
USC Annenberg School for Communication



Devoted to the production of television news and nonfiction programming, the School of Journalism provides the training needed to work in news, public affairs and documentation.

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

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

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

Annenberg alumni fill top posts in all of the communication/media industries — including television, radio, newspapers, telephony, multimedia, advertising, public relations and publishing — as well as in government, education and nonprofit agencies throughout the world. They are an invaluable resource to students and faculty alike.

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

Administration

Geoffrey Cowan, LL.B., *Dean*

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School of Communication

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Faculty

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

* Recipient of university-wide or college teaching award

Associate Professors: James R. Beniger, Ph.D.; Randall Lake, Ph.D.; Sheila T. Murphy, Ph.D.; Stephen O’Leary, Ph.D.; Patricia Riley, Ph.D.; Kenneth K. Sereno, Ph.D.

Assistant Professors: Titus Levi, Ph.D.; Marita Sturken, Ph.D.; Douglas Thomas, Ph.D.; Christopher Weare, Ph.D.

Visiting Professor: Martin H. Kaplan, Ph.D.

Lecturers: Sarah Banet-Weiser, Ph.D.; David Damus, J.D.; Colleen Keough, Ph.D.

Adjunct Faculty: Tracy Westen, J.D.

Emeriti Professors: Victor Garwood, Ph.D.; William H. Perkins, Ph.D.

Degree Programs

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

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

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

Undergraduate Degrees

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

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

Bachelor of Arts in Communication

General Education Requirements

The university’s general education program provides a coherent, integrated introduction to the breadth of knowledge you will need to consider

yourself (and to be considered by other people) a generally well-educated person. This new program requires six courses in different categories, plus writing, foreign language and diversity requirements, which are described in detail on pages 167 through 172.

All students who (1) enter the School of Communication as freshmen in the summer of 1997 or later; or (2) begin college elsewhere in the summer of 1997 or later; or (3) began college earlier but transfer to USC in the summer of 2000 or later, must satisfy the requirements of the new general education program. Other students whose schedules permit are encouraged to follow the new program as well. However, continuing and transfer students who began college full-time before summer 1997 and enter USC before summer 2000 may elect to satisfy a “transitional” plan instead, which is outlined on page 171.

REQUIRED COURSES		UNITS
COMM 200	Communication as a Social Science	4
COMM 201	Communication as a Liberal Art	4

and three of the following four:

COMM 102	Human Communication Principles and Practices	4
COMM 202	Introduction to Communication Technology	4
COMM 301L	Empirical Research in Communication	4
COMM 322	Argumentation and Advocacy	4

Admission to the School of Communication is competitive. Most recently, incoming freshmen have had an average GPA of a 3.9 with a combined SAT score over 1280. Transfer students have averaged over a 3.5 GPA.

Students who wish to declare communication as their major may apply in three ways: (1) entering freshmen must meet the criteria set by the School of Communication for automatic admission; (2) current USC students need to have 32 units completed with a minimum GPA of 3.0; (3) transfer students need a minimum 3.0 GPA to apply. Admission will be determined on a case by case basis.

Students must maintain a minimum 2.0 overall GPA in their upper division course work. No more than eight upper division elective units may be taken prior to successfully completing COMM 200 and COMM 201. Further, no more than 16 upper division elective units may be taken prior to completion of the entire core. Students must complete six additional upper division COMM courses (24 units). No more than four units of COMM 380 may be counted toward the department major. The School of Communication is committed to ensuring that all declared communication majors follow the necessary requirements. Mandatory advisement is required of all communication majors each semester prior to registration.

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

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

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

environment, and problems of public participation. Relevant courses include:

COMM 302	Persuasion
COMM 310	Media and Society
COMM 330	Rhetoric in Classical Culture
COMM 335	Rhetoric in Contemporary Culture
COMM 370	The Rhetoric of Ideas: Ideology and Propaganda
COMM 388	Ethics in Human Communication
COMM 402	Public Communication Campaigns
COMM 411	Communication Criticism
COMM 412	Communication and Social Movements
COMM 421	Legal Communication
COMM 489	Campaign Communication
JOUR 462	Law of Mass Communication

Organizational and Interpersonal Communication Option This option is most relevant to students interested in careers in business, management, human resources and development, corporate communications, and consulting, as well as advanced graduate study. Courses emphasize: interpersonal communication processes that affect and reflect personality, motives, beliefs, attitudes and values; communication's role in the development, maintenance and disintegration of social, family and intimate relationships; managing interpersonal conflict; communication between superiors and subordinates and in teams; communication's role in determining organizational culture; managing information in organizations; and the role of information technology in processes of globalization. Relevant courses include:

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

Communication and Culture Option This option will be attractive to a broad range of students whose careers have an international or multicultural dimension, from those interested in foreign service, travel and consulting to those seeking careers in the arts. In addition, students taking this option will be well prepared for advanced graduate study. Courses emphasize: communication as an essential

component of culture and cultural production; cultural forces that shape communication practices; cultural barriers to communication; gender and diversity issues in human and mass communication and cultural production; media representations of race, ethnicity and gender; the production of meaning in diverse modes such as art, religion, popular culture and technology; and cultural criticism. Relevant courses include:

COMM 324	Intercultural Communication
COMM 330	Rhetoric in Classical Culture
COMM 335	Rhetoric in Contemporary Culture
COMM 339	Communication Technology and Culture
COMM 340	The Cultures of New Media
COMM 345	Social and Economic Implications of Communication Technologies
COMM 360	The Rhetoric of Los Angeles
COMM 384	Interpreting Popular Culture
COMM 395	Gender, Media and Communication
COMM 425	Communicating Religion
COMM 465	Gender in Media Industries and Products

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. Relevant courses include:

COMM 300	Foundations for the Study of Entertainment, Communication and Society
COMM 306	The Communication Revolution and the Arts
COMM 340	The Cultures of New Media
COMM 431	Global Strategy for the Communications Industry

COMM 432	The American Broadcast Enterprise		
COMM 455	Advertising and Society		
COMM 456	Entertainment, Marketing and Culture		
COMM 457	Children and Media		
COMM 458	Race and Ethnicity in Entertainment and the Arts		
COMM 498	Ethical Issues in Entertainment and Communication		
CNTV 483	Interactive Entertainment and Multimedia		
CTPR 386	Art and Industry of the Theatrical Film		
CTPR 410	Movie Business from Story Concept to Exhibition		
CTWR 459	Entertainment Industry Seminar		
JOUR 459	Fact and Fiction: From Journalism to the Docudrama		
Communication majors in this option are required to take one of the following courses, which will count towards the requirement for six upper-division courses.			
COLT 365	Literature and Popular Culture	4	
CSCI 480	Computer Graphics	3	
CTCS 411	Film, Television and Cultural Studies	4	
ENGL 392	Visual and Popular Culture	4	
FA 350	Art Theory and Criticism	4	
HIST 225	Film, Power and American History	4	
HP 400	Culture, Lifestyle, and Health	4	
JOUR 375	The Image of the Journalist in Popular Culture	4	
MKT 450	Buyer Behavior	4	
MUIN 385	Radio in the Music Industry	4	
PLDV 486	Los Angeles: The City, the Novel, the Movie	2	
PSYC 155x	Psychological Perspectives on Social Issues	4	
REL 461	Business and Society	4	
SOCI 315	Sociology of Sport	4	
THTR 303	The Performing Arts	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).
REQUIRED CORE COMMUNICATION COURSES			
COMM 310	Media and Society	4	
COMM 384	Interpreting Popular Culture	4	
COMM 395	Gender, Media and Communication	4	
ELECTIVES			
Choose 3-4 courses (total of 12 units). One course must be in COMM; two must be in an outside area.			
COMM 300	Foundations for the Study of Entertainment, Communication and Society	4	
COMM 306	The Communication Revolution and the Arts	4	
COMM 339	Communication Technology and Culture	4	
COMM 340	The Cultures of New Media	4	
COMM 360	The Rhetoric of Los Angeles	4	
COMM 431	Global Strategy for the Communications Industry	4	
COMM 432	The American Broadcast Enterprise	4	
COMM 455	Advertising and Society	4	
COMM 456	Entertainment, Marketing and Culture	4	
COMM 457	Children and Media	4	
COMM 458	Race and Ethnicity in Entertainment and the Arts	4	
COMM 465	Gender in Media Industries and Products	4	
COMM 471	Communication Systems and Technologies	4	
COMM 472	Telecommunication Strategic Analysis	4	
COMM 480	Nonverbal Communication	4	
COMM 498	Ethical Issues in Entertainment and Communication	4	
CTCS 409	Censorship in Cinema	4	
CTCS 464	Film and/or Television Genres	4	
CTPR 386	Art and Industry of the Theatrical Film	4	
CTPR 410	The Movie Business: From Story Concept to Exhibition	2	
CTPR 460	Film Business Procedures and Distribution	2 or 4	
CTPR 461	TV Station Management	2	
JOUR 452	Public Relations in Entertainment	2	
JOUR 459	Fact and Fiction: From Journalism to the Docudrama	4	
JOUR 466	People of Color and the News Media	4	
JOUR 467	Gender and the News Media	4	
MUIN 360	Introduction to Music Law	4	

