergraduate work and all graduate work, and a 1000-cumulative score (verbal and quantitative) on the GRE General Test and 4.0 GRE-Writing; the GMAT is not accepted in lieu of the GRE. International applicants are required to take the Test of English as a Foreign Language (TOEFL) and should receive a score of at least 114-115 on the Internet-based exam. All completed applications are reviewed by the faculty admission committee even if the applicant's academic quality is below the minimum recommendations. Applicants are strongly encouraged to take the Graduate Record Examinations one month prior to the application deadline. GRE scores are valid for five years and TOEFL is valid for two years.



In addition, applicants are judged on a statement of purpose, résumé, writing sample and three letters of recommendation submitted on their behalf. Professional journalism or public relations experience is not required for the two-year degree program but will be considered. Professional work experience is required for the nine-month degree programs in Specialized Journalism. A professional work bibliography and samples must be uploaded to the online application.

#### *Procedure*

Applicants must complete and submit the online USC Graduate Admission Application. Please refer to the Annenberg graduate application guidelines on the Annenberg Website for details before initiating your application. In addition, for admission consideration, international students must submit an affidavit of financial support and official TOEFL scores.

Applicants must upload the following materials to the online USC Graduate Admission Application: statement of purpose, writing sample and résumé. Letters of recommendation may be submitted online or mailed to the Annenberg Admissions Office by the applicant's recommenders. GRE and TOEFL scores must be reported electronically from the Educational Testing Service (ETS). The USC institution code is 4852. Unofficial transcripts may be uploaded to the online application; official copies must be mailed to USC Graduate Admission.

The Annenberg School admits new students to the M.A. in Journalism and the M.A. in Strategic Public Relations degree programs for the fall semester only. The online application deadline for admission and departmental scholarship award consideration is January 2. Students usually receive admission notifications by March 31.

New students are admitted to the M.A. in Specialized Journalism and the M.A. in Strategic Public Relations (The Arts) for the summer session only. Refer to the graduate application guidelines on the Annenberg Website for application filing dates.

#### **Degree Requirements**

These degrees are under the jurisdiction of the Graduate School. Refer to the Requirements for Graduation section (page 86) and the Graduate School section of this catalogue (page 97) for general regulations. All course work applied toward a degree must be approved by the School of Journalism and the Graduate School.

#### **Master of Arts**

Studies toward the Master of Arts in Journalism and the Master of Arts in Strategic Public Relations require 40 units of prescribed courses and approved electives in the student's field of study. Students may take, with prior approval, two of their electives outside the school. No more than 12 units of 400-level course work may be applied toward the Master of Arts in Journalism and the Master of Arts in Strategic Public Relations. Studies toward the Master of Arts in Specialized Journalism require 34 units of prescribed courses and approved electives. No more than 10 units of 400-level course work may be applied toward the Master of Arts in Specialized Journalism. A GPA of 3.0 must be maintained for all work. Students whose grade point averages fall below 3.0 will be placed on academic probation and must improve according to established terms if they are to remain in the school. In the case of courses offered on Credit/No Credit (CR/NC) basis, faculty review of competence will be substituted for grades.

#### *Residence*

The School of Journalism will accept only 4 units of approved transferred graduate credit. Normally, full-time students in the Master of Arts in Journalism and the Master of Arts in Strategic Public Relations can complete the program in four semesters. The Master of Arts in Specialized Journalism can be completed in a nine-month enrollment cycle that includes the two-week summer session, plus the fall and spring semesters. These programs may be attended on a part-time basis.

#### *Foreign Language/Research Tool Requirements*

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

#### *Course Requirements*

A master's degree in journalism requires 40 units and a master's degree in strategic public relations requires 40 units. To graduate, students may elect the thesis or comprehensive examination option. Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units). A master's degree in specialized journalism requires 34 units. Specialized journalism students must complete the professional project thesis option and enroll in JOUR 594ab (2-2 units).

#### *Grammar, Spelling and Punctuation (GSP)*

Journalism and strategic public relations graduate students are required to complete an online tutorial about Grammar, Spelling and Punctuation (GSP). Specialized journalism graduate students are not required to take this online tutorial. Students are strongly

advised to complete the tutorial over the summer prior to beginning classes. They are required to complete the tutorial before the end of the fall semester of their first year. Students who fail to complete the GSP tutorial within the stated time frame will not be allowed to progress in the program and will be dismissed from the School of Journalism.

