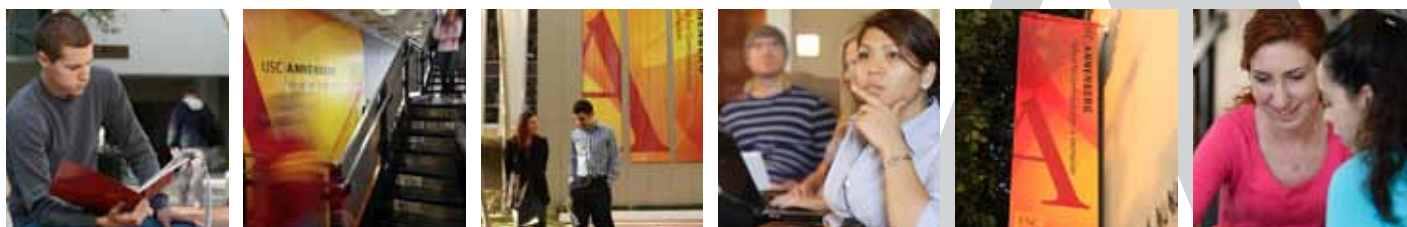


Major Information and Application Guidelines

For Current USC Students Only

The USC Annenberg School for Communication & Journalism offers programs of study leading to a Bachelor of Arts degree in communication. 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 and comprehensively.

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 USC Annenberg'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 extraordinary depth. Students may specialize in one of these areas or may design individual programs of study by choosing combinations of electives that best meet their needs and career objectives.



Media, Law and Politics

Designed for students who are 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.

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.

Entertainment, Communication and Society

This major emphasis is attractive to students who wish to pursue careers in the entertainment industry, as well as students interested in the relationship of communication and entertainment to popular culture, globalization, cultural studies, marketing, advertising and ethics. Students choosing this option will be well prepared for graduate study and will also be able to enter the entertainment industry with grounding in the theory, roles, issues and effects of entertainment.

Organizational and Interpersonal Communication

This option is most relevant to students interested in careers in business, management, human resources and development, corporate communications and consulting.

Major Requirements

Students must maintain a minimum 2.0 overall GPA in their upper division courses. No more than 16 upper division communication 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 courses may be taken until the student is admitted.

For students starting at USC Fall 2008 and after

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)

Upper Division Requirement

Must complete 24 units of upper division courses (COMM 300-499)
* One 400-level non-crosslisted COMM course (excluding COMM 443, COMM 490, COMM 494 and COMM 499)

Total Units: 48

For students admitted to USC prior to Fall 2008, please consult USC Annenberg Undergraduate Advisement and Academic Services for specific degree requirements.

*Applies only to those who entered USC Fall 2009 and after.

The USC Annenberg Advantage

Faculty

USC Annenberg faculty members are among the top scholars and professionals in their fields. They include renowned researchers, Pulitzer Prize- and Emmy Award-winning journalists, and leaders in professions including law, education, publishing, government, advertising and public relations. Students at USC Annenberg learn from the best and graduate with a range of experiences and contacts that will be of great value throughout their careers. For information on our faculty, please visit annenberg.usc.edu/faculty.

Academic Advisement

All undergraduate communication majors are required to meet with a USC Annenberg undergraduate adviser each semester to review degree requirements and plan their communication major progress. Students must use their USC e-mail accounts to receive advisement and academic information.

USC Annenberg Career Development

The USC Annenberg Career Development office provides internship and job listings, job fairs, résumé and career workshops, and one-on-one counseling to aid both students and alumni in their search for a fulfilling career.

USC Annenberg International Programs

USC Annenberg sponsors international undergraduate study-abroad programs in exciting cities around the globe. Each of the programs provides students with a once-in-a-lifetime opportunity to gain international experience in their chosen field of study.

Organizations

Annenberg Asian Student Network (AASN)

AASN provides valuable connections and creates and expands professional networks for USC Annenberg students of all backgrounds, especially those of Asian and Asian Pacific American descent. For more information, visit uscaasn.tumblr.com.

