

Annenberg School for Communication



UNDERGRADUATE HANDBOOK
2008–2009



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Credits:

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Program Overview

Undergraduate students majoring in Communication at the University of Pennsylvania study media institutions, communication and contemporary culture, and a wide variety of communication influences in social, political, and economic contexts. Scholarship in communication intersects with many disciplines—including history, psychology, sociology, anthropology, political science, law, and economics—drawing from both humanistic and social-scientific modes of inquiry to examine fundamental communication processes and effects.

The Annenberg School

The Bachelor of Arts Degree with a major in Communication is granted by the College of Arts and Sciences, but the major curriculum is designed, administered, and instructed by the Annenberg School for Communication. The Annenberg School is a world-renowned center for advanced research and higher education in the study of communication and its methods. It is a vibrant scholarly community built on nearly fifty years of interdisciplinary study. The School houses communication theorists and researchers, including social scientists, historians, and media critics. The School's doctoral program prepares next-generation scholars to make significant contributions to communication research and policy, while the undergraduate program gives students a broad foundation to pursue a wide variety of professional careers or graduate studies. The Annenberg School houses a number of research and teaching programs, including the Annenberg Public Policy Center, the Center for Excellence in Cancer Communication Research, the Annenberg Scholars Program in Culture & Communication, and the Project for Global Communication Studies, among many others. More information about the Annenberg School and affiliated programs can be found at www.asc.upenn.edu.

The Communication Major

The major in Communication consists of 14 courses, eleven in Communication and three in other departments, selected by students to support their primary interests. The curriculum has three goals: (a) to expose students to major strains of communication scholarship—on media systems and their functions, the relationships of these systems to cultural, political, and economic life, and myriad influences of communication on the ways people think and behave; (b) to ensure that students acquire basic familiarity with the methods of research used in communication scholarship and practice; and (c) to permit flexible opportunities for advanced study.

Areas of concentration within the Annenberg School curriculum include critical, cultural, and historical media studies; research on children, family, and media; health communication; and political communication. The curriculum also offers opportunities for independent study, internship experience, study abroad, and—through the Communication and Public Service program—the chance to put communication to work in the service of community.

This Handbook

In this handbook, you can find detailed information about courses, requirements, and application procedures for the undergraduate Communication major. Unless otherwise stated here, the School follows the policies and procedures of the College of Arts and Sciences regarding courses, grading, and other instructional matters (see <http://www.college.upenn.edu/rules>).

For additional information, please contact Alison Berstecher, Director of Student Services and Registrar, at the Undergraduate Office (Room 204) in the Annenberg School, telephone 215.898.8892; e-mail aberstecher@asc.upenn.edu. Any updates or changes will be posted on the Annenberg School website, www.asc.upenn.edu. ■

The Faculty and Staff

Undergraduate courses in Communication are taught by the standing faculty of the Annenberg School for Communication and by a variety of teachers and researchers with expertise in numerous media-related fields. The major in Communication is also supported by administrative staff who assist with admissions, course planning, internships, and theses.

Faculty

Joseph N. Cappella, Ph.D., Gerald R. Miller Professor of Communication

Michael X. Delli Carpini, Ph.D., Professor of Communication and Walter H. Annenberg Dean

Martin Fishbein, Ph.D., Harry C. Coles, Jr. Distinguished Professor of Communication

Keith N. Hampton, Ph.D., Assistant Professor of Communication

Robert C. Hornik, Ph.D., Wilbur Schramm Professor of Communication; Director of the Center for Excellence in Cancer Communication Research

John L. Jackson Jr., Ph.D., Richard Perry University Associate Professor of Communication and Anthropology; Associate Dean for Undergraduate Studies

Kathleen Hall Jamieson, Ph.D., Elizabeth Ware Packard Professor of Communication; Director of the Annenberg Public Policy Center

John B. Jemmott III, Ph.D., Kenneth B. Clark Professor of Communication; Professor of Communication in Psychiatry; Director of the Center for Health Behavior and Communication Research, Department of Psychiatry, School of Medicine

