


communication | journalism | public relations



USCAnnenberg
School for Communication
and Journalism



“...to be of service to all people is the enduring mission of this school”

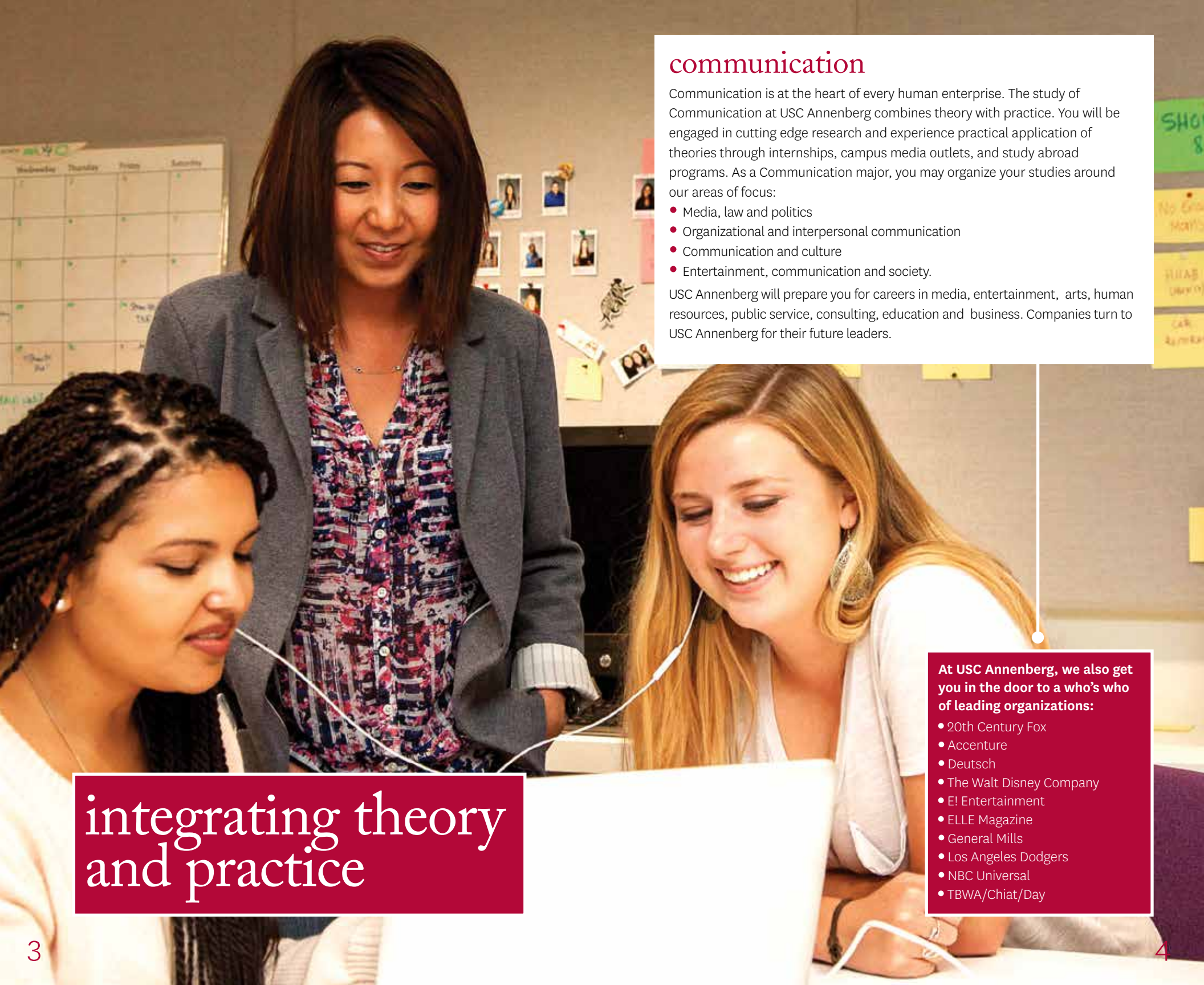
—AMBASSADOR WALTER H. ANNENBERG
MARCH 4, 1971

USC Annenberg, located in Los Angeles, California, at the heart of the University of Southern California, is one of the leading centers for research, teaching and professional practice in the fields of communication, journalism and public relations. Among other advantages, you will benefit from a world-class faculty, accomplished peers and an unsurpassed alumni network. We welcome you to experience the Annenberg Advantage.

Which major is the right fit for me?

At USC Annenberg, our three distinct programs will expand your abilities in 360 degree thinking, cultural competency, intellectual curiosity, adaptability and empathy within a liberal arts context. Take a look at what makes each Annenberg major distinct:

- If you want to study messages and examine the impact of culture, ethnicity, technology and socio-economics on how information is sent, transmitted and received, then consider a **COMMUNICATION** major.
- If you want to develop the professional skills to use multi-media platforms to tell stories that educate and inform the public, then consider a major in **JOURNALISM**.
- If you want to advocate strategically on behalf of a brand, product, or cause using new platforms and emerging media, then consider a **PUBLIC RELATIONS** major.



communication

Communication is at the heart of every human enterprise. The study of Communication at USC Annenberg combines theory with practice. You will be engaged in cutting edge research and experience practical application of theories through internships, campus media outlets, and study abroad programs. As a Communication major, you may organize your studies around our areas of focus:

- Media, law and politics
- Organizational and interpersonal communication
- Communication and culture
- Entertainment, communication and society.

