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**

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

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

Joe Saltzman, M.S., **Associate Dean–Operations**

Jane Ellison Usher, J.D., **Assistant Dean**
School of Communication

USC Annenberg School
for Communication 305
(213) 740-0900 (academic
inquiries)
(213) 740-3951 (administrative)
FAX: (213) 740-8036
Email: ascquery@usc.edu

Director: Patricia Riley, Ph.D.

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.

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

Assistant Professors: Sarah Banet-Weiser,
Ph.D.; Hernan Galperin, Ph.D.; Titus Levi,
Ph.D.; Douglas Thomas, Ph.D.; Christopher
Weare, Ph.D.

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

Lecturers: David Damus, J.D.; Colleen
Keough, Ph.D.

Adjunct Faculty: Tracy Westen, J.D.

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

Degree Programs

The School of Communication offers pro-
grams of study leading to a B.A. in Commu-
nication, 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. 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 dis-
cipline focuses on how and with what success
individuals strategically employ symbols (lan-
guage, 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, tech-
nologies and consequences of communication.

Undergraduate Degrees

The School of Communication offers pro-
grams of study leading to a B.A. degree and
minors in Communication and the Entertain-
tment Industry, Interactive Media and the
Culture of New Technologies, Global
Communication, Health Communication,
Professional and Managerial Communication,
and Communication Law and Media Policy.

Many communication majors pursue, with the
school's encouragement, a double major with
another discipline or select a minor area to
complement the major. Through careful plan-
ing, 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 pro-
vides 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 pro-
gram requires six courses in different categories,
plus writing, foreign language and diversity
requirements, which are described in detail on
pages 169 through 175.

<table>
<thead>
<tr>
<th>REQUIRED COURSES</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 200</td>
<td>4</td>
</tr>
<tr>
<td>COMM 201</td>
<td>4</td>
</tr>
<tr>
<td>and three of the following four:</td>
<td></td>
</tr>
<tr>
<td>COMM 202</td>
<td>4</td>
</tr>
<tr>
<td>COMM 204</td>
<td>4</td>
</tr>
<tr>
<td>COMM 301L</td>
<td>4</td>
</tr>
<tr>
<td>COMM 322</td>
<td>4</td>
</tr>
</tbody>
</table>

Admission to the School of Communication
is competitive. Most recently, incoming fresh-
men have had an average GPA of 3.8 with a
combined SAT score over 1260. Transfer stu-
dents 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 auto-
matic admission; (2) current USC students
need to have 32 units completed with a mini-
mum 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 advise-
ment 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 processes. 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 Business and 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

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 relationships 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 384 Interpreting Popular Culture
- COMM 451 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 toward 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
- 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
- REL 461 Business and Society 4
- SOCI 315 Sociology of Sport 4
- THTR 303 The Performing Arts 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 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

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.
### Undergraduate Degrees

#### REQUIRED INTERNATIONAL RELATIONS COURSE

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>IR 305</td>
<td>Managing New Global Challenges</td>
</tr>
</tbody>
</table>

#### INTERNATIONAL RELATIONS REGIONAL COURSES (SELECT ONE)

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

#### REQUIRED COMMUNICATION COURSE

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 487</td>
<td>Communication and Global Organizations</td>
</tr>
<tr>
<td>COMM 324</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>COMM 339</td>
<td>Communication Technology and Culture</td>
</tr>
<tr>
<td>COMM 345</td>
<td>Social and Economic Implications of Communication Technologies</td>
</tr>
<tr>
<td>COMM 365</td>
<td>Censorship and the Law: From the Press to Cyberspace</td>
</tr>
<tr>
<td>COMM 385</td>
<td>Survey of Organizational Communication</td>
</tr>
<tr>
<td>COMM 431</td>
<td>Global Strategy for the Communications Industry</td>
</tr>
<tr>
<td>COMM 471</td>
<td>Communication Systems and Technologies</td>
</tr>
<tr>
<td>COMM 472</td>
<td>Telecommunication Strategic Analysis</td>
</tr>
</tbody>
</table>