Elihu Katz, Ph.D., Distinguished Trustee Professor of Communication

Marwan Kraidy, Ph.D., Associate Professor of Communication

Klaus Krippendorff, Ph.D., Gregory Bateson Professor of Cybernetics, Language, and Culture

Deborah L. Linebarger, Ph.D., Assistant Professor of Communication; Director of the Annenberg Children and Media Lab

Carolyn Marvin, Ph.D., Frances Yates Professor of Communication

Paul Messaris, Ph.D., Lev Kuleshov Professor of Communication

Devrah C. Moehler, Ph.D., Assistant Professor of Communication (Beginning Fall 2009)

Diana Mutz, Ph.D., Samuel A. Stouffer Professor of Communication and Political Science

Sharrona Pearl, Ph.D., Assistant Professor of Communication

Monroe E. Price, Adjunct Full Professor of Communication; Director of the Center for Global Communication Studies

Vincent Price, Ph.D., Steven H. Chaffee Professor of Communication and Political Science; Associate Provost for Faculty Affairs, University of Pennsylvania

Katherine Sender, Ph.D., Associate Professor of Communication

Joseph Turow, Ph.D., Robert Lewis Shayon Professor of Communication; Associate Dean for Graduate Studies

Charles R. Wright, Ph.D., Professor Emeritus of Communication and Sociology

Barbie Zelizer, Ph.D., Raymond Williams Professor of Communication; Director of The Annenberg Scholars Program in Culture and Communication

Secondary Faculty

C. Edwin Baker, J.D., Nicholas F. Gallicchio Professor of Law, University of Pennsylvania

Amy Gutmann, Ph.D., President, University of Pennsylvania

Richard Johnston, Ph.D., Professor of Political Science Research Director of the National Annenberg Election Survey, University of Pennsylvania

Caryn Lerman, Ph.D., Mary W. Calkins Professor, Deputy Director of the Abramson Cancer Center, University of Pennsylvania

Christopher Yoo, J.D., Professor of Law, University of Pennsylvania

Staff Researchers

Amy Bleakley, Ph.D., Policy Research Scientist, Annenberg School for Communication

D. David Eisenhower, J.D., Director of the Institute for Public Service & Public Policy Fellow, Annenberg School for Communication

Amy Jordan, Ph.D., Senior Research Investigator, Annenberg School for Communication

Lecturers

Alvin Felzenberg, Ph.D., Author; Political Advisor

Peter D. Hart, Director of Peter D. Hart Research Associates

Albert Hunt, Executive Editor of *Bloomberg News*

Phyllis Kaniss, Ph.D., Executive Director of the American Academy of Political and Social Science

Daniel Kelley, Principal of MGA Partners Architects

Felicity (Litty) Paxton, Ph.D., Director of the Penn Women's Center; Faculty Fellow for Stouffer College House

Carlin Romano, J.D., Literary Critic of *The Philadelphia Inquirer*; Critic-at-Large of *The Chronicle of Higher Education*

Joanne Rosen, J.D., Lecturer, Annenberg School for Communication

Janet Theophano, Ph.D., School of Arts and Sciences, University of Pennsylvania

Application to the Major

Most undergraduate courses in Communication are open to students throughout the University. However, to obtain the Bachelor of Arts Degree with a major in Communication, a student must apply and be accepted. The degree is granted by the College of Arts and Sciences or the College of Liberal and Professional Studies, although the major curriculum is designed, administered, and instructed by the Annenberg School for Communication. All decisions concerning admission to the major are made by the Annenberg School.

When to Apply

Students may apply for admission to the major during either the second semester of their sophomore year or the first semester of their junior year. Applications are not accepted in any other semesters. Exceptions are permitted only for students transferring from other universities with junior class standing, whose applications will be considered on a case-by-case basis.

Application Requirements

Students must meet the following requirements prior to application.

1. Completion of either Communication 125 or Communication 130;

2. Completion or enrollment in a total of at least three communication courses, including those completed under 1 above;
3. A cumulative grade-point average of 2.0 or higher in all University of Pennsylvania courses.

How to Apply

Alison Berstecher, Director of Student Services and Registrar, provides academic and procedural advising for prospective Communication majors. Students are encouraged to consult with Alison Berstecher well in advance of application in order to match the requirements for the major to their particular situation and to draft a tentative curriculum.