USC Annenberg will prepare you for careers in media, entertainment, arts, human resources, public service, consulting, education and business. Companies turn to USC Annenberg for their future leaders.

integrating theory
and practice

At USC Annenberg, we also get you in the door to a who's who of leading organizations:

- 20th Century Fox
- Accenture
- Deutsch
- The Walt Disney Company
- E! Entertainment
- ELLE Magazine
- General Mills
- Los Angeles Dodgers
- NBC Universal
- TBWA/Chiat/Day

professional skills

journalism

The role of journalism is to inform and educate the public, promote reasoned discourse and foster justice and integrity in a democratic society. Through our nationally accredited journalism school, USC Annenberg will teach you to excel as a multi-media storyteller for broadcast, online and text. You will produce journalism for public consumption in our state-of-the-art Julie Chen/Leslie Moonves and CBS Media Center. Your instructors will be fulltime faculty with illustrious backgrounds including Pulitzer and Emmy awards and working professionals who are passionate about developing the next generation of journalists. Literacy in economics and numeracy, the expectation to innovate in a fast-paced professional environment, and study abroad and internship experience uniquely prepare you for the ever-changing landscape of journalism.

Here's a snapshot of awards our recent Journalism students have won:

- Hearst Journalism Award
- Chick Hearn Scholar Award
- College Television Award
- Festival of Media Arts Competition
- Golden Microphone Award
- LA Press Club Award

building relationships

public relations

In an environment of 24-7 news cycles and constant public demand for information and accountability, public relations professionals play a critical role. Sometimes working behind the scenes or up front and center, PR professionals develop content, work through crisis, advise CEOs, and communicate with internal and external audiences. At USC Annenberg, public relations is housed in the nationally accredited journalism school where you will develop the same multi-media skills to write across platforms. Building on that foundation, you will experience a curriculum that is based on what the PR industry demands today and in the future. Internship opportunities in the Los Angeles area during the academic year allow you to gain professional experience in a range of organizations from sports, government and nonprofits, and PR firms.

Annenberg Public Relations students have developed their professional skills at these internships:

- American Chamber of Commerce, Japan
- Giorgio Armani
- Gucci
- Weber Shandwick
- Edelman
- Mattel
- Hill & Knowlton
- Nexsun Energy
- Atlantic Records
- Warner Brothers

experience annenberg

Our students pursue widely varied interests, but they share a strong desire to make an impact.



SAMANTHA, Communication
Melbourne, FL

"From film and television to interpersonal and organizational theory, my studies offered a sampling of the communication field that provided the necessary primer to find my specialization."

Annenberg Experience: *"I assisted with groundbreaking communication research my freshman year and even had my name acknowledged in recent studies covered in the New York Times."*



STEVE, Public Relations
Los Angeles, CA

"Public Relations is a dynamic field to pursue for any media enthusiast. Exploring the principles of advocacy communication has allowed me to develop skills valuable to employers across a range of industries."

Annenberg Experience: *"Annenberg's small classes and scholarly community encourage skills-based learning that is essential to workplace success. Our numerous guest speakers and experienced adjunct faculty facilitate invaluable networking opportunities."*



JORDYN, Print and Digital Journalism
Chicago, IL

"Learning labs always made me feel a sense of accomplishment. Looking at all the articles I published while still in undergrad constantly serves as a reminder to me that journalism is a fulfilling major."

Annenberg Experience: *"Journalism is competitive but Annenberg is the most collaborative place around to work with classmates and work on meaningful projects on a daily basis."*

by the numbers

TOTAL UNDERGRADUATE ENROLLMENT **1,545** (SPRING 2015)

- communication **922**
- journalism **307**
- public relations **273**
- total enrollment **1502**

FIRST-YEAR CLASS **2,228** STUDENTS APPLIED (FALL 2015)

- number admitted **283**
- number entering **152**
- average GPA (unweighted) **3.63**
- 25-75th percentile SAT **1990-2210**

STUDY-ABROAD OPPORTUNITIES



ANNENBERG IS TWO BUILDINGS STRONG

The flagship building, the original Annenberg School, houses student services, several centers, classroom and event space and faculty and administrative offices. The Wallis Annenberg Hall, a state-of-the-art building, opened in August 2014 and features:

- Two-story professional converged media center with 360-degree assignment desk
- Broadcast-quality video and radio studios
- Four-story atrium with skylight and multi-floor media display tower
- Digital lab equipped with more than 50 nonlinear video editing systems
- Thirty classrooms featuring multimedia display capabilities
- Eleven drop-in student collaboration areas

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3502 Watt Way

Los Angeles, California 90089



UNDERGRADUATE APPLICATION

Apply to USC using the Common Application and selecting a first or second choice USC Annenberg major.

December 1 *First-Year Application Deadline for Admission and Scholarship Consideration*

January 15 *First-Year Application Deadline for Admission Consideration*

February 1 *Transfer Application Deadline for Scholarship and Admission Consideration*



USC University of
Southern California