Total units: 24

### Minor in Health Communication

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

#### REQUIRED COURSES (20 UNITS)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 302</td>
<td>Persuasion</td>
</tr>
<tr>
<td>COMM 385</td>
<td>Survey of Organizational Communication</td>
</tr>
<tr>
<td>HP 200</td>
<td>Introduction to Health Promotion and Disease Prevention</td>
</tr>
<tr>
<td>HP 443</td>
<td>Health Communication Strategies and Evaluation</td>
</tr>
</tbody>
</table>

one of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 304</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 308</td>
<td>Communication and Conflict</td>
</tr>
<tr>
<td>COMM 315</td>
<td>Health Communication</td>
</tr>
<tr>
<td>COMM 324</td>
<td>Intercultural Communication</td>
</tr>
<tr>
<td>COMM 375</td>
<td>Applied Professional Communication</td>
</tr>
<tr>
<td>CONN 402</td>
<td>Public Communication Campaigns</td>
</tr>
<tr>
<td>COMM 480</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>COMM 486</td>
<td>Human and Technological Systems in Organizations</td>
</tr>
</tbody>
</table>

(Recommended preparation: COMM 385)

#### ELECTIVES – CHOOSE THREE FROM THE FOLLOWING:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>HP 400</td>
<td>Culture, Lifestyle and Health</td>
</tr>
<tr>
<td>HP 412</td>
<td>Health Promotion and Prevention Policy</td>
</tr>
<tr>
<td>HP 420</td>
<td>Gender and Minority Health Issues</td>
</tr>
<tr>
<td>HP 421</td>
<td>Violence as a Public Health Issue</td>
</tr>
<tr>
<td>HP 422</td>
<td>AIDS in Society</td>
</tr>
<tr>
<td>HP 430</td>
<td>Nutrition and Exercise Epidemiology (Prerequisite: EXSC 200L)</td>
</tr>
<tr>
<td>HP 442</td>
<td>Chronic Disease Epidemiology</td>
</tr>
<tr>
<td>HP 443</td>
<td>Health Communication Strategies and Evaluation</td>
</tr>
</tbody>
</table>

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.

#### REQUIRED CORE COMMUNICATION COURSES

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 320</td>
<td>Small Group and Team Communication</td>
</tr>
<tr>
<td>COMM 375</td>
<td>Business and Professional Communication</td>
</tr>
<tr>
<td>COMM 385</td>
<td>Survey of Organizational Communication</td>
</tr>
</tbody>
</table>

#### ELECTIVES – CHOOSE FROM THE FOLLOWING:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 302</td>
<td>Persuasion</td>
</tr>
<tr>
<td>COMM 304</td>
<td>Interpersonal Communication</td>
</tr>
<tr>
<td>COMM 308</td>
<td>Communication and Conflict</td>
</tr>
<tr>
<td>COMM 315</td>
<td>Health Communication</td>
</tr>
<tr>
<td>COMM 375</td>
<td>Applied Professional Communication</td>
</tr>
<tr>
<td>CONN 402</td>
<td>Public Communication Campaigns</td>
</tr>
<tr>
<td>COMM 480</td>
<td>Nonverbal Communication</td>
</tr>
<tr>
<td>COMM 486</td>
<td>Human and Technological Systems in Organizations</td>
</tr>
</tbody>
</table>

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.**
Graduate Degrees

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

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

REQUIRED CORE COMMUNICATION COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 322</td>
<td>Argumentation and Advocacy</td>
<td>4</td>
</tr>
<tr>
<td>COMM 421</td>
<td>Legal Communication</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 371</td>
<td>Censorship and the Law: From the Press to Cyberspace</td>
<td>4</td>
</tr>
</tbody>
</table>