Information and application forms can be obtained from Alison Berstecher in the Undergraduate Office (Room 204 in the Annenberg School). Application forms are also available on the Annenberg School web page (www.asc.upenn.edu).

Prior to meeting with Alison Berstecher, students should create and/or update an online worksheet. A pre-major advisor must certify the worksheet prior to application for the major. ■

Founded in 1959 through the generosity and vision of diplomat and philanthropist Walter Annenberg, the Annenberg School for Communication at the University of Pennsylvania is devoted to furthering our understanding of the role of communication in public life through research, education, and service.

The Annenberg School



Major Requirements

Graduation with a Bachelor of Arts Degree in Communication requires a total of 34 course units, including a minimum of 14 courses in the major. Three of the major courses are taken in cognate fields and 11 in communication. Among the Communication courses are two required introductory courses designed to expose students to major topics in the field, one course in research methods, four intermediate-level courses, and four advanced courses. Specific course requirements are outlined below.

General Policies

Courses comprising the major must have been taken for a letter grade (that is, not pass/fail) and have resulted in a grade of D+ or higher. Students enrolled in the College of Arts and Sciences may complete one, *but not both*, of their required introductory courses in the summer sections offered through the College of Liberal and Professional Studies.

Course Requirements

A. Introductory Courses. *Two courses* ranging broadly over important parts of the field.

- Comm 125: Introduction to Communication Behavior
- AND
- Comm 130: Introduction to Mass Media and Society

B. Research Methods. *One course* providing a basic introduction to the principles and techniques of social research. The requirement can be met in one of two ways:

- Comm 340: Basic Communication Research
- OR
- An equivalent methods course may be completed through another department. A non-exhaustive list of prior approved courses (some which may carry prerequisites) include the following:

Courses not included on this list will need prior departmental approval. A course syllabus must be submitted to the Director of Student Services and Registrar for review. The School has the right to deny the request.



- | | |
|----------------|---|
| ▶ ECON 005/103 | Statistics for Economists |
| MKTG 212 | Marketing Research |
| PHIL 225 | Introduction to Philosophy of Science |
| PHIL 425 | Philosophy of Science |
| PSCI 295 | Introduction to Political Research |
| PSYC 020 | Probability and Statistics |
| PSYC 3xx | Various Research Seminars |
| SOCI 100 | Introduction to Sociological Research |
| SOCI 120 | Social Statistics |
| SOCI 123 | Introduction to Sociology for Advanced Students |
| SOCI 128 | Introduction to Demographic Methods |
| SOCI 221 | Sample Survey Methods |
| SOCI 222 | Field Methods of Sociological Research |
| SOCI 521 | Methodological Legal Research |
| STAT 101 | Introductory Business Statistics |
| STAT 102 | Introductory Business Statistics |
| STAT 111 | Introductory Statistics |
| STAT 112 | Introductory Statistics |
| URBS 213 | Methods in Urban Ethnography |

C. **Intermediate Courses.** *Four courses* that apply communication perspectives to particular domains of concern, issues or industries. (Advanced courses—see below—can substitute for intermediate-level courses. All Communication courses that are numbered between 100 and 200 can count toward the intermediate requirement.)

Comm 123	Communication and Popular Culture
Comm 140	Intro. to Film Forms and Contexts
Comm 210	Film and Reality
Comm 225	Children and Media
Comm 226	Introduction to Political Communication
Comm 237	Health Communication
Comm 262	Visual Communication
Comm 275	Communication and Persuasion
Comm 298	Study Abroad
Comm 299	Communication Internship Seminar

D. **Advanced Courses.** *Four courses* that deal with particular research topics, intended for advanced students in communication. One of these must be a seminar. Advanced courses are classified as those numbered between 300 and 400. Courses numbered 500–599 may also be taken by seniors, but only with instructor and School permission.

