

Communication (COMM) Major

Recommended Two-Year Course Sequence for Students Who Start College in Fall 2021 or Later

Junior		Senior	
Fall	Spring	Fall	Spring
ASCJ 200 or 210: Annenberg Experience (4)	COMM Theory (200 or 313; 206 or 311; 209 or 309) (4)	COMM Methods (204 or 322; 301 or 305) (4)	COMM 400- Level Elective (4)
COMM Theory (200 or 313; 206 or 311; 209 or 309) (4)	COMM Methods (204 or 322; 301 or 305) (4)	COMM Upper Division Elective (300-499) (4)	COMM/ASCJ Elective (100- 499) (4)
COMM Theory (200 or 313; 206 or 311; 209 or 309) (4)	COMM Upper- Division Elective (300-499) (4)	COMM Upper- Division Elective (300-499) (4)	COMM Upper- Division Elective (300-499) (4)
Dornsife GE Core Literacy: A-F (4)	Dornsife GE Core Literacy: A-F (4)	WRIT 340 (4)	Elective (100+) (4)
16 units	16 units	16 units	16 units

Legend:
General Education Requirements
Foreign Language Requirement
Writing Requirements
COMM Major Requirements
Electives Courses

This chart represents a standard two-year plan (typically 16 units per semester). Each student's course plan may differ according to courses completed prior to admission.

Created by Annenberg Advisement and Academic Services (rev. July 2025)

Communication (COMM) Major Course Descriptions

Theoretical and Foundational Classes (12 units total)

Communication Interaction, Influence and Impact (4 units)

COMM 200 Communication and Social Science (4 units): Social scientific inquiry into human communication; core theories of message production and reception in interpersonal, group and organizational contexts.

or

COMM 313 Screen Time: How Media Shapes Us (4 units): Survey of mass communication research; history, content, effects, theories, and policy implications of various media.

Communication, Civic Life and Culture (4 units)

COMM 206 Communication and Culture (4 units): Examines cultural institutions, ideologies, artifacts, and productions; role of culture in everyday life; cultural studies as methodology; culture and power.

or

COMM 311 Communication and Publics (4 units): Forms of civic life; opportunities and obstacles in forming, participating in, and disrupting community; issues of knowledge, power, identity; theories/methods of rhetorical analysis and production.

Economics and Technologies of Communication (4 units)

COMM 209 Communication and Media Economics (4 units): Economic and political economic principles for the analysis of communication and media industries including broadcasting, newspapers, motion pictures, music, video games, advertising and public relations.

or

COMM 309 Communication and Technology (4 units): Cultural, social, political, and economic dynamics of communication technologies, including internet architecture, social media, participatory cultures, privacy, surveillance, networked journalism, big data, algorithms, online activism.

Methods of Communication Practice (8 units total)

Design and Execution of Arguments (4 units)

COMM 204 Public Speaking (4 units): Principles and practices of effective oral communication; analysis of the speaking-listening process; selection and organization of speech materials; use of new presentation technologies.

or

COMM 322 Argumentation and Advocacy (4 units): Basic argumentation theory including analysis, research and evidence, case construction, refutation; discursive and visual argument; diverse fields of advocacy including law, politics, organizations, interpersonal relations.

Design, Execution and Interpretation of Empirical Evidence (4 units)

COMM 301Lg Empirical Research in Communication (4 units): Experimental and survey methods for communication study; basic statistical concepts, procedures, and tests.

or

COMM 305 Understanding Social Science Research (4 units): Students learn to be consumers rather than creators of social science research. Examines the challenges and opportunities of communicating research through mass media.

Annenberg Experience (4 units)

ASCJ 200 Navigating Media and News in the Digital Age (4 units): Students will be engaged as discriminating media/news consumers and contributors. Emphasis on critical skills needed to understand, employ, enjoy and help shape our media landscape.

or

ASCJ 210 Contours of Change in Media and Communication (4 units): Provides an introduction to cultivating a curious, critical, and proactive approach to the challenges of social change. Students will be encouraged to develop an expansive and critical definition and understanding of change as it relates to the role of media and communication in producing and responding to political and cultural transformations that shape our status as citizens and our ideas of citizenship.

Electives (24 units total)

16 units of upper-division coursework (COMM 300-499)

4 units of a 400-level non-cross listed COMM course (excluding COMM 443, COMM 490, COMM 494 and COMM 499)

4 units of COMM/ASCJ coursework (100-499) (excluding ASCJ 100x, ASCJ 220x and COMM 205x)

Created by Annenberg Advisement and Academic Services (rev. July 2025)