ELECTIVE COURSES

Choose three from the following. One must be in COMM, two must be in an outside area.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 324</td>
<td>Intercultural Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 345</td>
<td>Social and Economic Implications of Communication Technologies</td>
<td>4</td>
</tr>
<tr>
<td>COMM 370</td>
<td>The Rhetoric of Ideas: Ideology and Propaganda</td>
<td>4</td>
</tr>
<tr>
<td>COMM 388</td>
<td>Ethics in Human Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 402</td>
<td>Public Communication Campaigns</td>
<td>4</td>
</tr>
<tr>
<td>COMM 412</td>
<td>Communication and Social Movements</td>
<td>4</td>
</tr>
<tr>
<td>COMM 489</td>
<td>Campaign Communication</td>
<td>4</td>
</tr>
<tr>
<td>COMM 471</td>
<td>Communication Systems and Technologies</td>
<td>4</td>
</tr>
<tr>
<td>ECON 330</td>
<td>The Political Economy of Institutions</td>
<td>4</td>
</tr>
<tr>
<td>ECON 434</td>
<td>Economic Analysis of Law</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 375</td>
<td>The Ethics of Television Journalism</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 460</td>
<td>Social Responsibility of the News Media</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 480</td>
<td>The News Media and World Affairs</td>
<td>4</td>
</tr>
<tr>
<td>LAW 200x</td>
<td>Law and Society</td>
<td>4</td>
</tr>
<tr>
<td>LAW 201x</td>
<td>Law and Politics: Electing a President</td>
<td>4</td>
</tr>
<tr>
<td>POSC 441</td>
<td>Cultural Diversity and the Law</td>
<td>4</td>
</tr>
<tr>
<td>POSC 442</td>
<td>The Politics of Human Differences; Diversity and Discrimination</td>
<td>4</td>
</tr>
</tbody>
</table>

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 338.

Annenberg International Programs

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

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

Semester in Hong Kong
The semester program offers students the opportunity to study Chinese culture and interact with Chinese people in a multicultural context at the Chinese University in Hong Kong, a bilingual institution. The program also gives students the experience of living in Hong Kong at a historic moment where they can witness the “one country, two systems” experiment. Courses in English are offered in fine arts, literature, history, Japanese studies, intercultural studies, music, philosophy, computer science, anthropology, economics, international relations, as well as journalism and communication. For students interested in Chinese language, courses are offered in Putonghua (Mandarin) or Cantonese. Extracurricular activities include the opportunity to teach English in rural China one weekend, monthly dinner talks with Asian Studies specialists, and excursions to local areas of interest.

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

Semester in Singapore
The program offers students the opportunity to study at Nanyang Technological University in Singapore. The Republic of Singapore is a modern city-state boasting the world's busiest ports. Singapore has emerged as an important regional center for trade, communications, tourism, and banking. Despite rapid growth and soaring skyscrapers, Singapore remains one of the cleanest, greenest and safest cities in the world, blending Western-style development with Eastern-style culture. A wide array of communication and journalism courses are offered.
All students seeking the degrees in communication management and global communication will take a range of courses that prepare them for successful professional management careers in communication-related businesses, organizations and fields.

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

Admission Requirements

Master of Arts in Communication Management and Master of Arts in Global Communication

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

Criteria

The School of Communication considers many criteria when granting entry into the master’s program: not only an individual’s academic record but professional, work-related accomplishments may be taken into account. Scores on the General Test of the Graduate Record Examinations or the Graduate Management Admissions Test are required, as well as transcripts of all previous college or university studies. For foreign applicants from non-English speaking countries, scores of the Test of English as a Foreign Language (TOEFL) 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 1. 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 383, and the Requirements for Graduation section, page 60, 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.
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 Master’s Thesis 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 in addition to their content courses that is approved by the Ph.D. guidance committee taken in the school and/or related departments), and by completion of a preliminary research project. Under special circumstances, students with an exceptional prior background in research methods may demonstrate their competence by successfully passing a research tool examination designed and administered by the Ph.D. guidance committee.

Guidance Committee

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

Qualifying Examination

Qualifying examinations for the Ph.D. usually are taken in the third year of study following completion of all required courses and a preliminary research paper. The examination includes both written and oral portions. The written portion is composed by committees of faculty in the relevant areas of study; the oral portion is administered by the student’s guidance committee. Students must pass both portions to be advanced to candidacy. Students must confer with their guidance committee chair, or 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.
Courses of Instruction

**COMMUNICATION (COMM)**

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

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

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

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

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

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

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

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

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

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

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

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

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

**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) Behavioural 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.