MUIN 370	Distribution of Recorded Music and Music Publishing	4
MUIN 385	Radio in the Music Industry	4
MUIN 447	Radio Management	4
THTR 487	Promotion for the Performing Arts	4
Total units: 24		

Minor in Interactive Media and the Culture of New Technologies

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

Requirements for admission are: minimum 3.0 GPA and completion of a minimum of 32 units (sophomore standing).

REQUIRED CORE COMMUNICATION COURSES		
COMM 202	Introduction to Communication Technology	4
COMM 339	Communication Technology and Culture	4
COMM 340	The Cultures of New Media	4
Electives (choose three from the following)		
COMM 310	Media and Society	4
COMM 321	Communication in the Virtual Group	4
COMM 345	Social and Economic Implications of Communication Technologies	4
COMM 384	Interpreting Popular Culture	4
COMM 395	Gender, Media and Communication	4
COMM 431	Global Strategy for the Communication Industry	4
COMM 465	Gender in Media Industries and Products	4
COMM 471	Communication Systems and Technologies	4
COMM 472	Telecommunication Strategic Analysis	4
COMM 486	Human and Technological Systems in Organizations	4
COMM 487	Communication and Global Organizations	4
Total units: 24		

Minor in Global Communication

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

REQUIRED INTERNATIONAL RELATIONS COURSE

IR 305	Managing New Global Challenges	4
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INTERNATIONAL RELATIONS REGIONAL COURSES (SELECT ONE)

IR 345	Russian and Soviet Foreign Policy	4
IR 360	International Relations of the Pacific Rim	4
IR 361	Southeast and South Asia in International Relations	4
IR 362	The International Relations of the Contemporary Middle East	4
IR 363	Middle East Political Economy	4
IR 364	International Relations of the Middle East: 1914-1950	4
IR 365	U.S. Responses to Revolutionary Change in Latin America and the Caribbean	4
IR 367	Africa in International Affairs	4
IR 368	French Foreign Policy: 1945 to the Present	4
IR 369	Contemporary European Relations	4
IR 383	Third World Negotiations	4
IR 384	Introduction to Asian Security	4
IR 385	European Foreign Policy and Security Issues	4
IR 439	Political Economy of Russia and Eurasia	4
IR 442	Japanese Foreign Policy	4
IR 467	Problems in African International Politics	4
IR 468	European Integration	4
IR Elective		
select one from IR 302 - IR 499		

REQUIRED COMMUNICATIONS COURSE

COMM 487	Communication and Global Organizations	4
two of the following electives		
COMM 324	Intercultural Communication	4
COMM 339	Communication Technology and Culture	4
COMM 345	Social and Economic Implications of Communication Technologies	4
COMM 365	Censorship and the Law: From the Press to Cyberspace	4
COMM 385	Survey of Organizational Communication	4
COMM 431	Global Strategy for the Communications Industry	4
COMM 471	Communication Systems and Technologies	4
COMM 472	Telecommunication Strategic Analysis	4
Total units: 24		

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. The program consists of three core classes, COMM 320, COMM 375 and COMM 385, and three electives to be chosen from the following list.

CORE COURSES:

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

ELECTIVES

Choose any three from the following:		
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. The program consists of three core classes; COMM 322, COMM 421 and JOUR 371, as well as three electives to be chosen from the following list.

ELECTIVE COURSES

Choose three from the following. One must be in COMM, two must be in an outside area.		
COMM 324	Intercultural Communication	4
COMM 345	Social and Economic Implications of Communication Technologies	4
COMM 370	The Rhetoric of Ideas: Ideology and Propaganda	4
COMM 388	Ethics in Human Communication	4
COMM 402	Public Communication Campaigns	4
COMM 412	Communication and Social Movements	4
COMM 489	Campaign Communication	4
COMM 471	Communication Systems and Technologies	4
ECON 330	The Political Economy of Institutions	4
ECON 434	Economic Analysis of Law	4
JOUR 373	The Ethics of Television Journalism	4
JOUR 460	Social Responsibility of the News Media	4
JOUR 480	The News Media and World Affairs	4
LAW 200x	Law and Society	4
LAW 201	Law and Politics: Electing a President	4
POSC 441	Cultural Diversity and the Law	4
POSC 442	Politics of Human Differences; Diversity and Discrimination	4
Total units: 24		

Debate Squad

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

Honors Program

The school offers an honors program for exceptional students, including honors sections of regular classes, special seminars reserved only for honors students (COMM 495), an internship (COMM 496x) and an honors thesis (COMM 497x). To qualify, students must maintain a 3.5 GPA both overall and in the COMM major after completing

the core courses (COMM 200, 201 and any three of: COMM 102, 202, 301L and 322). Contact an undergraduate advisor for further information and application forms.

Honor Society

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

Interdisciplinary Law and Society Minor

See the Department of Political Science, page 328.

Overseas Studies Opportunities

The Annenberg School for Communication offers a semester program in London. Students enroll in 16 units of communication courses taught at the USC Study Center in

the Bloomsbury area of London. Students also tour publishing and broadcasting companies, meet communication executives and government policy makers, and gain exposure to British media, culture and civilization. Students may also take excursions to such places as Bath, Oxford, Cambridge, Stratford/Warwick, Canterbury, Stonehenge/Salisbury, Hastings, Battle and Bodium, York/Edinburgh, Dublin, or Paris.

Annenberg students may also spend a semester studying at the University of Amsterdam in the Netherlands or at Nanyang Technological University in Singapore.

For further information about any of these international programs, contact the Office of Student Services in the Annenberg School for Communication at (213) 740-0900.

Graduate Degrees

Degree Programs

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

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

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

All students pursuing the research-oriented degrees are required to take two theory courses that introduce them to inquiry in human communication and two research methods courses that acquaint them with the historical/critical and social scientific techniques available to conduct scholarly research. These requirements strengthen the student's appreciation of the intellectual bases of human communication study and further the concept of a community of scholars and practitioners in the profession.

Students specialize in one of four available tracks: rhetorical and critical studies; interpersonal and social dynamics; organizational communication; or mass communication, technology and public policy. In addition, students are encouraged to sample courses in the remaining tracks, thus obtaining an education of unparalleled breadth and depth.

