

## Major Information and Application For Current USC Students Only

### Convergence Core Curriculum

The USC Annenberg School for Communication & Journalism offers Bachelor of Arts degrees in broadcast and digital journalism, print and digital journalism, and public relations. The school utilizes a convergence core curriculum that prepares students for careers in an industry where print, broadcast and online journalism are drawing closer together.

Students learn the writing, reporting and editing skills necessary to compete successfully as a working journalist. The curriculum stresses the ability to reason logically from a sound historical perspective, report for all three types of media, understand media law, and value media's social responsibility.

The School of Journalism seeks to provide students with a broad education, combining the traditional liberal arts with the professional skills – including new media – necessary for a rewarding career.

#### Broadcast and Digital Journalism

Broadcast and digital journalism students learn how to think critically and work in a range of news, public affairs, documentary and electronic formats. Using digital equipment, students hone their skills in areas such as television news, documentary production, investigative reporting and broadcast newswriting. Broadcast and digital journalism majors begin their hands-on training by working in the field with video cameras and producing reports using industry-standard nonlinear digital editing systems. Their work appears as segments on “Annenberg TV News,” our nightly half-hour newscast, and “Impact,” our television newsmagazine show. Both programs are written, produced, reported and anchored by journalism students.



#### Print and Digital Journalism

Print and digital journalism students learn how to think critically and write effectively under the pressure of tight deadlines. They develop a sense of news judgment and the ability to integrate information from a variety of sources into one coherent report. Our students learn by doing as they get hands-on training in newswriting, reporting and editing. Many print and digital journalism majors start their on-the-job training by writing for the *Daily Trojan*, USC's student newspaper, or NeonTommy.com, USC Annenberg's digital news site.

#### Public Relations

Public relations is the study of how organizations of all types communicate with their most important audiences. Because virtually all organizations – ranging from arts institutions to government agencies, from entertainment firms to non-profits, and from Fortune 500 companies to universities – employ PR professionals, students can apply their training in almost any field that interests them. PR practitioners use their skills and training to analyze trends, predict consequences and counsel management in achieving success. Internships with leading PR agencies, non-profit organizations, entertainment companies and government agencies provide real-world experience that prepares students for careers as professional communicators.

# Major Requirements

All students admitted to the School of Journalism follow the convergence core curriculum. This consists of three modules: newswriting, reporting and production. Public relations majors only take the newswriting module.

## Grammar, Spelling and Punctuation Online Tutorial

The Grammar, Spelling and Punctuation online tutorial is a review of your ability to use language accurately and at a level high enough to succeed at the School of Journalism.

All Broadcast and Digital Journalism, Print and Digital Journalism, and Public Relations majors must complete the GSP online tutorial during the semester in which they first take JOUR 202 Print Newswriting and JOUR 203 Broadcast Newswriting. Students who do not complete the online tutorial will not be allowed to progress in the program.

You will begin the GSP online tutorial sometime during the semester in JOUR 202. It will last eight weeks and should be completed by the last day of class.

## Broadcast and Digital Journalism Requirements (44 units)

**JOUR 201** History of News in Modern America (4 units)

**JOUR 202** Newswriting: Print (3 units)

**JOUR 203** Newswriting: Broadcast (3 units)

**JOUR 302** Reporting: Print (3 units)

**JOUR 303** Reporting: Broadcast (3 units)

**JOUR 306** Production: Broadcast (3 units)

**JOUR 309** Introduction to Online Media (3 units)

**JOUR 310** Investigative Reporting (4 units)

**JOUR 462** Law of Mass Communication (4 units)

Two courses from (8 units):

**JOUR 402** Advanced Television Reporting

**JOUR 403** Television News Production

**JOUR 405** Non-Fiction Television

**JOUR 409** Radio News Production

Plus six upper division journalism elective units

## Print and Digital Journalism Requirements (44 units)

**JOUR 201** History of News in Modern America (4 units)

**JOUR 202** Newswriting: Print (3 units)

**JOUR 203** Newswriting: Broadcast (3 units)

**JOUR 302** Reporting: Print (3 units)

**JOUR 303** Reporting: Broadcast (3 units)

**JOUR 308** Newspaper Editing and Design (3 units)

**JOUR 309** Introduction to Online Media (3 units)

**JOUR 310** Investigative Reporting (4 units)

**JOUR 462** Law of Mass Communication (4 units)

Two courses from (8 units):

**JOUR 431** Feature Writing

**JOUR 435** Writing Magazine Non-Fiction

**JOUR 440** Environmental Journalism

**JOUR 448** Government and Public Affairs Reporting

**JOUR 476** Reporting Urban Affairs

Plus six upper division journalism elective units

## Public Relations Requirements (44 units)

**JOUR 201** History of News in Modern America (4 units)

**JOUR 202** Newswriting: Print (3 units)

**JOUR 203** Newswriting: Broadcast (3 units)

**JOUR 350** Principles of Public Relations (4 units)

**JOUR 351A** Public Relations Media (4 units)

**JOUR 351B** Public Relations Media (4 units)

**JOUR 450** Advanced Public Relations (4 units)  
(10 hours/week internship required)

**JOUR 462** Law of Mass Communication (4 units)

**JOUR 463** Research and Analysis (4 units)

One course from (4 units):

**JOUR 451** Promotional Public Relations

**JOUR 452** Public Relations in Entertainment

**JOUR 455** Public Relations for Non-Profit Organizations

**JOUR 456** Public Relations for Diverse Audiences

**JOUR 458** Public Relations in Politics and Political Campaigns

Plus six upper division journalism elective units

## Accreditation Requirement

To meet accrediting guidelines, journalism and public relations majors must complete a minimum of 80 units outside the major area of journalism, with no fewer than 65 units completed in liberal arts and sciences course work.