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)

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

375 Business and Professional Communication (4, FaSp) Oral and written communication skills demanded in the workplace including informative and persuasive speeches; interviewing; team communication; and training material preparation. Recommended preparation: COMM 204, BUAD 302 or BUAD 302T.

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.

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

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

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

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

390 Special Problems (1-4) 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.


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

417 Online Journalism Management (4) (Enroll in JOUR 417)

418 Multimedia Content in Online Publishing (2) (Enroll in JOUR 418)

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.

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

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

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

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

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

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

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

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

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

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

495 Honors Seminar (4, max 8) 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 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 Dramatic 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.


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

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; emphasis on First Amendment, character of regulatory agencies, impact of court decisions, influence of technological advances.


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

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

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

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

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

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

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

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

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

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.


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, FaSpSm) 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.)

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

675 Independent Study (1-4, FaSpSm) A supervised course tailored to specific student interests. The professor and student develop a syllabus that permits exploration of advanced or specialized topics. Graded CR/NC. (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 (2-2-2-2-0, FaSpSm) Credit on acceptance of dissertation. Graded IP/CR/NC.

**School of Journalism**

USC Annenberg School for Communication 325
(213) 740-0900 (academic inquiries)
(213) 740-3914 (administrative)
FAX: (213) 740-8624
Email: ascquery@usc.edu

**Director:** Loren Ghiglione, Ph.D.

**Associate Director:** Alice Bonner, Ph.D.

**Faculty**

**Professors:** Geoffrey Cowan, L.L.B.; Ed Cray, B.A.; Murray Fromson; Loren Ghiglione, Ph.D.; A.J. Langguth, B.A.*; Bryce Nelson, M.Phil.*; Joe Saltzman, M.S.*

**Associate Professor:** Jonathan Kotler, J.D.*

**Assistant Professors:** Theresa Anzur, B.A.; Laura Castaneda, M.A.; William Cellos, M.S.; Jennifer Floto, M.A.; Ginny Kennard, B.S., M.A.; Kenneth B. Noble, J.D.; Larry Pryor, M.S.

**Senior Lecturer:** Edwin O. Guthman, B.A.

**Lecturers:** Alice Bonner, Ph.D.; Serena Cha, M.S.; Marianna Edmunds, M.A.; Jack Ryan, B.A.; Gerald Swezling, M.S.

**Visiting Professors:** Leroy Aaron, M.S.; Norman Corwin, B.A.; Richard Reeves, M.E.

**Emeritus 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 a combined major in Journalism/East Asian Area Studies. It also offers minors in News Media and Society and Advertising. 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 a 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 Development Office has listings for paid and unpaid internships from around the country. All journalism majors should plan to write for the university newspaper, the Daily Trojan; participate in the writing, reporting and production of the school’s weekly newsmagazine show, “Impact” and/or the school’s nightly newscast, “Annenberg TV News”; 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 who fall below a 2.7 grade point average in journalism classes will be placed on probation and must improve according to established terms to remain in the school. Students are also required to complete each journalism class with at least a grade of C-. Journalism courses with a grade of D+ or below must be repeated; courses may only be retaken once. The repeated grade will be used to determine whether the student meets the 2.7 (B-) cumulative journalism grade point average and the original course grade will not be included in the School of Journalism's administration of its grade point average requirement. Students who earn below a 2.7 cumulative grade point average in journalism classes will not be eligible to graduate with a B.A. in journalism. (Please note that the university's cumulative grade point average will include both grades in its calculations and students must maintain a minimum 2.0 grade point average to graduate from the university.)

General Education Requirements
The university's general education program provides a coherent, integrated introduction to the breadth of knowledge you will need to consider yourself (and to be considered by other people) a generally well-educated person. This program requires six courses in different categories, plus writing, foreign language and diversity requirements, which are described in detail on pages 169 through 175.