Note: Students with disabilities may register with the Disabilities Services and Programs office (DSP) so the DSP staff can assess the nature of the students' disabilities and recommend the appropriate accommodations to be provided for each student.

#### *Thesis/Comprehensive Examination*

The thesis option will take one of two forms: (1) a professional project presenting the results of an extensive print, broadcast, public relations or new media project completed by the student; or (2) a research thesis presenting the results of primary research undertaken by the student. In either case, students must establish a guidance committee of three faculty members. The committee must be chaired by a faculty member from the School of Journalism and must include one full-time USC faculty member from outside the School of Journalism, either from the School of Communication or another unit on the USC campus. Students must secure approval of the professional project or thesis prior to enrollment in JOUR 594a. Students who elect the thesis option are required to enroll in JOUR 594ab (2-2 units), normally during their second year of study. The 4 units will count toward the approved elective units. Specialized journalism students normally enroll in JOUR 594ab (2-2 units) in their single year of study.

The comprehensive examination option allows students to complete the degree by passing a comprehensive examination in their last semester of course work. The comprehensive examination option is not available to students in the specialized journalism degree program.

#### *Multimedia Journalism Curriculum*

Students enrolled in the Master of Arts in Journalism are required to take 12 units of multimedia journalism courses (JOUR 506, JOUR 507, JOUR 509, JOUR 514, JOUR 516 and JOUR 518) in their first year. These courses provide intensive preparation considered necessary for graduate studies in journalism at USC.

In the 21st century, it is imperative that all journalists understand the basic techniques of writing, reporting and production for text, video, audio and digital media. Upon graduation, students will be routinely expected to function in all news media whether it be in traditional media such as television, radio, newspapers and magazines, or whether it be in new media such as electronic publications, Websites and new video and audio environments. The 12-unit multimedia journalism curriculum ensures that every student has a background in all media before completing the more advanced courses in the 40-unit Master of Arts in Journalism. The six multimedia journalism courses are:

*JOUR 506 Multimedia Journalism I: Text* enables students to learn the basics of news-writing and news judgment for text including newspapers, magazines and other publications as well as electronic and new media environments. Students also learn the fundamentals of journalism ethics, how to cover a diverse society, how to pitch stories and how to blog as well as Web aggregation and search optimization skills.

*JOUR 507 Multimedia Journalism I: Video and Audio* enables students to learn the basics of video journalism for broadcast and the Web. Students learn how to write for the ear and the eye. They learn the techniques of news-writing; shooting and incorporating video with audio into television and Web news reports; and the basics of videography and video editing.

*JOUR 509 Multimedia Journalism I: Digital* enables students to learn the basics of multimedia literacy including still photography, video and audio. Students learn contemporary digital storytelling as well as the legal, ethical and business implications of digital media and journalism.

*JOUR 514 Multimedia Journalism II: Text* enables students to refine the skills they learned in JOUR 506, reporting and writing daily news and feature stories on deadline for text. They learn beat reporting and interview skills, sourcing, research, fact checking and Web aggregation as well as developing more news blogging and search optimization skills.

*JOUR 516 Multimedia Journalism II: Video and Audio* enables students to refine the skills they learned in JOUR 507, reporting and writing for television, radio and the Internet. They learn how to pitch stories, how to shoot, write and produce video and audio news packages; and how to incorporate standups and creative visual storytelling techniques.

*JOUR 518 Multimedia Journalism II: Digital* enables students to create online story packages with multiple elements including text,

visuals, audio, interactivity and navigation. They also learn online ethics and basics of copyright law, design, typography, color and photo usage.

### Master of Arts in Journalism

COURSE REQUIREMENTS (40 UNITS)		UNITS
JOUR 505	Journalism: Past, Present and Future	3
JOUR 506	Multimedia Journalism I: Text	2
JOUR 507	Multimedia Journalism I: Video and Audio	2
JOUR 509	Multimedia Journalism I: Digital	2
JOUR 514	Multimedia Journalism II: Text	2
JOUR 516	Multimedia Journalism II: Video and Audio	2
JOUR 518	Multimedia Journalism II: Digital	2
JOUR 560	Seminar in Mass Communication Law	3

In addition, students must select one of the following tracks and complete the requirements for that track:

#### Long-Form Video:

JOUR 521	Documentary Pre-Production	3
JOUR 522	Video Documentary Production	3

Plus 16 approved elective units.\*

#### News Video:

JOUR 524	Advanced Broadcast Reporting	3
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Plus 19 approved elective units.\*

