







Annenberg Undergraduate Program for Communication Majors

Recommended Four Year Course Sequence

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
COMM Core	COMM Core	COMM Methods	COMM Core	COMM Methods	COMM Core	COMM UD	COMM UD
Foreign Language I	Foreign Language II	Foreign Language III	COMM UD	Diversity	COMM UD (400 level)	COMM UD	COMM UD
GE I-IV	WRIT 140	Elective/Minor	GE I-IV	WRIT 340	Elective/Minor	Elective/Minor	Elective/Minor
GE V	GE VI	GE I-IV	GE I-IV	Elective/Minor	Elective/Minor	Elective/Minor	Elective/Minor

This chart represents a standard four year plan (16 units per semester). Each student's plan may differ according to coursework completed prior to admission. Unless otherwise indicated, each course is 4 units.

-  COMM Core, Methods and Upper Division Coursework
-  General Education Coursework
-  Foreign Language Requirements
-  Writing Requirements
-  Diversity
-  Elective/Minor

Course Descriptions for Major Coursework (Core and Methods)

24 units (6 courses) are required to complete the core requirements.

Communication 200: Communication as a Social Science

This course is a survey of fundamental content in communication. It focuses on the practical usefulness of a social scientific approach to the study of communication. It introduces you to the nature of social scientific scholarship; major social scientific perspectives on the communication process; basic issues in the philosophy of science; the role of theory in research; beginning research methods; core theories of message production and reception; and major contextual theories of interpersonal, group and organizational dynamics.

Communication 201: Communication as a Liberal Art

This course provides an introduction to rhetorical theory and criticism. The class traces the development of rhetoric from its origins in ancient Greece, through its codification and study in the Roman Era and the Middle Ages, to its use in contemporary times. Students will have the opportunity to study rhetorical theorists from each era and to begin practicing rhetorical inquiry.

Communication 202: Introduction to Communication Technology

This course is designed as an introduction to contemporary issues in communication technology. Beginning with the earliest technology, you will explore the various social, political, cultural and economic impacts of new communication technology, including written language, the printing press, the telephone, television and cyberspace.

Communication 203: Introduction to Mass Communication Theory and Research

This course takes an in-depth look at empirical research on the impact of the mass media on individuals' thoughts, attitudes and behaviors. Three major areas will be covered in the course. First, an overview of the history of media effects research is presented. This area of inquiry provides a foundation for understanding the effects of contemporary media formats. Second, the major theoretical perspectives used to explain the influences of the mass media (e.g., priming theory and social cognitive theory), as well as the methods employed to test such effects (e.g., surveys, experiments and longitudinal studies) will be discussed. Third, and most importantly, a substantial portion of the course content will focus on the negative and positive effects of different types of media content on individuals.

Communication 204: Public Speaking

This course will focus on the principles and practices of effective oral communication; analysis of the speaking-listening process, selection and organization of materials for a variety of speaking situations; and use of new communication technologies in formal presentations. The goals of this course are to develop communicative competences through analysis and criticism of oral messages, to develop skills for presenting informative and persuasive discourse, to develop skills in creating and using a variety of visual aids, and to learn about ethical challenges that speakers face.

Communication 206: Communication and Culture

This course is designed as an introduction to communication as the study of culture. The course examines cultural institutions, ideologies, artifacts and productions; role of culture in everyday life; culture and power and cultural studies as methodology. The first half of the course will be devoted to general approaches, key concepts and overarching questions, with a particular emphasis on the study of media, popular culture and communication. The second half will focus more specifically on distinct units of study – gender, pop music, Los Angeles, television, radio and more – as individual case studies of cultural analysis.

Communication 301L: Empirical Research in Communication

This course aims to introduce students to the basic set of knowledge and skills needed to design and execute research. Lectures will focus on the conceptual aspects, such as developing research problems, building proper measurements, sampling, designing methods and analyzing data. The laboratory sessions will focus on doing a research project that allows students to practice these knowledge and skills. When you complete this course, you will be equipped to move beyond being passive recipients of research and become discriminating consumers and competent practitioners. *Prerequisite: COMM 200*

Communication 322: Argumentation and Advocacy

This course is designed to enhance argumentative competence through the construction and presentation of oral and written arguments. The course will introduce students to basic argumentation theory including analysis, research and evidence, case construction, refutation, discursive and visual argument. Students will also explore diverse fields of advocacy, including law, politics, organizations and interpersonal relations.

Course Descriptions for Major Coursework (Upper Division)

COMM Upper Division (UD): Upper division coursework is defined as anything 300 or 400 level (exceptions are 301 and 322). Communication majors must complete 24 units of upper division coursework for the major. Please check the schedule of classes (<http://web-app.usc.edu/soc/>) for a current listing for COMM upper division courses offered.