Admission Requirements

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

Criteria The School of Communication considers many criteria when granting entry into the master's program: not only an individual's academic record but professional, work-related accomplishments may be taken into account. Scores on the General Test of the Graduate Record Examinations or the Graduate Management Admissions Test are required, as well as transcripts of all previous college or university studies. For foreign applicants from non-English speaking countries, scores on the Test of English as a Foreign Language (TOEFL) are required. Two letters of recommendation from persons familiar with the applicant's work — either academically or professionally — are

also required of all applicants. In addition to the examinations results and the letters of recommendation, the School of Communication also requires applicants to provide at least one writing sample and to fill out its applicant information form. The applicant's statement of professional goals is an important part of the evaluation process.

Procedure Admission may be granted for fall, spring or summer. Deadlines are: fall — July 1; spring — November 1; and summer — March 1.

Master of Arts and Doctor of Philosophy in Communication

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

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

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

Degree Requirements

The School of Communication's degrees are awarded under the jurisdiction of the Graduate School. Refer to the Graduate School section of this catalogue, page 555 and the Requirements for Graduation section, page 56, for general regulations. All courses applied toward the degrees must be courses accepted by the Graduate School.

Master of Arts in Communication Management

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

Residence

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

Foreign Language/Research Tool Requirements

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

Course Requirements

Thirty-two units (usually eight courses) in approved graduate level course work are required. All students must successfully complete an introductory Communication Management Pro-Seminar (COMM 501) during their first year of study and a capstone Communication Research Practicum (COMM 597), usually taken during their last semester. Of the remaining units, up to eight units may be taken at USC outside the School of Communication; these courses may be selected from a variety of disciplines, depending upon student needs and career interests. All remaining course work must be chosen from Annenberg School offerings, either from the communications M.A. course list or from approved electives.

Comprehensive Examination

A comprehensive examination is required of all students. There is no thesis option. The examination is taken in the last semester of course work and is administered as the final examination of the Communication Research

Practicum (COMM 597). The comprehensive examination consists of a written in-class examination.

Master of Arts in 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, 526, 550 and 552 and four electives. Degree with thesis requires successful completion of core courses, three electives and four units of COMM 594ab Master's Thesis.

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

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

Doctor of Philosophy in Communication

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

Screening Procedures

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

Course Requirements

The student is required to take a minimum of 64 units (normally 16 courses) and write

an approved dissertation. Four core courses — COMM 525, 526, 550 and 552 — and 794ab Doctoral Dissertation are required for all students.

Students also specialize in one of four tracks by completing a minimum of four courses (16 units) in one of the following: (1) for those concentrating in Rhetorical and Cultural Studies: COMM 509, 511, 512, 513, 514, 515, 516, 518, 519, 521, 522, 544, 580, 584, and 610; (2) for those concentrating in Interpersonal and Social Dynamics: COMM 504, 510, 524, 546, 562, 581, 582, 620, and 625; (3) for those concentrating in Organizational Communication: COMM 508, 585, 620, 635, 636, 637, 638, 640, and 645; and (4) for those concentrating in Mass Communication, Technology and Public Policy: COMM 544, 546, 553, 570, 584, 605, 618, 620, 630, 635, JOUR 500, and JOUR 560.

In addition, students must take at least one course (normally 4 units) in each of two other tracks 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.

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 approved by the Ph.D. guidance committee taken in the school and/or related departments) and by completion of a preliminary research project. Under special circumstances, students with an exceptional prior background in research methods may demonstrate their competence by successfully passing a research tool examination designed and administered by the Ph.D. guidance committee.

Guidance Committee

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

Qualifying Examination

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

Doctoral Dissertation

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

Defense of Dissertation

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

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

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

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

First Year: Required Law School courses.

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

A comprehensive exam is required of all students in the third year.

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

Dual Degree in Communication Management/Jewish Communal Service

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

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

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

Courses of Instruction

COMMUNICATION (COMM)

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

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

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

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

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

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

205 Summer Communication Practicum (2, max 4, Sm) Students address communication issues in a field setting. They will evaluate communication practices using interview methodology. Projects are jointly evaluated by internship supervisor and professor. Open to communication majors only. Graded CR/NR. *Prerequisite:* sophomore standing; *recommended preparation:* COMM 201.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

375 Applied Professional Communication (4, FaSp) Oral and written communication skills demanded in the workplace including informative and persuasive speeches; interviewing; team communication; and training material preparation and presentation. (Duplicates credit in former COMM 210.) *Recommended preparation:* COMM 102.

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

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

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

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

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

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

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

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

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

421 Legal Communication (4, Sp) 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 or departmental approval.

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.

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

432 The American Broadcast Enterprise (4, Fa) Examines the history of the broadcast media from its origins in telegraph through radio, television and cable.

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

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

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

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

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

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

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

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

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

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

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

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

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

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 for seniors.

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

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

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

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

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

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

504 Seminar in Interpersonal Communication (4, Fa, even years) Theories of communication behavior in relatively unstructured, face-to-face situations; examination of decoder-encoder, message, channel, and situational variables.

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

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

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

508 Power, Politics and Conflict in Communication (4, 2 years, Sp) Human communication behavior involving the creation and resolution of conflict in interpersonal, small group, and formal organizational settings.

509 Seminar in Classical Rhetorical Theory (4, Fa) Theories of rhetoric from the fifth century B.C. through the fifth century A.D.; emphasis on the Sophists, Plato, Aristotle, Cicero, Quintilian, and St. Augustine.

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

511 Seminar in Contemporary Rhetorical Theory (4, Sp) Theories of rhetoric from the 18th century to the present; emphasis on Perelman, Burke, Habermas, Grassi, and Booth.

512 Seminar in Rhetorical Criticism (4, Fa) Theories and methods of assessing popular persuasive art forms such as contemporary drama, music, poetry, and journalism as well as traditional forms of public address.

513 Seminar in Neoclassical Rhetorical Theory (4, 2 years, Sm) Theories of rhetoric from the fifth century A.D. through the 18th century; emphasis on dictamin, praedicandi, poetriae, Alquin, Ramus, Port-Royalists, Bacon, Campbell, Blair, and Whately.

514 Seminar: Social Movements as Rhetorical Form (4, 2 years, Sp) Study of the rhetoric of social change; methodologies for analysis and appraisal; investigation of specific collective protest and reform movements.

515 Seminar in Postmodern Rhetorical Theory (4, 2 years, Fa) Implications of post-modernity for rhetorical theory and criticism; issues of textuality, agency, and subjectivity in communication; study of selected post-modern figures.

516 Seminar: Feminist Theory and Communication (4, 2 years, Sp) Implications of feminist theory for communication; topics include epistemology, critique of science/technology, women and language, feminist approaches to media and film, women and the workplace.

518 American Public Address (4, Sp, odd years) History and criticism of major American speakers and speeches with reference to the social, political, and intellectual background of their times.

519 Seminar: Cultural Studies in Communication (4, 2 years, Fa) Theoretical foundations, history, and development of cultural studies in communication; implications of issues of nationalism, colonialism, technologies, popular culture, and politics of bodies for communication.

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

521 Seminar in Argumentation (4, 2 years, Sp) Foundation of critical deliberation; the nature of informal reasoning; logical and ethical problems; analysis and appraisal of naturalistic argument.

522 Seminar in Kenneth Burke's Dramatistic Theory (4) Studies the contributions of Kenneth Burke, among the most significant figures in the development of contemporary rhetorical theory and criticism.

524 Seminar in Small Group Process (4, Sp, even years) Contemporary theoretical models; problems in determination and measurement of variables in small group communication environments; assessment of recent research.