Annenberg Black Student Association (ABSA)

ABSA is an organization dedicated to the recruitment, retention, academic advancement and career development for USC Annenberg students of color. ABSA organizes a variety of activities including workshops and seminars, networking opportunities, leadership conferences and peer mentoring. For more information, visit www-scf.usc.edu/~ascbsa.

Annenberg Chinese Students & Alumni Association (ACSAA)

ACSAA is committed to providing valuable services for the academic and professional advancement of its members. Embracing the spirit of openness, collaboration and innovation, ACSAA is dedicated to creating a strong and dynamic professional network to help its members accomplish their career goals.

Annenberg Latino Student Association (ALSA)

ALSA is a student-led organization focused on organizing events to highlight the roles Latinos play in the communication industry. The organization also serves to support current Latino USC Annenberg students in a variety of ways, including obtaining professional positions in the media. For more information, visit www-scf.usc.edu/~alsa.

Annenberg Student Communication Association (ASCA)

ASCA is an undergraduate student organization dedicated to addressing important academic and career issues. ASCA has a peer mentoring program and hosts several meetings and mixers to bring communication students together as a community. For more information, visit www-scf.usc.edu/~asca.

Annenberg TV News (ATVN)

The USC Annenberg School oversees production of a daily television news program, "Annenberg TV News." Students work as writers, producers, anchors and technical crew. For more information, visit www.atvn.org.

Friends and Queers at Annenberg (FAQ@A)

FAQ@A is a student-led organization dedicated to heightening tolerance, visibility and knowledge of these communities through various networking events, scholarly and social programming, and other community building activities. For more information, visit www-scf.usc.edu/~queerasc.

International Association of Business Communicators (IABC)

IABC specializes in helping students with networking opportunities, making business sense of communication, and thinking strategically about communication. For more information, visit la.iabc.com.

Lambda Pi Eta (LPE)

LPE is a nationally recognized honor society for USC Annenberg majors. LPE's vision is to recognize, foster and reward honor students, as well as stimulate interest in the field of communication and journalism. For more information, visit www-scf.usc.edu/~usclpe.

Neon Tommy

Neon Tommy is USC Annenberg's online news site, covering politics, business, sports, culture and entertainment news in Los Angeles and around the world. The site is written, edited and produced by an all-student staff with journalism faculty advisors. For more information, visit www.neontommy.com.

Trojan Debate Squad (TDS)

TDS competes in debate tournaments across the country in a wide range of formats. Attracting students from a variety of disciplines, the program provides an intensive learning laboratory that offers students a superior education in argument theory, the principles of advocacy, critical thinking, refutation, systematic research and the articulation of ideas through oral communication. For more information, visit www.usctrojandebate.com.

Admission Standards & Application Requirements

Admission to the communication major is competitive. When reviewing applications, the Admission Committee considers factors such as academic performance and interest in the field of communication. To be eligible to apply, current USC students must have:

- Completed 32 units at USC if entered as a freshman or 16 units completed at USC if entered as a transfer student.
- 3.0 USC GPA recommended

To apply to the School of Communication, students must complete the online application form by one of the deadlines below.

Students will be notified of their admission status approximately two weeks after the application deadline. For more information about the School of Communication or the application process, please contact USC Annenberg Student Services at (213) 740-0900 or ascjadv@usc.edu. We offer information sessions throughout the fall and spring semesters for students who plan to apply to the School of Communication. A flier with session dates is available in USC Annenberg Student Services and also on our website at annenberg.usc.edu/CurrentStudents/UGStudentSvcs/InfoforUSC.aspx.

Application Deadlines

It is recommended that students apply to the School of Communication during their sophomore year.

FALL APPLICATION DEADLINE: All applications are due by 5 p.m. on the first Friday of the fall semester.

SPRING APPLICATION DEADLINE: All applications are due by 5 p.m. on the first Friday of the spring semester.

Late applications will not be considered.

NOTE: Students accepted to the communication major will be admitted to the semester in which they apply.



Required Documents for the Undergraduate Application

The documents below are required.
Incomplete applications will not be considered.

- Completed School of Communication online application.
- Statement of Intent—A statement of intent is required for students who have below a 3.0 USC GPA. This should be a one-page essay on any pertinent information that may have affected your academic performance.

NOTE: The Admission Committee will review students' academic records (transcripts and transfer credit statements) on the university system.