Comm 298+	Study Abroad
Comm 299*	Communication Internship
Comm 300	Public Space, Public Life
Comm 308*	Communication Research with Children and Families: Ethical, Theoretical and Methodological Issues
Comm 314	Anthropology and Mass Media
Comm 322*	History and Theory of Freedom of Expression
Comm 323*	Contemporary Politics, Policy and Journalism
Comm 330	Advertising and Society
Comm 336	Local News Media and Urban Policy
Comm 340	Basic Communication Research
Comm 374*	Communication and Congress
Comm 395*	Communication and the Presidency
Comm 396*	Media Events
Comm 398*	Special Topics in Communication
Comm 399	Independent Study
Comm 408*	Children and Media: Cognitive Development
Comm 410*	New Media and Community Life
Comm 413*	The Role of Public Opinion in Leadership Decisions
Comm 415*	Communication Law, Policy and Public Interest
Comm 416*	Intimacy, Privacy and Surveillance
Comm 420*	Race: History, Theory and Practice
Comm 430*	LGBT Representation in Popular Media
Comm 439*	Media Criticism
Comm 481*	Social Networks
Comm 499	Senior Honors Thesis

E. **Cognate Courses.** *Three courses* from other schools and departments that support a student's research interests in communication. In fulfilling the cognate requirement, students may select courses from three different departments, but no more than a single introductory class is permitted.

Cognates must come from *one* of the following three clusters:

Communication and Culture

Anthropology, Art History, Comparative Literature, Education, English, Cinema Studies, Fine Arts, Music, Religious Studies, Sociology, and Theater Arts

Communication and Behavior

Anthropology, Education, Linguistics, Political Science, Psychology, and Sociology

Communication and Commerce**

Business and Public Policy, Economics, International Relations, Legal Studies, Management, and Marketing ■

+ Departmental approval is required. A course syllabus must be submitted to the Director of Student Services and Registrar for review.

* Seminar

** At least one course in this cluster must be taken either in Economics or in Business and Public Policy.

Communication and Public Service (ComPS)

The concentration in Communication and Public Service engages students in public service through a special program combining individual research opportunities with hands-on experience in the public arena. Classes, seminars, internships, field experiences, and individual research projects provide students with opportunities to meet and learn from current and former officeholders, journalists, and public servants who have been leaders in government and civil society.

Course Requirements

The program is closely matched to the undergraduate Communication major. ComPS students must complete the following 14 courses:

- Two introductory courses required for Communication majors
- One methods course required for Communication majors
- Two intermediate Communication courses
- Two advanced Communication courses

ComPS Specific Requirements

- One core course, either Comm 323 (Contemporary Politics, Policy and Journalism) or Comm 395 (Communication and the Presidency).
- Two specially designated ComPS courses, from the following:
 - Comm 266 Intro. to Political Communication
 - Comm 299 Communication Internship (Section taught in the summer as part of the Annenberg Washington Summer Program)
 - Comm 300 Public Space, Public Life

- Comm 322 History and Theory of Freedom of Expression
- Comm 323 Contemporary Politics, Policy and Journalism
- Comm 335 The Future of News and the Young Audience
- Comm 374 Communication and Congress
- Comm 378 Journalism and Public Service
- Comm 410 New Media and Community Life
- Comm 413 The Role of Public Opinion in Leadership Decisions
- Comm 415 Communication Law, Policy and Public Interest
- Comm 428 Conventions, Debates and Campaigns
- Comm 429 Elections and Mass Media
- Comm 481 Social Networks
- A cluster of three cognate courses from the following departments: Anthropology, Economics, Education, Health and Societies, History, Legal Studies, Political Science, Sociology, Urban Studies, and Women's Studies. No more than one introductory class is permitted in the cluster.
- A capstone thesis project completed for credit in the senior year. Students choose the topic of the capstone thesis from a range of public policy or public service issues. Research may involve funded travel to selected archives or fieldwork sites. Students graduating with a cumulative grade point average of 3.5 or higher may designate the capstone as a senior honors thesis in public services.

Communication and Public Service

How and When to Apply

Enrollment is limited to 20 students per year. Students interested in applying to this concentration (in the second semester of the sophomore year or first semester of the junior year) should submit an application, including a statement of purpose outlining future goals and curricular objectives.

