

USC ANNEBERG SCHOOL FOR COMMUNICATION

Graduate Applicant Instructions



University of Southern California
 Annenberg School for Communication
 Admissions Office
 3502 Watt Way, Suite 140
 Los Angeles, CA 90089-0281
 tel. (213) 821-0770 annenberg.usc.edu

Applications for all programs are accepted for the fall semester. The Communication Management degree program also admits new students for spring semester and summer session.

Application Deadlines

Communication, M.A. and Ph.D.	December 1
Communication Management	Fall Semester — Applications accepted beginning February 15 until July 1
	Spring Semester — Applications accepted beginning August 1 until December 1
	Summer Term — Applications accepted beginning February 15 until April 1
	International applicants are encouraged to apply within the first month of the filing period.
Global Communication	Applications are accepted until the degree program is closed. The filing period is usually October 1–February 1.
Journalism	January 15
Public Diplomacy	December 15
Strategic Public Relations	January 15

Please indicate “Application Materials” and your intended degree program on the lower left-hand corner of your mailing envelope.

Academic Program Please enter desired term of entrance and degree program.

Personal Information Please provide all requested information. If you have one, use your USC ID number in place of your Social Security number.

Educational History List all undergraduate and graduate institutions you have attended, beginning with the most recent. Use additional sheets of paper if necessary. State the degree you have earned or are earning and the conferral date as well as your overall GPA on a 4.0 scale. Have each college or university send an official transcript directly to USC Graduate Admission. If degree requirements have not yet been met, request an interim transcript citing all work completed to date. A final transcript must be submitted upon degree conferral. Transcripts in original language must be accompanied by an official English translation. Please include transcripts or academic records from any English language studies attended.

References Please list references acquainted with you, your work and your potential for success in graduate school. Please use the reference forms included with this application. Fill in the top portion of each form and give to your referee with a stamped envelope addressed to USC Annenberg Admissions. References must be mailed by the referee. Academic references are required, especially for the M.A. and Ph.D. in Communication degree programs. However, applicants with substantial work experience may provide professional references.

Standardized Tests Indicate the test you have taken or will take in support of your application and the scores you received. Official score reports from the testing agency must be submitted to USC Graduate Admission. GRE and GMAT scores may not be more than five years old at the time of application. TOEFL scores may not be more than two years old.

GRE and GMAT Applicants to Communication, Communication Management, Journalism, Public Diplomacy and Strategic Public Relations must submit scores for the general section and the writing section of the Graduate Record Examination (GRE). Applicants to Communication Management may submit GMAT scores in lieu of the GRE.

TOEFL and TSE All applicants whose native language is not English and who do not hold an undergraduate degree from a U.S. college or university must submit TOEFL scores. The USC International Student English Examination may be required. Applicants for the Communication M.A. and Ph.D. must also submit TSE scores.

Language Competence Indicate languages other than English that you speak, read or write, specifying your level of competency.

Supplemental Materials

Résumé Submit a current résumé listing employment, internships, nature of work and dates. Also include academic awards, honors or scholarships received, association memberships, teaching experience (if applicable), subject matter expertise and computer literacy. Indicate your proficiency level for each skill and area of expertise (E=expert, C=competent, F=familiar).

Essay

Journalism

Write a 250- to 500-word persuasive essay describing a journalistic event or events that sparked your interest in pursuing this profession and why.

Strategic Public Relations

Write a 250- to 500-word essay that describes what you understand to be the fundamental role of public relations in society. You might cite a recent example of good or bad PR or an aspect or area of the field that is of particular interest to you.

Writing Samples

Communication, M.A. and Ph.D.

Scholarly writing sample

Communication Management

Professional writing or research paper

Journalism

Professional writing, press release or news clipping

Public Diplomacy

One 10- to 25-page writing sample

Strategic Public Relations

Professional writing, press release or news clipping

Statement of Purpose

Communication, M.A. and Ph.D.

- Describe the communication theories, philosophies and/or research areas you find compelling. What is it about these ideas that you find most interesting?
- Describe what you envision as your own contributions to knowledge in these areas.
- Discuss communication theories, research and practices you most wish to pursue in graduate study.

