# Communication Major

## Core Courses (take 16 units)
- COMM 200 Communication and Social Science (4 units)
- COMM 201 Rhetoric and the Public Sphere (4 units)
- COMM 202 Communication and Technology (4 units)
- COMM 203 Communication and Mass Media (4 units)
- COMM 206 Communication and Culture (4 units)
- COMM 207* Economic Thinking for Communication and Journalism (2 units, Fall only)
- COMM 208* Media Economics: Perspectives on Communication Industries (2 units, pre-req. COMM 207, Spring only)

## Methods Core Courses (take 8 units)
- COMM 204 Public Speaking (4 units)
- COMM 301L Empirical Research in Communication (4 units, pre-req. COMM 200)
- COMM 322 Argumentation and Advocacy (4 units)

*Only available to those who entered in Fall 2011 or later.

<table>
<thead>
<tr>
<th>For students entering USC between Fall 2008 - Spring 2013</th>
<th>For students entering USC Fall 2013 and later</th>
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<tbody>
<tr>
<td>Upper Division Elective Requirement (take 24 units):</td>
<td>Elective Requirement (take 24 units):</td>
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<tr>
<td>24 units of upper division course work (COMM 300-499)*</td>
<td>16 units of upper division course work (COMM 300-499)</td>
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<tr>
<td>➢ Including one 400-level non-cross listed COMM course (excluding COMM 443, COMM 490, COMM 494 and COMM 499)**</td>
<td>4 units of a 400-level non-cross listed COMM course (excluding COMM 443, COMM 490, COMM 494 and COMM 499)</td>
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<td>* A maximum of four units of ASCJ UD courses (300-499) will count towards the COMM UD elective requirement, excluding the COMM 400-level elective.</td>
<td>*4 units of COMM or ASCJ 100-499 course work (excluding ASCJ 220 and COMM 205)</td>
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<td>** Applies only to those who entered USC in fall 2009 or later.</td>
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For students admitted to USC prior to fall 2008, please consult Annenberg Undergraduate Advisement and Academic Services for specific degree requirements.

## Major Requirements

Students must maintain a minimum 2.0 GPA in their overall and upper division major course work. No more than 16 upper division communication elective units may be taken prior to completion of the entire core.

Effective fall 2008, no more than 16 upper division elective units may be taken prior to completion of the entire core.

Students who have not been admitted to the communication major or one of the minors may complete a maximum of 20 communication units at USC. No further communication course work may be taken until the student is admitted.
Annenberg Undergraduate Advisement and Academic Services

Contact Information:

Phone: (213) 740-0900  
Email: ascjadv@usc.edu  
Location: ASC 140  
Website: annenberg.usc.edu/undergraduate

Our advisers are available by appointment to discuss the communication major and answer your questions. You can schedule an appointment with an adviser by calling Annenberg Student Services. Additionally, information sessions are held throughout the fall and spring semesters for students interested in applying to the Annenberg School for Communication and Journalism. For information session dates, please pick up a flier in the main office or visit our website. Please be aware that we do not meet with non-majors during our mandatory advisement period, which usually runs from the beginning of October until mid-November and from the end of February until mid-April. Once mandatory advisement begins, we will not be available until the non-major D-clearance days, which will be in mid-November (fall semester) and mid-April (spring semester).

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Check us out on Facebook (USC Annenberg Undergraduate Advisement)  
and Twitter (@ascjadv) for event info and read our blog (http://uscannenbergadvising.wordpress.com)!
Communication Core Course Descriptions

**COMMUNICATION 200: COMMUNICATION AND SOCIAL SCIENCE (4 units)**
This course is a survey of fundamental content in communication. It introduces you to the nature of social scientific scholarship; major social scientific perspectives on the communication process; the role of theory in research; beginning research methods; and major intrapersonal, interpersonal, persuasion, group, organizational and mediated communication theories.

**COMMUNICATION 201: RHETORIC AND THE PUBLIC SPHERE (4 units)**
This course provides an introduction to rhetorical theory and criticism. This 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: COMMUNICATION AND TECHNOLOGY (4 units)**
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: COMMUNICATION AND MASS MEDIA (4 units)**
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 206: COMMUNICATION AND CULTURE (4 units)**
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 207: ECONOMIC THINKING FOR COMMUNICATION AND JOURNALISM (2 units, Fall only)**
This course introduces microeconomic and macroeconomic principles analyzing contemporary issues in media, communication and journalism industries from an economic perspective. The course begins with two introductory lectures on economic principles and political economy for communication and journalism, and then applies these principles to three core industries/platforms: broadcasting, the newspaper industry, and the Internet. Each industry will be analyzed in a series of lectures focusing on its history, political economy, recent evolutions and current issues.

**COMMUNICATION 208: MEDIA ECONOMICS: PERSPECTIVES ON COMMUNICATION INDUSTRIES (2 units, Spring only)**
This course follows, logically and chronologically, the foundations laid out in the course COMM 207 Economic Thinking for Communication and Journalism. It introduces principles of media economics and then applies them in the analysis of various communication industries: Motion pictures, Music, Video Games, Advertising and Public Relations. The global dimensions of these industries are also illustrated in a media landscape shaped by the unfolding digital revolution. 
*Prerequisite: COMM 207*
Communication Methods Core Course Descriptions

COMMUNICATION 204: PUBLIC SPEAKING (4 UNITS)
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 301L: EMPIRICAL RESEARCH IN COMMUNICATION (4 UNITS)
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 (4 UNITS)
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.
Communication Tracks*

Communication and Culture

Entertainment, Communication and Society
Media, Law and Politics
Organizational and Interpersonal Communication

*All courses in the tracks fulfill the upper division course work requirement. Please note tracks are unofficial and do not appear on your transcript or diploma.