#### Audio:

JOUR 523	Public Radio Reporting	3
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Plus 19 approved elective units.\*

#### Text:

One course from:

JOUR 512	Advanced Interpretive Writing	3
JOUR 517	Advanced Investigative Reporting	3
JOUR 519	Advanced Magazine Writing	3
JOUR 584	Specialized Reporting: Education, Youth and Learning	3
JOUR 585	Specialized Reporting: Religion	3
JOUR 586	Specialized Reporting: Science	3
JOUR 588	Specialized Reporting: Urban Ecology	3
JOUR 589	Specialized Reporting: The Changing U.S. Population	3

Plus 19 approved elective units.\*

#### Digital:

JOUR 551	Intermediate Online Publishing	3
JOUR 555	Multimedia and Graphics in Online Publishing	3

Plus 16 approved elective units.\*

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units), which count toward elective units.

### Master of Arts in Strategic Public Relations

COURSE REQUIREMENTS (40 UNITS)		UNITS
JOUR 504	Public Relations Research and Evaluation	3
JOUR 508	Introduction to Strategic Public Relations	3
JOUR 510	Legal, Ethical and Social Foundations of Public Relations	3
JOUR 535	Specialized Writing for Public Relations	3
JOUR 568	Critical Thinking and Crisis Management	3
GSBA 520	Business Fundamentals for Non-Business Professionals	3

Plus 22 units of approved elective courses\*

\*Students electing the thesis option are required to enroll in JOUR 594ab (2-2 units) and must complete 18 units of approved elective courses. Students electing the comprehensive examination option must complete 22 units of approved elective courses.

### Master of Arts in Specialized Journalism

COURSE REQUIREMENTS (34 UNITS)		UNITS
JOUR 580	Introduction to Specialized Journalism	2
JOUR 581	Specialized Journalism: Research Methods	3
JOUR 582	Specialized Journalism: Reporting Decisions	3
JOUR 594ab	Master's Thesis	2-2

One course from:

JOUR 584	Specialized Reporting: Education, Youth and Learning	3
JOUR 585	Specialized Reporting: Religion	3
JOUR 586	Specialized Reporting: Science	3
JOUR 588	Specialized Reporting: Urban Ecology	3
JOUR 589	Specialized Reporting: The Changing U.S. Population	3

Plus 19 units of approved elective courses 19\*

\*One elective course must be taken from an Annenberg School program in JOUR, COMM, CMGT or PUBD.

The Master of Arts in Specialized Journalism is a program focusing on experienced professionals who are choosing to specialize in a field of journalism that requires advanced reporting skills and subject matter expertise. The program is also open to recent journalism school graduates with records of excellence in their university classes and internships and to other outstanding applicants with demonstrated aptitude and expertise in journalism.

Students must begin the program in early August, enrolling in a required 2-unit, intensive summer session course focused on journalism and society and on new media. In addition to the formal classes, the course includes multimedia skills workshops as integral parts. This gateway course provides the master's students with a working knowledge of the specialized journalism background and the multimedia storytelling skills necessary for study in the program. It sets the stage for two semesters of access to courses as substantively broad as a major research university such as USC makes available and for advanced courses in the School of Journalism's graduate program.

In the fall semester, students will enroll in two courses in the School of Journalism, including a research methods course for journalists and typically a specialized reporting course. With the advice of their faculty mentors, students will select elective course work totaling 8 units appropriate to their fields of specialization. These courses will be drawn from regular graduate and 400 level courses taught across the university and will require approval of the faculty mentor in the School of Journalism. Students also will begin research for their master's professional project. These projects will be extended works of journalism, such as a full-length magazine article, similar radio, television or multimedia treatments or the equivalent in their professional field.

In the spring semester, students will enroll in a journalism seminar focused on the reporting and analysis of decision making and typically an approved elective in the Annenberg School. Students will also enroll in elective course work totaling 8 units, chosen again from offerings across the university and in consultation with their faculty mentors. Finally, students will complete their master's professional project.

The nine-month program has been designed for a summer session, fall and spring semester enrollment cycle; however, students may also elect to complete the program on a part-time basis.

### Master of Arts in Specialized Journalism (The Arts)

COURSE REQUIREMENTS (34 UNITS)		UNITS
JOUR 580	Introduction to Specialized Journalism	2
JOUR 582	Specialized Journalism: Reporting Decisions	3
JOUR 591	Arts Writing Practicum	3
JOUR 592	Specialized Journalism: Reporting the Arts	3
JOUR 593	Arts Criticism and Commentary	3
JOUR 594ab	Master's Thesis	2-2
	Approved elective courses*	16

\* The elective course work must be taken from faculty-recommended lists in at least two arts schools, with at least 8 units from one school. The arts schools are Architecture, Cinematic Arts, Fine Arts, Music and Theatre.

