







Communication Major (COMM)

Recommended Four-Year Course Sequence

Freshman		Sophomore		Junior		Senior	
Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring
COMM Core	COMM Core	COMM Core	COMM Core	COMM Methods	COMM Methods	COMM UD Elective (300-499)	COMM UD Elective (300-499)
Foreign Language I	Foreign Language II	Foreign Language III	COMM UD Elective (300-499)	Diversity	COMM 400-Level Elective	COMM UD Elective (300-499)	COMM or ASCJ Elective (100-499 level)
GE III or IV	WRIT 150	Elective/Double Major/Minor	GE I, II or VI	WRIT 340	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor
GE V	GE III or IV	GE I, II or VI	GE I, II or VI	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor	Elective/Double Major/Minor

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

-  COMM Core, Methods and Elective Courses
-  General Education Courses
-  Foreign Language Requirements
-  Writing Requirements
-  Diversity
-  Elective/Double Major/Minor

COMM Major Course Descriptions

COMM Core Requirements:

COMM majors must take 16 units of COMM core classes.

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.

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.

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.]

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.]

COMM 311 RHETORIC AND THE PUBLIC SPHERE (4 UNITS)

This course provides an introduction to rhetorical theory and criticism. This class traces the development of rhetoric from its origins in ancient Greece, through its codification and study in the Roman Era and the Middle Ages, to its use in contemporary times. Students will have the opportunity to study rhetorical theorists from each era and to begin practicing rhetorical inquiry. [Note: Duplicates credit in COMM 201.]

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.]

COMM Methods Requirements:

Select **TWO** of the following four courses to meet this requirement.

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.

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*

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.

COMM Elective Requirement:

For students who entered USC between Fall 2008 – Spring 2013:

Upper Division Elective Requirement (24 units):

- 20 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)*

*Applies only to those who entered USC in fall 2009 or later.

For students who entered USC Fall 2013 and after:

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 course (ASCJ/COMM 100-499, excluding ASCJ 100X, ASCJ 220X and COMM 205x)

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