

Communication Minors

The USC Annenberg School of Communication offers seven distinct minors:

- ❖ Communication Policy and Law
- ❖ Communication Technology Practices and Platforms
- ❖ Culture, Media and Entertainment
- ❖ Media Economics and Entrepreneurship
- ❖ Justice, Voice, and Advocacy
- ❖ Professional and Managerial Communication
- ❖ Sports Media Studies

Admission to any minor requires a declared major, a minimum 3.0 GPA and completion of 32 academic units (sophomore standing).

Students interested in a minor in one of the above areas should submit an application online on the Annenberg Undergraduate Advisement and Academic Services website. Applications are accepted **three times per year**:

- **FALL APPLICATION DEADLINE:** All applications are due by 4:30 p.m. on the first Friday of the fall semester.
- **SPRING APPLICATION DEADLINE:** All applications are due by 4:30 p.m. on the first Friday of the spring semester.
- **SUMMER APPLICATION DEADLINE:** All applications are due by 4:30 p.m. on the first Friday after Commencement.

The School of Communication is also proud to participate in four interdisciplinary minors:

Health Communication (Health Promotion and Disease Prevention Department)

Cultural Studies (English Department)

Law and Society (Political Science Department)

Photography and Social Change (Sociology Department)

Students interested in these interdisciplinary minors should contact the respective departments for more information. These interdisciplinary minors are available to Communication majors.

Communication Policy and Law

Information and communication practices and technologies have an increasingly powerful impact on nearly every aspect of our lives. From the level of privacy in our personal lives to the way we govern our communities or manage our businesses, the legal and policy issues in the communication field are ever-changing and increasingly complex. To prepare students to navigate this dynamic and complicated world, the minor in communication policy and law combines courses in communication, law, ethics, and the business of communication taught at both the School of Communication and the School of Journalism at USC Annenberg. Students can choose to focus on policy or legal issues that affect communication technologies, strategies, and uses. This 20-unit minor will not only enable students to understand the revolution in media and telecommunications technology and practice, it will ground them in the fundamentals of free speech, intellectual property and the local, state and federal role in the regulation of communication platforms ranging from emerging social media to the legacy media of broadcasting and newspapers.

Communication Technology Practices and Platforms

This 20-unit minor focuses on the wide-ranging social, cultural and economic ramifications of new technologies and equips students with the theoretical knowledge and basic technical skills necessary to excel in this age of the communication revolution.

Culture, Media and Entertainment

This 20-unit minor offers courses that examine the theory, content, social impact and economics of a range of creative, media, culture and entertainment industries. Through the lens of music, film, television, advertising, digital media, games, comics and fashion, students will learn strategies for analyzing popular culture and entertainment texts, mechanisms and platforms of content distribution, as well as the historical, social, cultural and political issues shaping these entertainment fields. Taking into account shifts and disruptions in contemporary media and entertainment, students will further examine consumption, audience engagement and participation that necessarily shape our individual and collective identities. These courses will highlight the production, consumption and meanings inscribed in entertainment media industries and products. Depending on the courses selected, the minor will prepare students for a variety of careers in and/or further critical scholarship about media and entertainment industries.

Media Economics and Entrepreneurship

In recognition of the dislocation and restructuring underway in contemporary media and information industries, this 24-unit minor introduces students to the microeconomics and trends of the sector and gives them an understanding of the role that entrepreneurship plays in the new economy. Students with professional media industry aspirations will learn basic economic literacy and discover the key factors that shape competition in information markets. Further, the minor fosters an entrepreneurial mindset in students and helps them to develop the entrepreneurial skills required to build successful careers and ventures in the media and information sectors.

Justice, Voice, and Advocacy

The Justice, Voice, and Advocacy minor prompts students to explore the central role communication, media, news, and public relations play in a multicultural society. Students will examine questions and perspectives on identity and community through an interdisciplinary lens that centers on theory and praxis, impact and change. Students will receive a foundational understanding of the cultural roots and representations of identity, the practice of storytelling in the context of local and disenfranchised communities, as well as various institutional structures and policies that create barriers or avenues toward social justice. The minor will help students develop as more engaged, informed and empathetic citizens who are empowered to bring resolution and shared understanding to areas of conflict and difference in their own lives and in the broader community.

Professional and Managerial Communication

This 24-unit minor is designed to complement your major field of study by providing the foundation of effective workplace communication skills. Whether you are interested in managing people, resources or projects, the skills you will develop through this minor will prove invaluable.

Sports Media Studies

In a university with a unique historical relationship with sports media, this 24-unit minor examines the role of sports media in culture, how the presentation of sports in media has evolved, has been shaped by cultural issues and itself, impacted culture.