# The USC Annenberg Advantage

## Faculty

School of Journalism faculty members are among the top professionals in their fields. They include renowned researchers, Pulitzer Prize-winning journalists, Emmy Award and Peabody Award-winning broadcast journalists, and leaders in fields including government, advertising and public relations. For information on our faculty, please visit [annenberg.usc.edu](http://annenberg.usc.edu).

## Academic Advisement

All undergraduate journalism majors are required to meet with a USC Annenberg undergraduate adviser each semester to review degree requirements and plan their journalism major progress. Students must use their USC e-mail accounts to receive advisement information, scholarship announcements and *CommLine OnLine*, USC Annenberg's electronic newsletter.

## 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 TV News (ATVN) – [www.atvn.org](http://www.atvn.org)

The USC Annenberg School oversees production of a daily television news program, "Annenberg TV News." Students work as producers, reporters and anchors.

### Daily Trojan – [www.dailytrojan.com](http://www.dailytrojan.com)

News clips and newsroom experience are essential for landing print internships. Students develop solid reporting, writing and editing skills as they work at USC's student-run newspaper.

## Impact

The School of Journalism's television newsmagazine program gives students experience in all aspects of reporting, writing and producing long-form stories.

### KXSC – [www.kxsc.org](http://www.kxsc.org)

KXSC is USC's student-run radio station. It provides an opportunity to learn the basics of on-air programming, music and news.

### Lambda Pi Eta (LPE)

Lambda Pi Eta 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 fields of communication and journalism.



### Neon Tommy – [www.neontommy.com](http://www.neontommy.com)

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.

### Public Relations Student Society of America (PRSSA) – [www.uscprssa.org](http://www.uscprssa.org)

The PRSSA is the student arm of the Public Relations Society of America. The USC chapter links students with working professionals and sponsors seminars, field trips, and résumé and interviewing workshops.

### Radio-Television News Directors Association & Foundation (RTNDA)

The USC chapter of RTNDA gives students the opportunity to network with professional journalists in Los Angeles. The chapter also sponsors career panels to help students with job interviews and résumés.

### TriSight Communications – [www.trisight.org](http://www.trisight.org)

TriSight Communications is a public relations firm that works exclusively with non-profit and small business clients. The firm offers valuable strategic planning services, while developing integrated public relations campaigns to support client goals.

### Trojan Debate Squad (TDS) – [www.usctrojandebate.com](http://www.usctrojandebate.com)

The Trojan Debate Squad competes in debate tournaments across the country and in a wide range of formats. Attracting students from a variety of majors and 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.

# Admission Standards & Application Requirements

Admission to the School of Journalism is selective. When reviewing applications, the Admission Committee considers many factors, such as academic performance, experience in the field of journalism and solid writing skills. The statement of intent is weighed heavily in the application process. To be competitive, applicants should have at least a 3.0 cumulative grade point average. **Students must complete at least one semester of USC course work (a minimum of 12 units) to be eligible to apply.**

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

For more information about the School of Journalism or the application process, contact USC Annenberg Student Services at **(213) 740-0900** or [ascjadv@usc.edu](mailto:ascjadv@usc.edu). Information sessions are offered throughout the fall and spring semesters for students who plan to apply to the School of Journalism. A flier with session dates is available in the USC Annenberg Student Services Office, or go to [annenberg.usc.edu/undergraduate/nonmajor](http://annenberg.usc.edu/undergraduate/nonmajor) to RSVP for an information session.

## Application Deadlines

### Public Relations

It is recommended that students interested in applying to the public relations major do so before their junior year. It takes public relations majors a minimum of four semesters from the time of admission to the program to complete the major requirements.

### Broadcast and Digital & Print and Digital Journalism

It is recommended that students interested in applying to the broadcast and digital or print and digital journalism majors do so before their sophomore year. It takes broadcast and print journalism majors a minimum of five semesters from the time of admission to the program – starting in a fall semester – to complete the major requirements.

**FALL APPLICATION DEADLINE:** All applications are due by 5:00 p.m. the first Friday of the fall semester.

**SPRING APPLICATION DEADLINE:** All applications are due by 5:00 p.m. the first Friday of the spring semester.

**Late applications will not be considered.**

**NOTE:** Students who apply to the broadcast and digital or print and digital journalism majors in either application period will begin the major course sequencing in the following fall semester, since the broadcast/print newswriting module is only offered in the fall term. Students will be notified of admissions decisions by the Friday of the third week of the semester.



## Required Documents for the Undergraduate Application

The documents below are required.

**Incomplete applications will not be considered.**

- Completed School of Journalism online application form for current USC students only.
- Statement of Intent – a one-page essay focusing on your interest in pursuing an education and career in the field of journalism or public relations.
- Letters of recommendation – USC academic references preferred. Letters must be submitted online to the USC Annenberg admissions committee and received by the application deadline. Students must have at least one letter of recommendation, although two are recommended.

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