Communication Management

- How does advanced work relate to your career goals?
- Why is the USC Annenberg School especially suited to your needs?

Journalism

- Discuss the reasons you wish to pursue the graduate journalism degree program and your career goals. Describe, in detail, what you believe are the strengths and weaknesses of the profession; discuss a favorite newspaper, magazine, radio show, newscast, newsmagazine or documentary, and why it works for you. Also, discuss an aspect or area of the field that is of particular interest to you and, finally, describe where you think you would like to be once you graduate from USC Annenberg.
- This statement should be 2 to 4 pages long, typed and double-spaced. It should represent your passion and should be representative of your best writing. Care should be taken to submit a clear, concise and grammatically correct essay.

Public Diplomacy

Limit your statement to 1-2 pages (double-spaced) and focus on answering the following questions:

- Why do you want to pursue the degree in public diplomacy?
- With whom do you want to study and why?
- How will you utilize your training in public diplomacy after receiving your master's degree?

Strategic Public Relations

- Discuss the reasons you wish to pursue the graduate public relations degree program and your career goals. Describe, in detail, what you believe are the strengths and weaknesses of the profession; discuss a favorite newspaper, magazine, radio show, newscast, newsmagazine or documentary, and why it works for you. Also, discuss an aspect or area of the field that is of particular interest to you and, finally, describe where you think you would like to be once you graduate from USC Annenberg.
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Financial Assistance

Federal Assistance If you are a U.S. citizen or permanent resident, please complete the FAFSA and the Supplemental Financial Aid Form in the USC Graduate Study application packet.

USC Annenberg Departmental Scholarships and Assistantships

A limited number of departmental merit scholarships, research assistantships and teaching assistantships are competitively awarded to master's degree students entering in the fall term. Awards are made on the basis of academic qualifications, relevant experience, areas of interests, professional promise and financial need.

All admitted doctoral degree students are awarded full funding for four years, including tuition, stipend and health benefits.

No additional scholarship application is required for scholarship and assistantship consideration.

Application Checklist	M.A./Ph.D. Communication	Communication Management	Global Communication*	Journalism	Public Diplomacy	Strategic Public Relations
USC Application for Graduate Admission (complete online at www.usc.edu)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Annenberg Graduate Application (mail paper copy to Annenberg Admissions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official Transcripts to USC Graduate Admission	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Copies of Transcripts to Annenberg Admissions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
References	3	2	3	3	3	3
Standardized Tests	GRE	GRE or GMAT	—	GRE	GRE	GRE
TOEFL (international students only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TSE (international students only)	<input type="checkbox"/>	—	—	—	—	—
Résumé	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Writing Sample	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Essays	—	—	—	<input type="checkbox"/>	—	<input type="checkbox"/>
Statement of Purpose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest Survey Questionnaire (download PDF at ascweb.usc.edu)	<input type="checkbox"/>	—	—	—	—	—

*All applicants to the M.A. Global Communication degree program must also submit application materials to LSE. Refer to www.lse.ac.uk.

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Annenberg Graduate Application

University of Southern California
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 annenberg.usc.edu



Academic Program

Application Year: 20____ Fall Spring* Summer* *Communication Management, M.C.M. only

<input type="checkbox"/> Communication, Ph.D. (693)	<input type="checkbox"/> Journalism, broadcast, M.A. (1177)	<input type="checkbox"/> Global Communication, M.A. (1141)
<input type="checkbox"/> Communication Management, M.C.M. (1324)*	<input type="checkbox"/> Journalism, print, M.A. (1175)	<input type="checkbox"/> Public Diplomacy, M.P.D. (1283)
<input type="checkbox"/> Communication Management/ Jewish Communal Services, M.C.M. (1325)*	<input type="checkbox"/> Journalism, online, M.A. (1173)	<input type="checkbox"/> Communication, M.A. (692)
<input type="checkbox"/> Communication Management/ Juris Doctor, M.C.M./J.D. (1326)*	<input type="checkbox"/> Strategic Public Relations, M.A. (1044)	

Personal Information (Required)