525 Humanistic and Social Scientific Approaches to Human Communication I (4, Fa) Overview of the humanistic and social scientific approaches to the study of communication; emphasis on rhetorical/critical and macro social scientific perspectives.

526 Humanistic and Social Scientific Approaches to Human Communication II (4, Sp) Overview of the humanistic and social scientific approaches to the study of communication; emphasis on macro and micro social scientific, symbolic and structural perspectives.

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

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

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

532 History of American Broadcast Communications (4, Fa) Historical overview of how the American television industry evolved and how popular cultural forms were adapted for use in the new medium.

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

534 The Culture of New Technologies

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

535 Virtual Groups and Organizations

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

540 Uses of Communication Research

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

542 Business Strategies of Communications Firms

(4, Sp) Marketing and competitive strategies of firms in broadcasting, publishing, telephone service, and other communications media. Case methods approach.

543 Managing Communication in the Entertainment Industry

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

544 The Arts and New Media

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

545 Communication and Global Competition

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

546 Seminar in Diffusion Theory and Research

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

550 Research Methods in Communication I

(4, Fa) Epistemological assumptions, design, and beginning methods of qualitative and quantitative analysis in communication research. Taught in Computer Lab.

552 Research Methods in Communication II

(4, Sp) Developing expertise in field research, and experimental, quasi-experimental, and correlational methods in communication research. Taught in Computer Lab. *Prerequisite:* COMM 550.

553 Political Economy of Global Telecommunications and Information

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

554 Regression and Multivariate Communication Research III

(4, 2 years, Fa) Advanced analysis of variance, regression models, path analysis, MANOVA, discriminant analysis. Taught in Computer Lab. *Prerequisite:* COMM 552.

556 Advanced Communication Research IV

(4, 2 years, Sp) Structural Equation Modeling, LISREL and Log Linear. Taught in Computer Lab. *Prerequisite:* COMM 554.

557 Comparative Communications

(4, Fa) Focuses on communications policy from a cross-national perspective. Students compare national policy, explore alternative explanations for cross-national differences, and examine their consequences for business, government and society.

560 Communications Policy

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

562 Cognitive Approaches to Communication

(4, 2 years, Fa) Cognitive theory and research and its application to communication phenomena and processes.

565 Communication Law and Broadcasting

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

566 Communication Law and New Technologies

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

570 Economics of the Communication Industries

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

571 Communications Technologies

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

572 Telephone, Data, and Video Telecommunication Systems

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

573 Evaluating Communication Needs

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

574 Tele-Media: A Strategic and Critical Perspective

(4, Fa) Strategic and critical analyses of emerging and new communication technologies from historical, business, financial, consumer, and policy perspectives.

575 Advocacy and Social Change in Entertainment and the Media

(4, Fa) Examines how diverse groups (i.e., governmental agencies, advertisers, health organizations, advocacy groups, actors, social scientists) attempt to influence audiences through entertainment and traditional media channels.

580 Media and Politics

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

581 Media in Social Services: Design and Evaluation of Campaigns

(4, Fa) Theory and research issues in the use of media for changing behavior in health, public safety, welfare, and other areas of social services.

582 International Communication: National Development

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

- 584 Seminar: Interpreting Popular Culture (4, Fa)** The use of semiotic, literary, psychoanalytic, and other approaches for describing and interpreting popular cultural phenomena, including television, advertising, film, music, and fashion.
- 585 Organizational Communication (4, 2 years, Sp)** Theory and research; field experience in analyzing and solving communication problems in organizations.
- 587 Audience Analysis (4, Fa)** Fundamental principles of audience research; critique of existing methodologies; implications for global audiences and mass media markets.
- 590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the school. Graded CR/NC.
- 594abz Master's Thesis, (2-2-0, FaSpSm)** Credit on acceptance of thesis. Graded IP/CR/NC.
- 597 Communication Research Practicum (4, FaSp)** Development and assessment of research projects. Problems in writing and submission of research articles. Open to M.A. in Communication Management students only. *Corequisite:* COMM 540, COMM 550, COMM 552, COMM 584, COMM 587.
- 599 Special Topics (2-4, max 8)**
- 605 Advanced Macro Theories of Communication I (4, 2 years, Sp)** Advanced macro theories of communication and culture creation/change; emphasis on structural-functionalism, neo-Marxism, critical theory, symbolic interactionism, phenomenology, post-structuralism, deconstruction. (Duplicates credit in former ANSC 605.)
- 610 Studies in Rhetorical Theory (4, max 8, FaSpSm)** Problems in rhetorical theory and criticism; advanced, specialized interest areas of individual faculty on the frontiers of knowledge. (Duplicates credit in former CAAS 610.)
- 618 Mass Media Effects (4, Fa)** Theoretical and research questions about mass communication effects; criticism and interpretation of current research and theory, and formulation of new theory. (Duplicates credit in former ANSC 620.)
- 620 Studies in Communication Theory (2-4, max 8, FaSp)** Current problems in communication theory and research: advanced, specialized interest areas of individual faculty on the frontiers of knowledge. (Duplicates credit in former CAAS 620.)
- 625 Theory Construction in Communication (4, Sm)** The nature of behavioral theories; conceptual and methodological problems in theory construction; application to contemporary issues in communication research. (Duplicates credit in former CAAS 625.)
- 630 Communication Technology and Social Change (4, Sp)** Impact of technological advances on human communication practices and theories; trends, forecasts, implications. (Duplicates credit in former CAAS 630.)
- 635 Economics of Information (4, Sp)** Applications of macro and microeconomic principles: economic role of the information sector; production, distribution, and pricing of information products; information in the functioning of markets. (Duplicates credit in former CAAS 635.)
- 636 Interpretive and Cultural Approaches in Organizational Communication (4, 2 years, Fa)** Interpretive, critical and cultural research in organizational communication; emphasis on narrative approaches to ethnographic studies, critical essays, and quantitative intercultural research in organizational communication.
- 637 Current Readings in Organizational Communication (4, 2 years, Sp)** Recent developments in organizational communication theory and research; emerging issues and methodologies; future directions.
- 638 Global, International and Intercultural Communication in Organizations (4, 2 years, Fa)** Communication processes in global organizational transformation; influences of information technology, intercultural variables, and globalization on decision-making, operations and practices of international and transnational organizations.
- 640 Communication and Organizational Change (4, Fa)** Analysis of communication and information networks in organizations and their relationships with communication technologies, organizational behavior, and management. (Duplicates credit in former ANSC 640.)
- 645 Communication Networks (4, 2 years, Sp)** Conceptual and analytic issues in network perspectives; emphasis on communication patterns, processes, content, influences and impacts. (Duplicates credit in former ANSC 645.)
- 675 Independent Study (1-4, FaSpSm)** A supervised course tailored to specific student interests. The professor and student develop a syllabus that permits exploration of advanced or specialized topics. Graded CR/NC. (Duplicates credit in former ANSC 675.)
- 694 Preliminary Research Paper (2, FaSpSm)** Independent research designed to demonstrate the student's ability to conceptualize, conduct, and present scholarly research. Parallel to COMM 794. Graded CR/NC. (Duplicates credit in former ANSC 694.)
- 790 Research (1-12, FaSpSm)** Research leading to the doctorate. Maximum units which may be applied to the degree to be determined by the school. Graded CR/NC.
- 794abcdz Doctoral Dissertation (2-2-2-0, FaSpSm)** Credit on acceptance of dissertation. Graded IP/CR/NC.

School of Journalism

**USC Annenberg School
for Communication 322**
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Director: Murray Fromson
Associate Director: Joe Saltzman

Faculty

Professors: Geoffrey Cowan, LL.B.; Ed Cray, B.A.; Murray Fromson; A.J. Langguth, B.A.*; Bryce Nelson, M.Phil.*; Joe Saltzman, M.S.*

Associate Professors: Carolyn Cline, Ph.D.; Jonathan Kotler, J.D.*

Assistant Professor: Theresa Anzur, B.A.