The Master of Arts in Specialized Journalism (The Arts) is a program for journalists as well as recent graduates holding bachelor's degrees in journalism or one of the arts or experienced practitioners with a background in the arts who seek to specialize in coverage of the arts and culture. Students will complete 18 units of specialized journalism course work, including a master's professional project, taken within USC Annenberg's School of Journalism and 16 units of approved elective course work from faculty-recommended lists in at least two arts schools with at least 8 units from one school. The arts schools are Architecture, Cinematic Arts, Fine Arts, Music and Theatre.

Students must begin the program in early August, enrolling in a required 2-unit intensive two-week summer session course focused on journalism and society and on new media. In addition to the formal classes, the course includes discussions and workshops as integral parts. This gateway course provides master's students with a working knowledge of the specialized journalism background and the multimedia storytelling skills necessary for study in the program. It sets the stage for two semesters of access to courses as substantively broad as a major research university such as USC makes available.

In the fall semester, students will enroll in an arts writing practicum and an arts reporting seminar. With the advice of their faculty mentors, students will select elective course work totaling 8 units appropriate to their fields of specialization. These courses will be drawn from regular graduate and 400-level courses taught across the arts schools and will require approval of a three-member committee composed of the faculty mentor in the School of Journalism, another member of the journalism faculty and a faculty member from the relevant discipline. Students also will begin research for their master's professional

project. These projects may be full-length magazine (print or broadcast) treatments of issues in their field or similar professional work.

In the spring semester, students will enroll in a journalism course focused on the reporting and analysis of decision-making and an arts criticism and commentary course. Students will enroll in elective course work totaling 8 units, chosen again from offerings across the arts schools and in consultation with the mentors and approved by a three-member committee. Finally, students will complete their master's professional project.

The nine-month program has been designed for a summer session, fall and spring semester enrollment cycle; however, students also may elect to complete the program on a part-time basis with the approval of the director of the School of Journalism.

### Annenberg International Programs *Graduate Journalism Internships — China (Hong Kong or Shanghai), South Africa or United Kingdom*

Journalism master's degree students may spend eight weeks at internships in Cape Town, Hong Kong, London or Shanghai during the summer after their first year of graduate study at USC. Students apply to Annenberg International Programs in the fall semester of their first year. From mid-May to mid-July, they then enroll in JOUR 540 International Journalism Seminar I and JOUR 545 International Internships in the Media while working full-time at internships with prominent media organizations.

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

### *Graduate Strategic Public Relations Internships — China (Shanghai or Hong Kong), South Africa or United Kingdom*

Strategic Public Relations master's degree students may spend eight weeks at internships in Cape Town, Hong Kong, London or Shanghai during the summer after their first year of graduate study at USC. Students apply in the fall semester of their first year. From mid-May to mid-July, they then enroll in JOUR 540 International Journalism Seminar I and JOUR 545 International Internships in the Media while working full-time at internships with prominent public relations organizations.

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

*Spring Semester in the United Kingdom – Journalism and Strategic Public Relations*

Spend the spring semester of the second year of the master's programs in Journalism and Strategic Public Relations with the Annenberg School of Journalism living and working in London, England, interning for some of the world's major players in journalism and public relations, while earning nine graduate course credits toward graduation. Students will take three courses while in London towards their graduate degrees while attending their professional internships

four days a week in and around London for the duration of the semester. Housing is arranged in central London, and assistance offered in procuring a student visa for the United Kingdom.

For more information, contact Annenberg International Programs at (213) 821-2180, go to [annenberg.usc.edu/international](http://annenberg.usc.edu/international), or email [ascintl@usc.edu](mailto:ascintl@usc.edu).

**Academic Integrity Policy**

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

## Courses of Instruction

### JOURNALISM (JOUR)

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

**JOUR 090x Internships in the Media (1, max 8, FaSpSm)** Intensive experience in the news and other media. Minimum time requirement; enables students to acquire skills and knowledge that cannot be gained in the classroom. Graded CR/NC. Open to journalism majors only. Not available for degree credit.