Communication and Culture:
Designed for 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. 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 324m Intercultural Communication
COMM 325 Intercultural Britain: Media, History and Identity (London study abroad)
COMM 330 Rhetoric in Classical Culture (recommended prep. COMM 201)
COMM 335 Rhetoric in Contemporary Culture (recommended prep. COMM 201)
COMM 339 Communication Technology and Culture
COMM 340 The Cultures of New Media (recommended prep. COMM 339)
COMM 345 Social and Economic Implications of Communication Technologies
COMM 350 Video Games: Content, Industry and Policy
COMM 360 The Rhetoric of Los Angeles
COMM 363 Media Consumption
COMM 364 Comparative Media: United States and the United Kingdom (London study abroad)
COMM 365 The Rhetoric of London (London study abroad)
COMM 384 Interpreting Popular Culture
COMM 395m Gender, Media and Communication
COMM 424 Millennium in the Media (recommended prep. COMM 200 and 201)
COMM 425 Communicating Religion
COMM 450 Visual Culture and Communication (recommended prep. AHIS 100, COMM 201, FA 150)
COMM 465m Gender in Media Industries and Products
COMM 473 Advanced Issues in Communication and Technology (pre-req. COMM 301L)
Entertainment, Communication and Society:

This track is attractive to communication majors interested in pursuing careers in the entertainment industry, as well as students interested in the relationship of communication and entertainment to popular culture, globalization, cultural studies, marketing, advertising and ethics. Students choosing this option will be able to enter the entertainment industry with grounding in the theory, roles, issues and effects of entertainment. Courses emphasize: theoretical underpinnings of entertainment studies; historical context of entertainment; roles and effects of entertainment concepts in “high art” and popular culture; impact of entertainment on politics; advertising in an entertainment society; globalization of entertainment industries; blurring of marketing and entertainment and the effects of this on culture; effects of entertainment in general and specifically on constructions of race and childhood; issues in the blurring of fact and fiction; and ethical dilemmas.

Relevant courses include:

COMM 300  Foundations for the Study of Entertainment, Communication & Society (recommended prep. COMM 200 and 201)
COMM 306  The Communication Revolution, Entertainment and the Arts
COMM 307  Sound Clash: Popular Music and American Culture
COMM 310  Media and Society
COMM 339  Communication Technology and Culture
COMM 340  The Cultures of New Media (recommended prep. COMM 339)
COMM 355  Advertising and Society (recommended prep. COMM 200 and 201)
COMM 360  The Rhetoric of Los Angeles
COMM 364  Comparative Media: United States and the United Kingdom
COMM 365  The Rhetoric of London
COMM 366  Designing Media and Communication Projects for Social Change
COMM 372  The Image of the Journalist in Popular Culture (enroll in JOUR 375)
COMM 382  Sports, Business and Media in Today’s Society (enroll in JOUR 380)
COMM 383m  Sports, Communication and Culture
COMM 384  Interpreting Popular Culture
COMM 395m  Gender, Media and Communication
COMM 396  Fashion, Media and Culture
COMM 401  Audience Analysis (pre-req. COMM 301L)
COMM 426  Religion, Media and Hollywood: Faith in TV
COMM 430  Global Entertainment (pre-req. COMM 300)
COMM 431  Global Strategy for the Communications Industry
COMM 432  American Media and Entertainment Industries
COMM 440  Music as Communication
COMM 454  Media, Money and Society
COMM 456  Entertainment, Marketing and Culture (pre-req. COMM 300; recommended prep. COMM 200 and 201)
COMM 457  Children and Media (pre-req. COMM 300; recommended prep. COMM 200 and 201)
COMM 458m  Race and Ethnicity in Entertainment and the Arts (pre-req. COMM 300; recommended prep. COMM 200 and 201)
COMM 459  Fact and Fiction: From Journalism to the Docudrama (enroll in JOUR 459)
COMM 465m  Gender in Media Industries and Products
COMM 466m  People of Color and the News Media (enroll in JOUR 466)
COMM 467  Gender and the News Media (enroll in JOUR 467)
COMM 480  Nonverbal Communication
COMM 498  Ethical Issues in Entertainment and Communication (pre-req. COMM 300; recommended prep. COMM 200 and 201)
COMM 499  Special topics: May be approved depending on the nature of the course. Please check with an adviser.
**Media, Law and Politics:**

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

Relevant courses include:

- **COMM 302** Persuasion
- **COMM 310** Media and Society
- **COMM 330** Rhetoric in Classical Culture *(recommended prep. COMM 201)*
- **COMM 335** Rhetoric in Contemporary Culture *(recommended prep. COMM 201)*
- **COMM 370** The Rhetoric of Ideas: Ideology and Propaganda
- **COMM 371** Censorship and the Law: From the Press to Cyberspace
- **COMM 388** Ethics in Human Communication
- **COMM 402** Public Communication Campaigns
- **COMM 411** Communication Criticism *(pre-req. COMM 201)*
- **COMM 412** Communication and Social Movements
- **COMM 421** Legal Communication *(pre-req. COMM 322)*
- **COMM 422** Legal Issues and New Media
- **COMM 489** Campaign Communication

**Organizational and Interpersonal Communication:**

This option is most relevant to students interested in careers in business, management, human resources and development, corporate communication and consulting. 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 *(recommended prep. COMM 301L)*
- **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 *(recommended prep. COMM 204)*
- **COMM 385** Survey of Organizational Communication
- **COMM 480** Nonverbal Communication
- **COMM 486** Human and Technological Systems in Organizations *(recommended prep. COMM 385)*
- **COMM 487** Communication and Global Organizations *(recommended prep. COMM 385)*

Revised 11/4/15