Interested students are encouraged to consult with Alison Berstecher, Director of Student Services and Registrar, and D. David Eisenhower, Director of the Institute for Public Service, as early as possible to match the requirements for the major and ComPS concentration to each student's goals. No applications are permitted after the add period of the first semester of the senior year.

Annenberg Washington Summer Internship Program

The Annenberg Washington Summer Internship Program (AWSIP) aims to develop skills and knowledge related to the use of communication in public service through internships at selected government, political, nonprofit, advocacy, media, and private organizations based in Washington, D.C. Students can apply to participate through the school's Institute for Public Service, and accepted students are assisted in finding appropriate internships in the D.C. area. Participating students are provided with housing; a stipend of up to \$2,000 (for nonpaying internships); opportunities to attend periodic talks by Washington-based journalists, public officials, and leaders in the nonprofit, advocacy, and business communities; and tuition to attend a parallel seminar. ■

The Communication and Public Service program (ComPS) is a concentration option for Comm majors, offered by the Institute for Public Service at the Annenberg School. The ComPS concentration engages students in public service dialogue through research opportunities with hands-on experience in the public sector and provides opportunities to meet and learn from current and former officeholders, journalists, and public officials. ComPS students have opportunities for internships in the public sector as well as a number of public lectures and events at the Annenberg School.



Philadelphia Mayor Michael Nutter addresses a class on dealing with the news media.

Study Abroad and Transfer Credit

Communication Credit for Study Abroad

In the past, many of our students have studied at the colleges and universities listed on page 9 and have received communication credit for their work. This is not an exhaustive list; these are merely suggestions of possible study abroad sites for Communication majors. Any student planning to take a communication course abroad, whether for the major or as an elective, must contact the Director of Student Services, Alison Berstecher, for provisional approval by the Undergraduate Chair. Students should not rely on their study abroad credits to fulfill major requirements. Evaluation of a current complete syllabus of the course is required for final approval and may be submitted upon the student's return. Approved course credit will be counted toward a student's intermediate major requirements. Students seeking advanced major credit must bring both a final paper and syllabus for the course to the Associate Dean for Undergraduate Studies for review. Preapproved courses are not guaranteed advanced major credit.

Cardiff School of Journalism, Media and Cultural Studies, Wales

The Annenberg School for Communication has teamed with the Cardiff School of Journalism, Media and Cultural Studies (JOMEC) to facilitate a dynamic exchange program that will allow undergraduate students to broaden their learning and understanding of the field of communication studies in a new environment. JOMEC is one of the largest media departments in the United Kingdom. Ranked seventh out of more than 100 universities, Cardiff is also a member of the prestigious Russell Group, which is formed by the United Kingdom's top research universities and attracts world-class staff. The program, which accepts 12 undergraduate students per semester, is set to commence in Spring 2009. Participating exchange students will be bound by the rules and procedures of both institutions and are required to complete all course work and examinations associated with their study taken at Cardiff or the University of Pennsylvania.

For more information about study abroad programs, contact the Undergraduate Office (Room 204 in the Annenberg School); the Office of International Programs (3701 Chestnut Street, Suite 1W); or access the College of Arts and Sciences' website, <http://college.sas.upenn.edu/studyabroad/>.



Penn students in China as part of the Penn in Beijing summer program.

Communication Credit for Coursework Completed Elsewhere

Receiving credit for communication courses taken at another college or university requires approval by the Annenberg School for Communication. Credit is granted only for courses judged comparable in scope and general focus to those typically offered by the Annenberg School. Some courses offered as communication courses elsewhere (e.g., advertising or literature) may be more appropriately considered for credit by another school or department at the University of Pennsylvania. Students may only count three (3) communication credits from another college or university toward their major.

How to Apply for Credit

Study Abroad. Students seeking communication credit for courses completed while abroad must submit a course description to the Undergraduate Office prior to studying abroad. Submission of course descriptions can secure only provisional approval for credit, intended to guide students in their course selections abroad. This provisional approval is not a guarantee of final approval. Final approval requires the submission and approval of a current syllabus to the Undergraduate Office.