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

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

**JOUR 202 Newswriting: Print (3, Fa)** Introduction to basic skills of print newswriting, news judgment, construction of print news stories. Social responsibility and ethical framework for print journalists. Typing ability required. *Concurrent enrollment:* JOUR 203.

**JOUR 203 Newswriting: Broadcast (3, Fa)** Introduction to broadcast newswriting with emphasis on the ear and eye. News judgment. Social responsibility and ethical framework for broadcast journalists. Typing ability required. *Concurrent enrollment:* JOUR 202.

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

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

**JOUR 302 Reporting: Print (3, Sp)** Introduction to basic reporting techniques, public records reporting and beginning investigative journalism. Social responsibility and ethical framework for print journalists. *Prerequisite:* JOUR 202, JOUR 203; *concurrent enrollment:* JOUR 303.

**JOUR 303 Reporting: Broadcast (3, Sp)** Introduction to field reporting, audio and visual media. Social responsibility and ethical framework for broadcast journalists. *Prerequisite:* JOUR 202, JOUR 203; *concurrent enrollment:* JOUR 302.

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

**JOUR 306 Production: Broadcast (3, Fa)** Studio and field production for audio and visual media. Social responsibility and ethical framework involving broadcast non-fiction production. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 308 Newspaper Editing and Design (3, Fa)** Copyediting and newspaper production layout. Headline and caption writing. Design. Social responsibility and ethical framework involving print production. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 309 Introduction to Online Media (3, FaSp)** Convergence journalism and online skill sets. Blogs and Web content production. Social responsibility and ethical framework in digital information technology. *Prerequisite:* JOUR 302, JOUR 303.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**JOUR 400 Interpretive Writing (4, Sp)** Weekly assignments in the shorter forms of newspaper and magazine writing: essays, reviews, editorials, opinion-page articles, profiles; analyses of major 20th century journalists. *Prerequisite:* JOUR 302, JOUR 303.

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

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

**JOUR 405 Non-Fiction Television (4, FaSp)** Presentation and selection in non-fiction television programs including documentaries, electronic magazines and news series; ethical problems, field research, reporting, interviewing, pre-production. *Prerequisite:* JOUR 306.

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

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

**JOUR 409 Radio News Production (4, Sp)** Reporting for public radio news: writing newsgathering, editing, vocal delivery. Study of standards, content and ethics. *Prerequisite:* JOUR 202, JOUR 203.

**JOUR 410 Radio Documentary (4)** In-depth reporting for public radio news: writing, editing, advanced vocal delivery. Production of long-form radio features and short documentaries. *Prerequisite:* JOUR 409.

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

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

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

**JOUR 421 Photo Editing for News Media (4)** Emphasis on understanding, selection and power of photographs; how they work in concert with words and graphics to inform the public.

**JOUR 422 Visual Journalism (4, FaSp)** Emphasis on photographic storytelling in print, video and Web-based media; understanding of visual thinking and imagery techniques.

**JOUR 425 Advanced Radio News Production (4)** Production of public radio news: producing real-time newscasts for Annenberg Radio News. Newsgathering, assigning stories, anchoring, interviewing, working with reporters, editing and producing live programming. *Prerequisite:* JOUR 409.

**JOUR 430 Writing the Film Review (4, Sp)** Techniques of writing the film review; preparation and treatment of form and content; problems, responsibilities and ethics of film reviewing. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 431 Feature Writing (4, FaSp)** Techniques of writing newspaper feature stories, including the profile, the light feature, the news feature, the in-depth story; the art of narrative writing. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 432 Sports Commentary (4, Fa)** Techniques of reporting and writing sports columns and commentary for print, video, radio and Web-based media.

**JOUR 433 Writing About Science (4, Sp)** Techniques of writing about science, including news, profiles, features and commentary.