Senior Lecturer: Edwin O. Guthman, B.A. (*Print Journalism*)

Lecturers: Serena Cha, M.S.; Marianna Edmunds, M.A.; Jennifer Floto, M.A.; Jack Ryan, B.A.; Gerald Swerling, M.S.

Visiting Professors: Leroy Aarons, M.S.; Norman Corwin, B.A.; Larry Pryor, M.S.; Richard Reeves, M.E.

Emeriti Faculty: 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 Journalism, Broadcast Journalism, Public Relations and combined majors in Journalism/East Asian Area Studies and Journalism/Russian. It also offers a minor in News Media and Society. At the graduate level, Master of Arts degrees are awarded in Print Journalism, Broadcast Journalism, Strategic Public Relations and International Journalism. The *Print Journalism* sequence emphasizes not only the skills of newswriting, reporting and editing, but also the role of a free press in a democracy and the historical, legal and ethical aspects of journalism. The *Broadcast* sequence provides the same basic foundation as Print Journalism, while addressing its own particular discipline. Broadcast students learn the creative aspects of news, documentary and public affairs programming. The *Public Relations* sequence 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 minors in disciplines outside the school. In addition to offering an international study program in Europe, the school also provides special reporting classes in business, public affairs, international affairs, science and the arts.

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

Undergraduate Degrees

The School of Journalism requires its students to maintain at least a 2.7 (B-) grade point average in all journalism classes, in order to remain in good academic standing within the school. Students are required to complete each journalism class with at least a grade of C. Students who fall below a 2.7 grade point average in journalism classes will be placed on probation and must improve according to established terms if they are to remain in the school. Students who have below an overall 2.7 grade point average in journalism classes will not be allowed to graduate with the B.A. in journalism.

General Education Requirements

The university's general education program provides a coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This new program requires six courses in different categories, plus writing, foreign language and diversity requirements, which are described in detail on pages 167 through 172.

All students who (1) entered the School of Journalism as freshmen in the summer of 1997 or later; or (2) began college elsewhere in the summer of 1997 or later; or (3) began college earlier but transfer to USC in the summer of 2000 or later, must satisfy the requirements of the new general education

program. Other students whose schedules permit are encouraged to follow the new program as well. However, continuing and transfer students who began college full-time before summer 1997 and enter USC before summer 2000 may elect to satisfy a "transitional" plan instead, which is outlined on page 172.

Print Journalism Requirements for the Bachelor of Arts

REQUIRED COURSES, LOWER DIVISION		UNITS
JOUR 201	History of News in Modern America	4
JOUR 205	Newswriting	4
JOUR 206	Reporting	2

REQUIRED COURSES, UPPER DIVISION

REQUIRED COURSES, UPPER DIVISION	UNITS
JOUR 307 News Editing	2
JOUR 310 Investigative Reporting	4
JOUR 462 Law of Mass Communication	4
one course from:	
JOUR 400 Interpretive Writing	4
JOUR 435 Writing Magazine Non-Fiction	4
four units from:	
JOUR 440 Health and Science Reporting	2
JOUR 441 Sports Reporting	2
JOUR 443 Business Reporting	2
JOUR 446 Entertainment Reporting	2
JOUR 447 Arts Reporting	2
JOUR 448 Governmental Reporting	2
JOUR 449 Reporting Los Angeles	2
JOUR 470 Community Journalism	2
JOUR 474 Interviewing and Profile Writing	2

Plus 12 upper division journalism elective units approved by an advisor 12

Public Relations Requirements for the Bachelor of Arts

REQUIRED COURSES, LOWER DIVISION	UNITS
JOUR 201 History of News in Modern America	4
JOUR 205 Newswriting	4

REQUIRED COURSES, UPPER DIVISION	UNITS
JOUR 350 Principles of Public Relations	4
JOUR 351a Public Relations Media	4
JOUR 351b Public Relations Media	4
JOUR 450 Advanced Public Relations	4
JOUR 463 Research and Analysis	4

Plus 12 upper division journalism elective units approved by an advisor 12

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

Broadcast Journalism Requirements for the Bachelor of Arts

REQUIRED COURSES, LOWER DIVISION	UNITS
JOUR 201 History of News in Modern America	4
JOUR 205 Newswriting	4
JOUR 206 Reporting	2

REQUIRED COURSES, UPPER DIVISION

REQUIRED COURSES, UPPER DIVISION	UNITS
JOUR 300 Principles of Television Production	2
JOUR 310 Investigative Reporting	4
JOUR 320 Broadcast Newswriting	4
JOUR 405 Non-Fiction Television	4
JOUR 462 Law of Mass Communication	4
One course from:	
JOUR 402 Broadcast Reporting	4
JOUR 403 Television News Production	4

Plus 8 upper division journalism elective units approved by an advisor 8

Journalism/East Asian Area Studies Combined Major

Students admitted to the School of Journalism may elect to follow a combined Journalism/East Asian Area Studies major. The major consists of 24 journalism units, six East Asian classes and four semesters of an East Asian language. Students must complete the 48 units required in Journalism and East Asian Area Studies courses with at least a B- (2.7) grade point average and no grade lower than a C (2.0) to be awarded the B.A. degree in Journalism/East Asian Area Studies.

REQUIRED JOURNALISM COURSES

REQUIRED JOURNALISM COURSES	UNITS
JOUR 201 History of News in Modern America	4
JOUR 205 Newswriting	4
JOUR 307 News Editing	2
JOUR 462 Law of Mass Communication	4
four units from:	
JOUR 400 Interpretive Writing	4
JOUR 435 Writing Magazine Non-Fiction	4

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

The East Asian requirements are a choice of either EASC 150 or EALC 110; five upper division classes from the East Asian Area Studies list (one of which must be from the history department); a fourth semester of an East Asian language; and fulfillment of general education requirements. Students meeting the School of Journalism graduation requirements will be awarded a B.A. degree in Journalism/East Asian Area Studies.

Journalism/Russian Combined Major

Students admitted to the School of Journalism may elect to follow a combined Journalism/Russian major. The major consists of 24 journalism units; four classes in literature and culture from the Department of Slavic Languages and Literatures; two electives from a selected list of history, international relations, political science, Slavic literature and culture, and sociology courses; and four semesters of Russian. To be awarded the B.A. degree in Journalism/Russian, students must complete the 48 units required in Journalism and Slavic Languages and Literatures courses with at least a B- (2.7) grade point average and no grade lower than a C (2.0).

REQUIRED JOURNALISM COURSES

REQUIRED JOURNALISM COURSES	UNITS
JOUR 201 History of News in Modern America	4
JOUR 205 Newswriting	4
JOUR 300 Principles of Television Production	2
JOUR 307 News Editing	2
JOUR 350 Principles of Public Relations	4
JOUR 462 Law of Mass Communication	4

four units from:

JOUR 351a Public Relations Media	4
JOUR 400 Interpretive Writing	4
JOUR 435 Writing Magazine Non-Fiction	4

The Slavic Languages and Literatures requirements are SLL 330; four semesters of Russian (SLL 120, 150, 220 and 250); plus three classes chosen from among SLL 200, 210, 300, 302, 303, 344, 345, 348, 378, and 400; plus two classes chosen from among History 320, 324, 328, 415, 416, 424; International Relations 370, 445, 483; Political Science 464; SLL 301, 321; or Sociology 462.

Students meeting the School of Journalism graduation requirements will be awarded a B.A. degree in Journalism/Russian.

