

# Communication Major (COMM)

Recommended Two-Year Course Sequence for Students Who Start College in Fall 2023 or Later

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

<b>Legend:</b>
General Education Requirements
Foreign Language Requirement
Writing Requirements
COMM Major Requirements
Electives Courses

This chart represents a standard two-year plan (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. March 2023)*

# Communication Major Course Descriptions

## Theoretical and Foundational Classes (12 units)

### Communication Interaction, Influence and Impact (4 units)

**COMM 200 Communication and Social Science (4 units)** This course is a survey of fundamental content in communication. It introduces you to the nature of social scientific scholarship; major social scientific perspectives on the communication process; the role of theory in research; beginning research methods; and major intrapersonal, interpersonal, persuasion, group, organizational and mediated communication theories.

or

**COMM 313 Communication and Mass Media (4 units)** This course takes an in-depth look at empirical research on the impact of the mass media on individuals' thoughts, attitudes and behaviors. Three major areas will be covered in the course. First, an overview of the history of media effects research is presented. This area of inquiry provides a foundation for understanding the effects of contemporary media formats. Second, the major theoretical perspectives used to explain the influences of the mass media (e.g., priming theory and social cognitive theory), as well as the methods employed to test such effects (e.g., surveys, experiments and longitudinal studies) will be discussed. Third, and most importantly, a substantial portion of the course content will focus on the negative and positive effects of different types of media content on individuals. [Note: Duplicates credit in COMM 203.]

### Communication, Civic Life and Culture (4 units)

**COMM 206 Communication and Culture (4 units)** This course is designed as an introduction to communication as the study of culture. The course examines cultural institutions, ideologies, artifacts and productions; role of culture in everyday life; culture and power and cultural studies as methodology. The first half of the course will be devoted to general approaches, key concepts and overarching questions, with a particular emphasis on the study of media, popular culture and communication. The second half will focus more specifically on distinct units of study – gender, pop music, Los Angeles, television, radio and more – as individual case studies of cultural analysis.

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)** This course introduces microeconomic and macroeconomic principles analyzing contemporary issues in media, communication and journalism industries from an economic perspective. The course begins with introductory lectures on economic principles and political economy for communication and journalism, and then applies these principles to three core industries/platforms: broadcasting, the newspaper industry, and the Internet. Each industry will be analyzed in a series of lectures focusing on its history, political economy, recent evolutions and current issues. It also introduces principles of media economics and then applies them in the analysis of various communication industries: Motion pictures, Music, Video Games, Advertising and Public Relations. The global dimensions of these industries are also illustrated in a media landscape shaped by the unfolding digital revolution. [Note: Duplicates credit in COMM 207 and COMM 208.]

or

**COMM 309 Communication and Technology (4 units)** This course is designed as an introduction to contemporary issues in communication technology. Beginning with the earliest technology, you will explore the various social, political, cultural and economic impacts of new communication technology, including written language, the printing press, the telephone, television and cyberspace. [Note: Duplicates credit in COMM 202.]

## **Methods of Communication Practice (8 units)**

### *Design and Execution of Arguments (4 units)*

**COMM 204 Public Speaking (4 units)** This course will focus on the principles and practices of effective oral communication; analysis of the speaking-listening process, selection and organization of materials for a variety of speaking situations; and use of new communication technologies in formal presentations. The goals of this course are to develop communicative competences through analysis and criticism of oral messages, to develop skills for presenting informative and persuasive discourse, to develop skills in creating and using a variety of visual aids, and to learn about ethical challenges that speakers face.

or

**COMM 322 Argumentation and Advocacy (4 units)** This course is designed to enhance argumentative competence through the construction and presentation of oral and written arguments. The course will introduce students to basic argumentation theory including analysis, research and evidence, case construction, refutation, discursive and visual argument. Students will also explore diverse fields of advocacy, including law, politics, organizations and interpersonal relations.

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

**COMM 301L Empirical Research in Communication (4 units)** This course aims to introduce students to the basic set of knowledge and skills needed to design and execute research. Lectures will focus on the conceptual aspects, such as developing research problems, building proper measurements, sampling, designing methods and analyzing data. The laboratory sessions will focus on doing a research project that allows students to practice these knowledge and skills. When you complete this course, you will be equipped to move beyond being passive recipients of research and become discriminating consumers and competent practitioners. Prerequisite: COMM 200

or

**COMM 305 Understanding Social Science Research (4 units)** This course examines the assumptions underlying quantitative research methods such as survey, experimental and content analysis research designs. Moreover, we will explore the statistical tools of analysis necessary to understand and interpret findings from such methodologies. The course outlines how to design research to test issues of theoretical importance and measure constructs of interest. The course also exposes students to a variety of measurement issues (e.g., reliability and validity) and approaches (e.g., self-report measures and coding). Students will practice evaluating the design and measurement of research articles. Also, students will design, execute and report their own research. In so doing, the knowledge and skills essential to the conduct of empirical research, data analysis and interpretation will be developed. As a practical matter, this course should help students to become a better consumer of the knowledge claims presented to them in their daily life.

## **Annenberg Experience (4 units)**

**ASCJ 200 Navigating Media and News in the Digital Age (4 units)** This interdisciplinary course is designed to engage students as discriminating media and news consumers and contributors at a time when the digital revolution is spawning an unprecedented daily flood of content. The mark of a well-educated person in the 21st century is the ability to critically navigate this contested terrain: to understand, employ, enjoy, and help build and shape the media landscape we now inhabit. The health of our democracy depends on enlightened and engaged citizens who can critically analyze the range of information and content disseminated from an equally wide range of sources and platforms.

or

**ASCJ 210 Contours of Change in Media and Communication (4 units)** The course will begin by offering students a foundational definition of change rooted in political communication, activism, and advocacy, wherein change will be discussed as it occurs in historical, cultural, political, technological, economic, and social contexts. Throughout the course, students will examine key concepts and issues in communication, and consider their significance in relation to controversies, struggles over power, and emerging socio-economic trends in such arenas as public interest and access, capitalism and monopolies, government oversight and regulation, and participatory culture, among others. Ultimately, the course will encourage students to see and understand change through different lenses—institutional, social and cultural, as well as individual—thereby exposing them to structures, spectrums and actors precipitating change. Students will also gain perspective on the impact and valuation of change, how it manifests in legal, political, economic and/or social contexts, and how changes are felt, read and understood by a broad public and citizenry. The instructors will work to situate each of the discussed weekly-themes in various historical and contemporary events, struggles and personalities. Thus the themes will be presented to students theoretically, while also offering a tangible and accessible dimension via case studies and examples connected to the issues and concerns of our contemporary moment.

## **Elective Requirement (24 units)**

16 units of upper division course work (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 or ASCJ 100-499 course work (excluding ASCJ 100x, ASCJ 220x and COMM 205x)

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