**JOUR 435 Writing Magazine Non-Fiction (4, FaSp)** A seminar in "how to" interview, research, write – and place – professional quality articles for a full range of magazines/newspapers including women's, sports, ethnic, local and national. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 436 Magazine Production (4)** Publishing and production technologies; economics of magazine publishing including cost analysis, marketing, advertising, and circulation. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 438 Editing Magazine Non-Fiction (4)** Editing magazine non-fiction; defining audiences; editorial functions from assigning stories to creating page layouts. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 440 Environmental Journalism (4, Sp)** Techniques of reporting and writing about the environment. Includes both theory and practice needed for reporters specializing in this area of journalism. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 441 Sports Reporting (2, Sp)** News and feature coverage of sporting events, including social and economic factors influencing sports in America. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 442 Advanced Reporting in Spanish (4)** Coverage of news trends and events in Spanish, including spot news, profiles, features, essays, backgrounders, and analysis of media. Conducted in Spanish. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 443 Business Reporting (2)** Techniques of reporting and writing about business, economics and finance. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 444 Reporting on Religion (4)** Provides print, online and broadcast journalists with basic tools for reporting on the religion angle of news stories. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 446 Entertainment Reporting (2, Sp)** Techniques of reporting and writing about the entertainment business, economics and finances. Analysis of the skills and background needed for reporters specializing in this area of the news. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 447 Arts Reporting (2, Sp)** Techniques of reporting and writing about the arts, including television, film, theatre, music, graphic arts, architecture and design. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 448 Government and Public Affairs Reporting (4, Sp)** Techniques for covering beats that are the foundation of daily newspaper reporting, including crime, education, immigration and local government. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 449 Reporting Los Angeles (2)** Specialized reporting class focused on Los Angeles that requires intensive fieldwork in the neighborhoods, ethnic communities and among local institutions such as City Council, hospitals, police departments, social work agencies, etc. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 450 Advanced Public Relations (4, Sp)** Application of principles and methods to intensive analysis of public relations problems, decision-making, programming, and evaluation in simulated staff and agency organization. *Prerequisite:* JOUR 351b, JOUR 463.

**JOUR 451 Promotional Public Relations (4, Sp)** Principles and practices of public relations as a basic component in the promotion and marketing of goods and services; regulatory considerations; consumerism. *Prerequisite:* JOUR 350.

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

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

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

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

**JOUR 457 The Role of Celebrity in Public Relations (4)** Understanding of the history and application of celebrity in public relations, focusing on the entertainment industry and the notoriety attached to politics and the media.

**JOUR 458 Public Relations in Politics and Political Campaigns (4, Fa)** Application of public relations principles to the context of political campaigns; emphasis on message development and delivery; relationship between candidate, news media, and electorate.

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

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

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

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

**JOUR 463 Research and Analysis (4, FaSp)** Use of social science research techniques in contemporary reporting and public affairs, including both interpretation and reporting of existing data and conducting of surveys. *Prerequisite:* JOUR 351a.

**JOUR 465 Latino News Media in the United States (4, Sp)** History and growing importance of Latino print and broadcast news media in covering immigration, discrimination, culture, social differences and other aspects of U.S. Latino life.

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

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

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

**JOUR 470 Community Journalism (2, FaSp)** Analyses of ethnic and community issues in community journalism. Students work with local youth to write, edit and design school newspapers and other media. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 474 Interviewing and Profile Writing (2, Sp)** Techniques of, and intensive application in researching and writing interviews and profiles for newspapers and magazines. *Prerequisite:* JOUR 302, JOUR 303.

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

**JOUR 476 Reporting Urban Affairs (4, Sp)** Examination of U.S. urban issues with an eye toward history for context; study of emerging 21st century solutions for urban communities. *Prerequisite:* JOUR 302, JOUR 303.

**JOUR 482 Comparative Media in Europe (4, 5m)** Examines print, broadcast and public relations media and their interactive roles in multi-national and supra-national settings at sites in both Western and Eastern Europe.  
*Recommended preparation:* JOUR 350.

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

**JOUR 484 American Religion, Foreign Policy and the News Media (4, Sp)** Exploration of the influence of American religion on foreign policy from Colonial Era to present; how the news media, reporting on international stories, shapes public opinion.

**JOUR 490x Directed Research (2-8, max 8, FaSp5m)** Individual research and readings. Not available for graduate credit.

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

**JOUR 499 Special Topics (2-4, max 8, FaSp5m)** Selected topics in journalism.

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

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

**JOUR 505 Journalism: Past, Present and Future (3, Fa)** Analyzes history of journalism as the key to understanding its future. Examines critical and ethical questions of who makes news, who covers it and why.

**JOUR 506 Multimedia Journalism I: Text (2, Fa)** Basics of news writing and news judgment for text. Fundamentals of journalism ethics, covering a diverse society, pitching stories, blogging and Web aggregation.  
*Concurrent enrollment:* JOUR 507, JOUR 509.

**JOUR 507 Multimedia Journalism I: Video and Audio (2, Fa)** Basics of video journalism for broadcast and the Web. News writing, shooting and editing images and audio into television and Web news reports. Videography and editing.  
*Concurrent enrollment:* JOUR 506, JOUR 509.