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

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

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

Admission, Advisement and Financial Aid

Admission is competitive. Journalism experience and the quality of the admission essays are heavily weighted. Transfer students must submit high school transcripts. Transfer work in journalism, broadcasting and public relations is accepted by waiver examination only. A maximum of two classes for the major can be waived. For students applying to USC, refer to the USC Application for Undergraduate Admission for application deadlines.

Upon admission to the school, students must contact the Annenberg Student Services Office in ASC GL07, for academic advisement and class registration. Advisement through this office is required each semester.

Students currently enrolled at USC who wish to change their major to journalism must file a formal application with all supporting documents through the Annenberg Student Services Office. For current USC students, the application deadline is April 15 for fall and November 15 for spring.

Academic Integrity Policy

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

Graduate Degrees

The School of Journalism offers four Master of Arts degree programs: Print Journalism, Broadcast Journalism, Strategic Public Relations and International Journalism. The *Print Journalism* sequence is for students interested in newspaper and magazine journalism. Students may develop their special areas of interest through the selection of elective courses. The *Broadcast Journalism* sequence is for those students interested in television news, public affairs and documentary programming. The curriculum is similar to the Print Journalism sequence with the focus shifted to the development of writing and production skills for the broadcast media. The *Strategic Public Relations* sequence is designed to train students for management-level public relations and communication positions in all types of public and private sector organizations. The *International Journalism* sequence combines elements of both the print and broadcast sequences with an emphasis on foreign affairs reporting.

Admission Requirements

Prerequisites

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

Criteria

Minimum criteria for consideration are a 3.0 GPA for undergraduate work and all graduate work, and a score of 500-verbal and 1000-cumulative (verbal and quantitative) on the

GRE General Test. International applicants are required to take the Test of English as a Foreign Language (TOEFL) and should receive a score of at least 630.

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

Procedure

Applicants should submit the following materials to the USC Office of Admission: USC formal application with an application fee, affidavit of support (international applicants only), official GRE scores, official TOEFL scores (international applicants only), and official transcripts from all colleges and universities attended. Students should consult the USC Application for Graduate Admission for the current fee. The Office of Admission is unable to process an application without this fee.

In addition, students must submit the following materials to Annenberg Student Services: The Journalism Supplementary Application, statement of purpose, GRE test scores, TOEFL test scores (international applicants only), official transcripts from all colleges

and universities attended, three writing samples, journalism essay and three letters of recommendation.

The School of Journalism admits students on a rolling basis for the fall or spring semester. The application deadline for admission and a teaching assistantship consideration is January 15 for the fall. The final application deadline for admission with no teaching assistantship is March 1 for the fall and September 15 for the spring. All questions regarding admission policies and procedures should be directed to Annenberg Student Services at (213) 740-0900. Students applying during the school year usually receive notification of the Admission Committee's decision within six weeks of receipt of all application materials.

Degree Requirements

These degrees are under the jurisdiction of the Graduate School. Refer to the Requirements for Graduation section (page 56) and the Graduate School section of this catalogue (page 555) 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 the School of Journalism require 36 or 37 units of prescribed courses and approved electives in the student's field of study. With the exception of the Strategic Public Relations program, JOUR 506 and 507 are the prerequisites for all JOUR 500-level courses with the exception of JOUR 500, 505, 560 and 590. Students may take, with prior approval, two of their electives outside the school. No more than 10 units of 400-level work (no more than eight units for the International Journalism sequence) may be applied toward the master's degree. A GPA of 3.0 must be maintained for all work. Students who fall below a 3.0 grade point average will be placed on academic probation and must improve according to established terms if they are to remain in the school. In the case of courses offered on Credit/No Credit (CR/NC) basis, faculty review of competence will be substituted for grades.

Residence

The School of Journalism will accept only four units of approved transferred graduate credit. The degree programs for Print and Broadcast Journalism require 12 or 13 courses. Normally, full-time students can complete the program in four semesters. To complete the program in three semesters, a student must take at least four courses for three consecutive semesters. For International Journalism, see below. The Strategic Public Relations degree is planned as a one-year intensive program. Courses are offered in the evening, allowing students who work full-time the opportunity to participate. These programs may be attended on a part-time basis.

Foreign Language/Research Tool Requirements

With the exception of the International Journalism sequence, there is no foreign language or research tool requirement for the master's degree.

Course Requirements

A master's degree in Print, Broadcast or Strategic Public Relations requires 36 or 37 total units, depending on whether the student chooses the thesis or comprehensive examination option. For International Journalism, see below.

Thesis/Comprehensive Examinations

The *Thesis Option* (37 units) allows students to complete the M.A. degree by writing and successfully defending a master's thesis. The thesis option is not available to students in the International Journalism sequence. Students who wish to pursue the thesis option must establish a guidance committee of three members of the full-time faculty and secure approval of their thesis proposal prior to registration for thesis units. Students who write a thesis enroll

in JOUR 594ab Thesis (2-2 units) in lieu of one elective course. A thesis may take one of two forms: (1) a research thesis presenting the results of primary research undertaken by the student and supervised by a committee of three full-time faculty members, or (2) a professional thesis presenting the results of an extensive print, broadcast or public relations project completed by the student and supervised by a committee of three full-time faculty members.

The *Comprehensive Examination Option* (36 units) allows students to complete the degree by passing a written comprehensive examination upon completion of all academic work.

Master of Arts in Broadcast Journalism

COURSE REQUIREMENTS		UNITS
JOUR 500	Media and Society	3
JOUR 505	American Media History	3
JOUR 506	Print Journalism	3
JOUR 507	Broadcast Journalism	3
JOUR 517	Advanced Investigative Reporting	3
JOUR 520	Advanced Broadcast Newswriting	3
JOUR 521	Broadcast Documentary	3
JOUR 522	Advanced Broadcast Documentary Production, or	
JOUR 526	Advanced Broadcast News Production	3
JOUR 560	Seminar in Mass Communication Law	3

Plus three approved elective courses

Master of Arts in Print Journalism

COURSE REQUIREMENTS		UNITS
JOUR 500	Media and Society	3
JOUR 505	American Media History	3
JOUR 506	Print Journalism	3
JOUR 507	Broadcast Journalism	3
JOUR 511	Editing and Design	3
JOUR 513	Advanced Newswriting and Reporting	3
JOUR 517	Advanced Investigative Reporting	3
JOUR 512	Advanced Interpretive Writing, or	
JOUR 519	Advanced Magazine Writing	3
JOUR 560	Seminar in Mass Communication Law	3

Plus three approved elective courses

Master of Arts in Strategic Public Relations

COURSE REQUIREMENTS		UNITS
JOUR 504	Public Relations Research and Evaluation	3
JOUR 508	Introduction to Strategic Public Relations	3
JOUR 509	Computer-Assisted Research and Reporting	3

JOUR 530	Strategic Public Relations Management	3
JOUR 534	Case Studies in Strategic Public Relations	3
JOUR 535	Specialized Writing for Public Relations	3
JOUR 536	Creating Media for Public Relations	3
JOUR 560	Seminar in Mass Communication Law	3

Plus 12 units of approved elective courses

Master of Arts in International Journalism

This program requires one semester of study in a foreign country and 30 units.

COURSE REQUIREMENTS		UNITS
JOUR 506	Print Journalism	3
JOUR 507	Broadcast Journalism	3
JOUR 540	International Journalism Seminar I	3
JOUR 541	International Journalism Seminar II	3
JOUR 542	Foreign Reporting	3
JOUR 543	Field Study	3
JOUR 560	Seminar in Mass Communication Law	3

Plus nine units of approved electives.

Comprehensive Examination

Candidates must pass a written comprehensive examination. This is a two-day exam (four hours each day) designed to test the student's knowledge of mass communications and international journalism as well as journalistic skill.