Print Journalism Requirements for the Bachelor of Arts

<table>
<thead>
<tr>
<th>REQUIRED COURSES, LOWER DIVISION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201 History of News in Modern America</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 205 Newswriting</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 206 Reporting</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REQUIRED COURSES, UPPER DIVISION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 307 News Editing</td>
<td>2</td>
</tr>
<tr>
<td>JOUR 310 Investigative Reporting</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 462 Law of Mass Communication</td>
<td>4</td>
</tr>
</tbody>
</table>

One course from:

| JOUR 400 Interpretive Writing | 4     |
| JOUR 435 Writing Magazine Non-Fiction | 4     |

four units from:

| JOUR 412 Introduction to Online Publishing | 4     |
| JOUR 440 Health and Science Writing | 2     |
| JOUR 441 Sports Reporting | 2     |
| JOUR 443 Business Reporting | 2     |
| JOUR 446 Entertainment Reporting | 2     |
| JOUR 447 Arts Reporting | 2     |
| JOUR 448 Governmental Reporting | 2     |
| JOUR 449 Reporting Los Angeles | 2     |
| JOUR 470 Community Journalism | 2     |
| JOUR 474 Interviewing and Profile Writing | 2     |
| JOUR 481 Washington Reporting | 4     |

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

Public Relations Requirements for the Bachelor of Arts

<table>
<thead>
<tr>
<th>REQUIRED COURSES, LOWER DIVISION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201 History of News in Modern America</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 205 Newswriting</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REQUIRED COURSES, UPPER DIVISION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 350 Principles of Public Relations</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 351a Public Relations Media</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 351b Public Relations Media</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 450 Advanced Public Relations</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 463 Research and Analysis</td>
<td>4</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>REQUIRED COURSES, LOWER DIVISION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201 History of News in Modern America</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 205 Newswriting</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 206 Reporting</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>REQUIRED COURSES, UPPER DIVISION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 300 Principles of Television Production</td>
<td>2</td>
</tr>
<tr>
<td>JOUR 310 Investigative Reporting</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 320 Broadcast Newswriting</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 405 Non-Fiction Television</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 462 Law of Mass Communication</td>
<td>4</td>
</tr>
</tbody>
</table>

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/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 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.

<table>
<thead>
<tr>
<th>REQUIRED COURSES, LOWER DIVISION</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201 History of News in Modern America</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 205 Newswriting</td>
<td>4</td>
</tr>
<tr>
<td>JOUR 307 News Editing</td>
<td>2</td>
</tr>
<tr>
<td>JOUR 462 Law of Mass Communication</td>
<td>4</td>
</tr>
</tbody>
</table>

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.
Advertising Minor

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

REQUIRED COURSES

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 340</td>
<td>Introduction to Advertising 4</td>
</tr>
<tr>
<td>JOUR 341</td>
<td>Advertising Copywriting 4</td>
</tr>
<tr>
<td>JOUR 342</td>
<td>Advertising Media and Analysis 4</td>
</tr>
<tr>
<td>JOUR 343</td>
<td>Advertising Design and Production 4</td>
</tr>
<tr>
<td>MKT 406*</td>
<td>Practicum in Advertising and Promotion Design 4</td>
</tr>
</tbody>
</table>

select one additional course from the following:
- MKT 405* Advertising and Promotion Management 4
- MKT 425* Direct Response Marketing 4
- MKT 470* Marketing Research 4

Total units 24-28

*Prerequisite: BUAD 307 (4).

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 explodes 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 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

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 201</td>
<td>History of News in Modern America 4</td>
</tr>
</tbody>
</table>

REQUIRED COURSES, UPPER DIVISION

<table>
<thead>
<tr>
<th>Course</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 371</td>
<td>Censorship and the Law: From the Press to Cyberspace 4</td>
</tr>
<tr>
<td>JOUR 373</td>
<td>Television Journalism 4</td>
</tr>
<tr>
<td>JOUR 375</td>
<td>The Image of the Journalist in Popular Culture 4</td>
</tr>
<tr>
<td>JOUR 460</td>
<td>Social Responsibility of the News Media 4</td>
</tr>
<tr>
<td>JOUR 466</td>
<td>People of Color and the News Media 4</td>
</tr>
<tr>
<td>JOUR 467</td>
<td>Gender and the News Media 4</td>
</tr>
</tbody>
</table>

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

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

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.