First Name	Middle Name	Last (family) Name	Sex <input type="checkbox"/> Male <input type="checkbox"/> Female
Preferred First Name		E-Mail Address	
Under what other names might your credentials arrive?		Birthdate MONTH DAY YEAR — —	USC I.D. or U.S. Social Security Number — —
Current Address (number, street, city, state, zip, country)			
Daytime Phone ()	Evening Phone ()	Valid until:	
How did you learn of this program?			
Do you have a particular area of interest such as politics, business, entertainment, etc.?		Ethnic Origin (optional)	

Educational History (List all colleges and universities attended)

Undergraduate Institution	City/State/Country (if not U.S.)	Degree/Date of Degree (e.g., B.A.-06/00)	Major	GPA (4.0 Scale)
Graduate Institution	City/State/Country (if not U.S.)	Degree/Date of Degree (e.g., M.A.-06/00)	Major	GPA (4.0 Scale)

References (List three)

Name	Position/Title	Organization/City/State/Country (if not U.S.)	Phone
			()
			()
			()

Over, please.

Standardized Tests

GRE General	verbal _____	quantitative _____	writing _____	date taken/planned _____
GMAT	total _____	date taken/planned _____		
TOEFL	score _____	date taken/planned _____	TSE	score _____ date taken/planned _____

Language Competence

What language(s) other than English do you speak? _____

Which do you speak with difficulty? _____

Comfortably? _____

Fluently? _____

Specific Experience in the Fields of Communication, Journalism and Public Relations (Beginning with secondary education, if appropriate)

Position	Company/Organization	Start Date (mm/yy)	End Date (mm/yy)	Length of Experience	
				Year(s)	Month(s)

I certify that the information given by me on this application is complete and accurate and that my writing samples represent my own work.

Signature _____ Date _____



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Reference Form

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Applicant Please complete this section, then deliver or mail this form and addressed envelope to your referee. Your referee must return this form to USC Annenberg directly.

Name _____ Date of Birth _____

Term for which you are applying: Fall Spring Summer 20_____

Intended Degree Program:

- Communication, Ph.D. (693)
- Journalism, broadcast, M.A. (1177)
- Global Communication, M.A. (1141)
- Communication Management, M.C.M. (1324)*
- Journalism, print, M.A. (1175)
- Public Diplomacy, M.P.D. (1283)
- Communication Management/
Jewish Communal Services, M.C.M. (1325)*
- Journalism, online, M.A. (1173)
- Communication, M.A. (692)
- Communication Management/
Juris Doctor, M.C.M./J.D. (1326)*
- Strategic Public Relations, M.A. (1044)

I understand that this recommendation will be used only for admission, merit scholarship and assistantship decisions, and I hereby waive my right of access to this recommendation under the Family Educational Rights and Privacy Act of 1974.

Signed _____ Date _____

Faculty/Supervisor The above-named applicant is applying for admission to graduate study in the degree program indicated above. Your candid evaluation of the applicant will assist in distinguishing highly qualified applicants. You may add a personal letter on behalf of the applicant if you wish. Note: If the above waiver is not signed by the applicant, the candidate will have the right of access to this recommendation. Please submit your reference promptly.

Name _____ Phone () _____

Position/Title _____ Organization _____

Address _____

How long have you known the applicant? _____ In what capacity? _____

Against what group are you comparing the applicant?

- All students I know who have entered graduate school
- All students I have taught or known
- All students I have taught or known within this student's major
- Other: _____

Please indicate the applicant's ranking within the group specified above:

	<i>Top 5%</i>	<i>Top 10%</i>	<i>Top 20%</i>	<i>Top Third</i>	<i>Top 50%</i>	<i>Below 50%</i>	<i>Unable to Judge</i>
Oral Communication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Analytical Ability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organizational Ability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Initiative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Persistence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Potential for Graduate Study	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Rating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Over, please.

Please describe the applicant's strengths.

Please describe the applicant's weaknesses.

What is your overall impression of this candidate as an applicant to the graduate program?

Please send me information about the graduate degree programs at USC Annenberg School for Communication.

Signed _____ Date _____

Please Print Name _____

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Overall Rating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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