Foreign Language Requirement

Prior to the second semester, students in the International Journalism sequence who go to countries where English is not commonly spoken must demonstrate proficiency in the language of the country equivalent to two years of college course work. Language proficiency will be based on the standard examination given by the USC Testing Bureau.

Candidates eligible for this program will have a bachelor's degree and at least two years of experience working as a full-time journalist or have a bachelor's degree in journalism. The candidates will also meet all of the graduate admission requirements of the USC School of Journalism. People with sufficient experience may be allowed to test out of JOUR 506 Print Journalism, 507 Broadcast Journalism and 560 Seminar in Mass Communication Law.

Certificate in International Journalism

An alternative program is the Certificate in International Journalism. It follows a format similar to the degree program but affords greater flexibility.

Candidates for admission must have (a) a B.A. degree or its international equivalent and (b) a minimum 3.0 G.P.A. (A = 4.0) for all undergraduate work. The Graduate and International Admissions Office will recognize the “egresado pasante” as a suitable equivalent solely for the certificate program. Preference will be given to candidates with significant professional experience in

journalism and fluency in both English and Spanish. International candidates must submit both TOEFL and PAEG scores and are expected to achieve minimum scores of 600 on both exams.

Certificate candidates must complete a minimum of 16 units of course work, including JOUR 540 (at USC), 541 and 543. Elective course work should focus on global topics of an historical or contemporary nature. Certificate candidates must also produce a lengthy paper demonstrating academic research capabilities and reportorial skills.

Academic Integrity Policy

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

Courses of Instruction

JOURNALISM (JOUR)

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

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

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

190 Introduction to Journalism (2, 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.

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

205 Newswriting (4, FaSp) The basic skills of reporting and writing; newsgathering techniques; social responsibility of the news writer. Practical workshop: *Daily Trojan*, Student News Bureau or KSCR Radio with advisor permission. Typing ability required.

206 Reporting (2, FaSp) Essentials of good research-reporting methods; how to cover stories; interviewing techniques; how to get information. Practical workshop: *Daily Trojan*, Student News Bureau or KSCR Radio with advisor permission. Typing ability required. *Prerequisite:* JOUR 205.

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

300 Principles of Television Production (2, FaSp) Introduction to television producing and directing; preparation and treatment of form and content; procedures, problems, and practice in planning and producing television materials.

305 Techniques of Television Field Production (4) Direction, camera, lighting, sound editing techniques in non-fiction television production. Emphasis on field work. *Prerequisite:* JOUR 300.

307 News Editing (2, FaSp) Preparation of copy for publication including editing, headline writing, handling wire copy; editorial aspects of makeup, layout, typography, page editing. *Prerequisite:* JOUR 205.

310 Investigative Reporting (4, FaSp) Reportorial and analytical skills and techniques required for portraying and evaluating contemporary newsworthy events; lectures, discussions. *Prerequisite:* JOUR 205 and JOUR 206.

320 Broadcast Newswriting (4, FaSp) Radio and television newswriting techniques; form and content of broadcast news presentation; responsibility in broadcasting the news; practice in preparation and presentation. *Prerequisite:* JOUR 205.

340 Introduction to Advertising (4, FaSp)

History and development of advertising; basic advertising campaigns showing relationships of marketing, creative, print and electronic media. *Prerequisite:* departmental approval.

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

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

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

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

351ab Public Relations Media (4-4, FaSp) Research, design, production, and writing public relations media; includes news releases, features, pamphlets, brochures, financial statements, management reports, scripts, scenarios, and publicity. *Prerequisite:* JOUR 205 and JOUR 350.

360 Programs of Public Relations (4, Sm) Analysis of case histories presented by professional practitioners; appraisal of success and failure factors; exploration of new concepts and developing trends.

- 371 Censorship and the Law: From the Press to Cyberspace (4, Sp)** The study of current and historical battles over the limits of free expression from press and public parks to television, movies, music and cyberspace.
- 373 The Ethics of Television Journalism (4, Fa)** Ethical questions in television journalism; the application of these moral dilemmas to prepare students for dealing with similar issues in their lives.
- 375 The Image of the Journalist in Popular Culture (4, Fa)** The impact of conflicting images of reporters in movies and television on the American public's perception of newsgatherers in the 20th century. A decade-by-decade evaluation.
- 380 Sports, Business and Media in Today's Society (4, Sp)** An inside look at the symbiotic relationship of sports and the media—from the interdependence of sports and media, to the coverage of sports in newspapers, magazines, radio and television. The economic and ethical issues involved, the conflicts of interest, the history and current status of sports coverage in American media.
- 390 Special Problems (1-4, Irregular)** Supervised, individual studies. No more than one registration permitted. Enrollment by petition only.
- 400 Interpretive Writing (4, FaSp)** Weekly assignments in the shorter forms of newspaper and magazine writing: essays, reviews, editorials, opinion-page articles, profiles; analyses of major 20th Century journalists.
- 402 Broadcast Reporting (4, FaSp)** Role of the broadcast journalism reporter; similarities and differences between print and electronic media; application of audio-video equipment; analysis and practical experience. *Prerequisite:* JOUR 205, JOUR 300 and JOUR 320.
- 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 205, JOUR 300 and JOUR 320.
- 404 Radio and Television News Specials Production (4)** Production of radio and television news specials: research, reporting, preparation, and treatment of form and content; procedures, problems, and practice in planning production. *Prerequisite:* JOUR 300 and JOUR 320.
- 405 Non-Fiction Television (4, FaSp)** Presentation and selection in non-fiction television programs including documentaries, electronic magazines and news series; ethical problems, field research, reporting, interviewing, pre-production.
- 406 Advanced Broadcasting Production (2, Sp)** Advanced analysis, methods, and techniques of radio and television production; preparation and treatment of complex form and content; procedures, problem-solving, and practice. *Prerequisite:* JOUR 300 and JOUR 402 or JOUR 403.
- 411 Introduction to Computer-Assisted Reporting (4, FaSp)** Use of personal computer tools for newsgathering, including Internet, commercial and government databases, and for project-oriented computer-assisted reporting. *Prerequisite:* JOUR 205.
- 412 Introduction to Online Publishing (4, FaSp)** Introduction to the methods, theory and production of news publishing on the World Wide Web including basic HTML, graphics production and news design. (Duplicates credit in JOUR 413.)
- 413 Introduction to Online Journalism (4, FaSp)** An introduction to the methods and theory of news publishing on the World Wide Web, with an emphasis on journalism skills and techniques. (Duplicates credit in JOUR 412.) *Prerequisite:* ITP 105x or ITP 101x.
- 414 Advanced Online Publishing (2, Sp)** Emphasizes using the advanced developmental technologies and tools involved in producing and maintaining a major news site. *Prerequisite:* JOUR 412 or JOUR 413.
- 417 Online Journalism Management (2, Sp)** Deals with management skills in editorial, financial and technical fields required of online journalists as they develop Web sites and other electronic publishing forms. *Prerequisite:* JOUR 412
- 418 Multimedia Content in Online Publishing (2, Sp)** Focuses on integrating interactive content into online news stories. Updates journalism techniques and skills for Web journalism. *Prerequisite:* JOUR 412 or JOUR 413; *recommended preparation:* ITP 411x.
- 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 205.
- 436 Magazine Production (4)** Publishing and production technologies; economics of magazine publishing including cost analysis, marketing, advertising, and circulation. *Prerequisite:* JOUR 205 and JOUR 307.
- 438 Editing Magazine Non-Fiction (4)** Editing magazine non-fiction; defining audiences; editorial functions from assigning stories to creating page layouts. *Prerequisite:* JOUR 205 and JOUR 307.
- 440 Health and Science Writing (2)** Techniques of reporting and writing about health and science. Analysis of the skills and background needed for reporters specializing in this area of the news. *Prerequisite:* JOUR 205.
- 441 Sports Reporting (2, Sp)** News and feature coverage of sporting events, including social and economic factors influencing sports in America. *Prerequisite:* JOUR 205.
- 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:* SPAN 312; JOUR 205.
- 443 Business Reporting (2, Sp)** Techniques of reporting and writing about business, economics and finance. *Prerequisite:* JOUR 205.
- 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 205.
- 447 Arts Reporting (2, Fa)** Techniques of reporting and writing about the arts, including television, film, theatre, music, graphic arts, architecture and design. *Prerequisite:* JOUR 205.
- 448 Governmental Reporting (2, Fa)** Techniques of covering local, state and federal government. *Prerequisite:* JOUR 205 or departmental approval.
- 449 Reporting Los Angeles (2)** Specialized reporting class focused on Los Angeles that requires intensive field work in the neighborhoods, ethnic communities and among local institutions such as City Council, hospitals, police departments, social work agencies, etc. *Prerequisite:* JOUR 205.
- 450 Advanced Public Relations (4, Sp)** Application of principles and methods to intensive analysis of public relations problems, decision-making, programming, and evaluation in simulated staff and agency organization. *Prerequisite:* JOUR 350.