Criteria

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

Admission Requirements

Prerequisites

An applicant must have a bachelor’s degree from an accredited college or university.
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 60) and the Graduate School section of this catalogue (page 565) 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 40 units of prescribed courses and approved electives in the student’s field of study (34 units for international journalism). 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 Journalism, Broadcast Journalism and Strategic Public Relations require 12 or 13 courses, in addition to JOUR 594ab Master’s Thesis (2-2). 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. 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 Broadcast Journalism, Print Journalism and Strategic Public Relations requires 40 units; and in International Journalism, 34 units. To graduate, students may elect to write and defend either a professional project or a research thesis.

Thesis
The thesis will take one of two forms: (1) a professional project presenting the results of an extensive print, broadcast, public relations or new media project completed by the student; or (2) a research thesis presenting the results of primary research undertaken by the student. In either case, students must establish a guidance committee of three tenured-track members, chaired by a faculty member from the School of Journalism. At least two of these members must be on the faculty of the School of Journalism; one may be a faculty member from another school or department. Students must secure approval of the professional project or thesis prior to enrollment in JOUR 594a. Students will enroll in JOUR 594ab (2-2 units) normally during their second year of study.

Master of Arts in Broadcast Journalism

<table>
<thead>
<tr>
<th>COURSE REQUIREMENTS (40 UNITS)</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 500</td>
<td>Media and Society</td>
</tr>
<tr>
<td>JOUR 505</td>
<td>American Media History Seminar</td>
</tr>
<tr>
<td>JOUR 506</td>
<td>Print Journalism</td>
</tr>
<tr>
<td>JOUR 507</td>
<td>Broadcast Journalism</td>
</tr>
<tr>
<td>JOUR 517</td>
<td>Advanced Investigative Reporting</td>
</tr>
<tr>
<td>JOUR 520</td>
<td>Advanced Broadcast Newswriting</td>
</tr>
<tr>
<td>JOUR 521</td>
<td>Broadcast Documentary</td>
</tr>
<tr>
<td>JOUR 522</td>
<td>Advanced Broadcast Documentary Production, or</td>
</tr>
<tr>
<td>JOUR 526</td>
<td>Advanced Broadcast News Production</td>
</tr>
<tr>
<td>JOUR 560</td>
<td>Seminar in Mass Communication Law</td>
</tr>
<tr>
<td>JOUR 594ab</td>
<td>Master’s Thesis</td>
</tr>
<tr>
<td>Plus 9 units of approved elective courses</td>
<td></td>
</tr>
</tbody>
</table>

Master of Arts in Print Journalism

<table>
<thead>
<tr>
<th>COURSE REQUIREMENTS (40 UNITS)</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 500</td>
<td>Media and Society</td>
</tr>
<tr>
<td>JOUR 505</td>
<td>American Media History Seminar</td>
</tr>
<tr>
<td>JOUR 506</td>
<td>Print Journalism</td>
</tr>
<tr>
<td>JOUR 507</td>
<td>Broadcast Journalism</td>
</tr>
<tr>
<td>JOUR 511</td>
<td>Editing and Design</td>
</tr>
<tr>
<td>JOUR 513</td>
<td>Advanced Newswriting and Reporting</td>
</tr>
<tr>
<td>JOUR 517</td>
<td>Advanced Investigative Reporting</td>
</tr>
<tr>
<td>JOUR 512</td>
<td>Advanced Interpretive Writing, or</td>
</tr>
<tr>
<td>JOUR 519</td>
<td>Advanced Magazine Writing</td>
</tr>
<tr>
<td>JOUR 560</td>
<td>Seminar in Mass Communication Law</td>
</tr>
<tr>
<td>JOUR 594ab</td>
<td>Master’s Thesis</td>
</tr>
<tr>
<td>Plus 9 units of approved elective courses</td>
<td></td>
</tr>
</tbody>
</table>