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

**JOUR 509 Multimedia Journalism I: Digital (2, Fa)** Basics of multimedia literacy including still photography, video and audio. Contemporary digital storytelling. Legal, ethical and business implications of digital media and journalism.  
*Concurrent enrollment:* JOUR 506, JOUR 507.

**JOUR 510 Legal, Ethical and Social Foundations of Public Relations (3, Sp)** Explores the origins, effects of, and processes for adhering to the complex network of legal, ethical and social responsibilities of the contemporary PR practitioner.

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

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

**JOUR 514 Multimedia Journalism II: Text (2, Sp)** Reporting and writing daily news and feature stories on deadline for text. Beat reporting, interviewing, sourcing, research, fact checking, Web aggregation, blogging, search optimization skills.  
*Prerequisite:* JOUR 506; *concurrent enrollment:* JOUR 516, JOUR 518.

**JOUR 516 Multimedia Journalism II: Video and Audio (2, Sp)** Reporting and writing for television, radio and Internet. Pitch, shoot, write, and produce video and audio news packages, incorporating standups and creative visual storytelling techniques.  
*Prerequisite:* JOUR 507, *concurrent enrollment:* JOUR 514, JOUR 518.

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

**JOUR 518 Multimedia Journalism II: Digital (2, Sp)** Online story packages with multiple elements including text, visuals, audio, interactivity and navigation. Online ethics and basics of copyright law, design, typography, color, photo usage.  
*Prerequisite:* JOUR 509; *concurrent enrollment:* JOUR 514, JOUR 516.

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

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

**JOUR 521 Documentary Pre-Production (3, Sp)** Pre-production of video documentary including selection of topic, diversity, ethical and legal problems, research and reporting techniques, interviewing, writing, balanced presentation, visual and audio literacy.

**JOUR 522 Video Documentary Production (3, Fa)** Production of video documentary including research and reporting techniques, writing, interviewing, fieldwork, editing, legal issues, economics, aesthetics, balanced presentation, ethics, diversity and production problems.

**JOUR 523 Public Radio Reporting (3, Fa)** Reporting for public radio-style news: writing, newsgathering, editing, vocal delivery. Techniques applicable for broadcast or Web audio stories.

**JOUR 524 Advanced Broadcast Reporting (3)** Reporting and writing broadcast news; analysis and practical experience; role of the broadcast journalism reporter; similarities and differences between media; application of audio-visual equipment.

**JOUR 525 Public Radio Documentary (3, Sp)** Advanced production techniques for public radio-style reports: writing, sound, editing, narrative voice. Techniques applicable for broadcast features or Web audio documentaries.  
*Prerequisite:* JOUR 523.

**JOUR 526 Advanced Broadcast News Production (3, Fa)** Production of television news programs; preparation and treatment of form and content; procedures, problems and practice in planning and producing broadcast news materials.

**JOUR 529 International Journalism and Public Relations Seminar (2)** Preparatory course for Annenberg's summer international internships programs. Introduction to the history, politics, culture and media landscape of the internship country.

**JOUR 530 Strategic Public Relations Management (3, Sp)** An analytical, case study-based approach to strategic campaign planning, management and execution, with heavy emphasis on problem solving and the role of research.

**JOUR 532 International Public Relations (3)** Public information policies and practices of national and supranational government units and national and multinational corporations involved in international relations.

**JOUR 534 Case Studies in Public Relations (3, Sp)** Analysis of landmark and contemporary public relations cases; evaluation of current literature, programs, and professional personnel; identification of emerging issues.

**JOUR 535 Specialized Writing for Public Relations (3, Fa)** Intensive focus on the specialized writing requirements of online, broadcast, print and other public relations media; includes content analysis of strategic public relations materials.

**JOUR 536 Digital, Social and Mass Media Public Relations Strategies (3, FaSp)** Analysis of shifting media environment; development and execution of multi-platform campaigns based on organizational goals and audience characteristics.

**JOUR 538 Advanced Entertainment Public Relations (3, Sp)** In-depth study of the creation and protection of reputations for entertainment properties of all types and the characteristics that distinguish it from other disciplines.

**JOUR 540 International Journalism Seminar I (3)** Historical perspective of foreign correspondence; examination of the working conditions, problems and consequences of reporting from abroad.

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

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

**JOUR 545 International Internships in the Media (1, Sm)** Intensive field experience at international news media and public relations organizations. Graded CR/NC.

**JOUR 550 Introduction to Online Publishing (3)** Methods, theory and publishing of online news; HTML skills, graphics production and design theory.