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

452 Public Relations in Entertainment (2, Fa) Public relations in the design, promotion, and presentation of popular entertainment, including films, broadcasting, music, expositions, amusement parks, resorts, and arenas. *Prerequisite:* JOUR 350.

454 Sports Public Relations (2, Fa) Introduction to the field of sports information and promotion, including lectures, media assignments, role-playing, and presentations by sports professionals. *Prerequisite:* JOUR 350.

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

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

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

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

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

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

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

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

471 Newsroom Management (2) Survey of the business environment and problems confronting media companies; resource requirements and the managerial functions necessary to present the news. (Duplicates credit in former JOUR 445.)

472 Advanced Editing and Layout (4) Advanced copy editing, introduction to line editing, advanced newspaper layout and design; critiquing and analyzing newspaper news and feature coverage. (Duplicates credit in former JOUR 444.) *Prerequisite:* JOUR 307.

474 Interviewing and Profile Writing (2) Techniques of, and intensive application in researching and writing interviews and profiles for newspapers and magazines. *Prerequisite:* JOUR 205.

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

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

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

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

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

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

504 Public Relations Research and Evaluation (3, Sm) 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. (Duplicates credit in former JOUR 501.)

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

506 Print Journalism (3, Fa) Exploration of all media skills: writing, editing, reporting, research, law, history, and production. (Duplicates credit in former JOUR 494x.)

507 Broadcast Journalism (3, Fa) Special emphasis on skills necessary for broadcast training, including writing, editing, reporting, research, law, history, and production. (Duplicates credit in former JOUR 495x.)

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

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

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

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

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

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

- 517 Advanced Investigative Reporting (3, FaSp)** Advanced reportorial and analytical skills and techniques required for evaluating newsworthy events. Group research and publication of stories on important current topics.
- 519 Advanced Magazine Writing (3, Sp)** Reporting and preparation of articles for publication; analysis of magazine non-fiction markets; research and writing, techniques, and analysis of magazine markets.
- 520 Advanced Broadcast Newswriting (3, Sp)** Writing for broadcast, preparation and presentation. Responsibility and ethics of broadcast newswriting. Form and content of broadcast news presentation. Similarities and differences between media.
- 521 Broadcast Documentary (3, Sp)** Pre-production of the television documentary; ethical problems, research, reporting, interviewing, writing, legal issues, economics, aesthetics. Problems of balanced presentation, selection of topics.
- 522 Advanced Broadcast Documentary Production (3)** Seminar in production of the documentary; techniques, aesthetics, economics, legal issues, production problems, research, execution.
- 524 Advanced Broadcast Reporting (3)** Reporting and writing broadcast news; analysis and practical experience; role of the broadcast journalism reporter; similarities and differences between media; application of audio-visual equipment.
- 526 Advanced Broadcast News Production (3, Fa)** Production of television news programs; preparation and treatment of form and content; procedures, problems and practice in planning and producing broadcast news materials.
- 530 Strategic Public Relations Management (3, Sp)** An analytical, case study-based approach to strategic campaign planning, management and execution, with heavy emphasis on problem solving and the role of research. (Duplicates credit in former JOUR 533.)
- 532 International Public Relations (3, Sm)** Public information policies and practices of national and supranational government units and national and multinational corporations involved in international relations.
- 534 Case Studies in Public Relations (3, Fa)** Analysis of landmark and contemporary public relations cases; evaluation of current literature, programs, and professional personnel; identification of emerging issues.
- 535 Specialized Writing for Public Relations (3, Fa)** Intensive focus on the specialized writing requirements of online, broadcast, print and other public relations media; includes content analysis of strategic public relations materials.
- 536 Creating Media for Public Relations (3, Sp)** The creation, application and analysis of new and traditional public relations vehicles including Web sites, intranets, annual reports, newsletters and brochures.
- 540 International Journalism Seminar I (3, Fa)** Historical perspective of foreign correspondence; examination of the working conditions, problems and consequences of reporting from abroad.
- 541 International Journalism Seminar II (3, Sm)** Overview of significant issues that will confront journalists reporting about or analyzing the Third World.
- 542 Foreign Reporting (3, Sm)** News stories analyzed, researched, and critiqued for validity and background; projects to include editorials, news stories, magazine articles or broadcast reports.
- 543 Field Study (3, Sm)** Study of contemporary institutions in selected regions of the world. Graded CR/NC.
- 560 Seminar in Mass Communication Law (3, FaSm)** Analysis of major elements of mass communication law, legal issues in contemporary mass communication, and the impact of legal trends on professional journalists.
- 561 Seminar in the Literature of Journalism (3)** Intensive readings and discussion of the role journalism played in the lives and writing of such American writers as Poe, Twain, Crane, and Hemingway.
- 562 Public Affairs and Political Communication (2, Sp)** Developing and managing political and issue-oriented campaigns; includes executive, legislative and regulatory relations at all levels of government, as well as constituency building.
- 563 Integrated Marketing Communication (2, Fa)** Developing, managing and analyzing the success of integrated campaigns employing public relations in concert with advertising and other marketing disciplines.
- 564 Crisis Management (2)** The development, management and analysis of strategic crisis management programs; includes in-depth study of several timely cases presented by outside experts.
- 565 Corporate and Financial Public Relations (2, Sp)** Developing and managing strategic campaigns to effectively communicate with the financial community and corporate stakeholders; analysis of corporate communications strategies relative to financial markets. (Duplicates credit in former JOUR 531.)
- 566 Public Relations for Multicultural and Niche Audiences (2, Sm)** Developing, managing and evaluating campaigns designed to reach audiences segmented by culture, lifestyle and other factors.
- 567 Public Relations for High Technology (2, Sm)** Developing, managing and analyzing strategic public relations campaigns designed to achieve the unique objectives of technology-based enterprises.
- 575 Advocacy and Social Change in Entertainment and the Media (4, Fa)** Enroll in COMM 575.
- 583 Managing Communication in the Entertainment Industry (4, Fa)** Enroll in COMM 543.
- 587 Audience Analysis (4, Fa)** Enroll in COMM 587.
- 590 Directed Research (1-12, FaSpSm)** Research leading to the master's degree. Maximum units which may be applied to the degree to be determined by the department. Graded CR/NC.
- 594abz Master's Thesis (2-2-0, FaSpSm)** Credit on acceptance of thesis. Graded IP/CR/NC.
- 599 Special Topics (2-4, max 8, Sm)** Seminar in selected topics in journalism.