Master of Arts in Strategic Public Relations

<table>
<thead>
<tr>
<th>COURSE REQUIREMENTS (40 UNITS)</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 504</td>
<td>Public Relations Research and Evaluation</td>
</tr>
<tr>
<td>JOUR 508</td>
<td>Introduction to Strategic Public Relations</td>
</tr>
<tr>
<td>JOUR 530</td>
<td>Strategic Public Relations Management</td>
</tr>
<tr>
<td>JOUR 534</td>
<td>Case Studies in Public Relations</td>
</tr>
<tr>
<td>JOUR 535</td>
<td>Specialized Writing for Public Relations</td>
</tr>
<tr>
<td>JOUR 536</td>
<td>Creating Media for Public Relations</td>
</tr>
<tr>
<td>JOUR 560</td>
<td>Seminar in Mass Communication Law</td>
</tr>
<tr>
<td>JOUR 567</td>
<td>Internet and High Technology Public Relations</td>
</tr>
<tr>
<td>JOUR 594ab</td>
<td>Master’s Thesis</td>
</tr>
<tr>
<td>Plus 12 units of approved elective courses</td>
<td></td>
</tr>
</tbody>
</table>
Master of Arts in International Journalism
This program requires one semester of study in a foreign country and 34 units.

<table>
<thead>
<tr>
<th>COURSE REQUIREMENTS (34 UNITS)</th>
<th>UNITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR 506 Print Journalism</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 507 Broadcast Journalism</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 540 International</td>
<td></td>
</tr>
<tr>
<td>JOUR 541 International</td>
<td></td>
</tr>
<tr>
<td>JOUR 542 Foreign Reporting</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 543 Field Study</td>
<td>3</td>
</tr>
<tr>
<td>JOUR 560 Seminar in Mass</td>
<td></td>
</tr>
<tr>
<td>JOUR 594ab Master’s Thesis</td>
<td>2-2</td>
</tr>
<tr>
<td>Plus 9 units of approved elective courses.</td>
<td></td>
</tr>
</tbody>
</table>

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 reporting 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)
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, FaSp, Sm)
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, programs, 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.

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

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

341 Advertising Copywriting (4)
Writing and editing for advertising and commercial copy for all media. Prerequisite: JOUR 340.
342 Advertising Media and Analysis (4)  Selling, planning, buying for the media; advertising's relationship to society and business; media choice. Prerequisite: JOUR 340.

343 Advertising Design and 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.


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.

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

411 Introduction to Computer-Assisted Reporting (4, FaSp)  Use of personal computer tools for newspapering, 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)  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 development technologies and tools involved in producing and maintaining a major news site. Prerequisite: JOUR 412 or JOUR 413.

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

417 Online Journalism Management (2, 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, ITP 413x; 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.

438 Editing Magazine Non-Fiction (4)  Editing magazine non-fiction; defining audiences; editorial functions from assigning stories to creating page layouts. Prerequisite: JOUR 205.

440 Health and Science Writing (2, Fa)  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, backgrounds, 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, Sp) 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, Sp) Principles and practices of public relations as a basic component in the promotion and marketing of goods and services; regulatory considerations; consumerism. Prerequisite: JOUR 350.

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

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

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

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

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


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.

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

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

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

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

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

504 Public Relations Research and Evaluation (3, Sp) 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, Fa) 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, Fa) The creation, application and analysis of new and traditional public relations vehicles including Web sites, intranets, annual reports, newsletters and brochures.

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

541 International Journalism Seminar II (3, Sm) Overview of significant issues that will confront journalists reporting about or analyzing the Third World.

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

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

544 Journalism and Society in South Africa (3, Sp) The history, culture and journalism of South Africa as preparation for May-June internships at Cape Town. News media and reporting trips throughout South Africa. Preference to master’s in international journalism students.

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

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

567 Internet and High Technology Public Relations (3, Fa) Using the Internet as a strategic tool in the development and implementation of public relations campaigns for technology-based and other 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 545)

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 (2-20, FaSpSm) Credit on acceptance of thesis. Graded IP/CR/NC.

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

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