**JOUR 551 Intermediate Online Publishing (3, Fa)** Advanced concepts in online publishing; focus on databases, editing, scripting and authoring applications for news Websites.

**JOUR 555 Multimedia and Graphics in Online Publishing (3, Sp)** Focuses on the process of creating multimedia, images and graphics for news storytelling on the Web; integration of interactive content, animation and video. *Prerequisite:* JOUR 551.

**JOUR 556 Online Journalism Seminar (3, Sp)** Writing and reporting for the Internet and other technology platforms; computer-assisted reporting; multimedia storytelling. *Prerequisite:* JOUR 551.

**JOUR 560 Seminar in Mass Communication Law (3, FaSpSm)** Analysis of major elements of mass communication law, legal issues in contemporary mass communication, and the impact of legal trends on professional journalists.

**JOUR 563 Promotional and Product Public Relations (3, Sp)** Planning, managing and evaluating integrated communications campaigns utilizing public relations strategies in concert with advertising and other marketing disciplines; emphasis on research, case studies and campaign development.

**JOUR 565 Corporate Public Relations and Reputation (3, Fa)** Planning, managing and evaluating strategic public relations campaigns that achieve corporate business goals by effectively communicating with key constituencies and managing organizational reputation.

**JOUR 566 Public Relations for Multicultural and Niche Audiences (2)** Developing, managing and evaluating campaigns designed to reach audiences segmented by culture, lifestyle and other factors.

**JOUR 568 Critical Thinking and Crisis Management (3, Sp)** Introduction to the concept of critical thinking and its practical application to a variety of public relations challenges and opportunities; emphasis on formulating and evaluating problems from multiple perspectives.

**JOUR 569 Ethics in Public Relations (3)** Application of public relations principles to ethical conduct in a business, government agency, non-profit organization or consulting entity; emphasis on applicable cases and dialogue.

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

**JOUR 576 The Image of the Journalist in Popular Culture Seminar (3, Sp)** Study and analysis of the conflicting images of the journalist in popular culture and its impact on the public's perception of the media and newsgatherers.

**JOUR 580 Introduction to Specialized Journalism (2, Sm)** Understanding the role of specialized journalism and its changing role in U.S. news media; audience interest in areas of specialized coverage.

**JOUR 581 Specialized Journalism: Research Methods (3, Fa)** Advanced skills in the use of expert sources, scholarly resources, computer-assisted and investigative reporting in specialized journalism; social and ethical issues in specialized reporting.

**JOUR 582 Specialized Journalism: Reporting Decisions (3, Sp)** Reporting and analysis of decision making; case studies and analytical tools in dissecting decisions for readers, listeners and viewers.

**JOUR 583 Managing Communication in the Entertainment Industry (4, Fa)** (Enroll in CMGT 543)

**JOUR 584 Specialized Reporting: Education, Youth and Learning (3, Fa)** Reporting and writing on education; survey of historical and contemporary issues affecting children, families and public education.

**JOUR 585 Specialized Reporting: Religion (3, Sp)** Reporting and writing on religion; survey of world religion, religion and public life – including politics, gender and science.

**JOUR 586 Specialized Reporting: Science (3, Fa)** Reporting and writing on science; survey of scientific research fields and evaluation of evidence and claims.

**JOUR 587 Audience Analysis (4, Fa)** (Enroll in CMGT 587)

**JOUR 588 Specialized Reporting: Urban Ecology (3, Fa)** Reporting and writing on urban ecology; survey of the urban landscape as an environment and human impact on these communities.

**JOUR 589 Specialized Reporting: The Changing U.S. Population (3, Fa)** Reporting and writing on immigration and other forms of demographic change; survey of immigration, the journalism it has generated and the impact of coverage.



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

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

**JOUR 591 Arts Writing Practicum (3, Fa)**

Intensive writing workshop on the craft of arts criticism and persuasive writing of different arts genres.

**JOUR 592 Specialized Journalism: Reporting the Arts (3, Fa)** Reporting and writing on the arts; strategies for arts journalism in the digital era; survey of essays and reviews by great critics.

**JOUR 593 Arts Criticism and Commentary (3, Sp)** Writing workshops and independent fieldwork; development of critical skills to write socially valuable criticism and commentary about art, entertainment and culture.  
*Prerequisite:* JOUR 591.

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

**JOUR 599 Special Topics (2-4, max 8, FaSpSm)** Seminar in selected topics in journalism.