Transfer. Students transferring to the University of Pennsylvania who wish to receive communication credit for courses taken elsewhere must submit a syllabus to the Undergraduate Office. ■

ARGENTINA

COPA/Argentine Universities Consortium in Buenos Aires

AUSTRALIA

Australian National University

James Cook University

University of New South Wales

University of Melbourne

University of Western Australia in Perth

University of Queensland in Brisbane

University of Sydney

BELGIUM

Katholieke Universiteit Leuven

BRAZIL

CIEE Study Centers in Brazil—Pontifícia Universidade Católica de São Paulo

CIEE Study Centers in Brazil—Universidade Católica do Salvador, Salvador da Bahia

CHILE

CIEE Study Center in Santiago: Universidad de Chile and Pontificia Universidad Católica de Chile (BCH)

CHINA

Fudan University (BFW)

Chinese University of Hong Kong

ENGLAND

Goldsmiths, University of London

University of East Anglia

University of Lancaster

University of Sussex

FRANCE

Lyon Semester Program (BLY)

Université Lumière Lyon 2

Université Jean Moulin Lyon 3

Institut d'Études Politiques de Paris

GERMANY

Wayne State Junior Year in Munich (BMU)

IRELAND

University of Ulster in Northern Ireland

ISRAEL

University of Haifa

IDC in Herzliya

ITALY

Università degli Studi di Bologna

Università Bocconi in Milan

JAPAN

International Christian University (ICU)

KOREA

Korea University

Yonsei University

SPAIN

University of Seville

Penn Semester in Barcelona (Universitat Pompeu Fabra and Universitat de Barcelona)

The Communication Internship

Students spend an average of 10–15 hours per week during the regular academic year (at least 20 hours per week during the summer) at their internship placement, performing a variety of tasks from undertaking research to writing copy and preparing publications, presentations, and videos. Students may undertake internships in a variety of communication-related organizations for academic credit, but doing so requires formal school approval and completion of the internship seminar (Comm 299), through which students analyze the communication processes they observe firsthand in their internships. In the seminar, assigned readings and weekly field notes lead to a final research paper on a communication issue. The objective of the course is to apply research methods based in ethnographic theory to explore the working world of media organizations.

General Policies and Deadlines

Enrollment in Comm 299 is limited to majors in Communication. Credit is not granted for on-campus internships. Students may complete Comm 299 only once.

Credit is granted only for internships with a demonstrable link to the academic offerings of the Annenberg School for Communication. Some activities, even though sponsored by a media organization or billed by sponsors as a “communication internship,” may be primarily business or public service activities and, thus, more appropriately considered for credit by another school or department at the University of Pennsylvania.

Comm 299 is offered throughout the academic year and during the summer. Because many students undertake internships outside the Philadelphia area during the summer months, the summer seminar is structured around written assignments and does not hold meetings. Students enrolled in the summer seminar are billed for summer tuition. Over the summer, spaces in Comm 299 fill up very quickly and, since there are a limited number of spaces in this course, it is recommended that students secure an internship as early as possible.

How to Apply

Each student secures his or her own internship. Students must identify a field supervisor in the organization sponsoring the internship and work out a contract, signed by both the student and the field supervisor, detailing their explicit professional responsibilities. This contract must be filed with the Undergraduate Office—along with a letter, signed by the employer, describing the duties of the position—before a student can be enrolled in the seminar. Because seminar enrollment is limited, students should arrange internships and receive approval as early as possible to have the best chance of securing a place in the seminar. ■

The Communication internship provides students with an apprenticeship experience, through which they explore communication practices within the media workplace.

Graduating With Honors

Outstanding students in communication may elect to pursue an honors option. Graduating with Honors requires superior performance in communication classes, as well as the completion of a senior honors thesis.

The thesis is undertaken in the last semester of the senior year and provides a capstone intellectual experience for students of demonstrated academic achievement.

Requirements

Graduation with Honors in Communication requires the following:

1. Completion of all regular requirements for the major.
2. A cumulative grade point average of 3.5 or higher in all University of Pennsylvania courses.
3. Completion of an approved honors thesis (Comm 499) with a grade of "A-minus" or higher.

How to Apply

Students interested in pursuing the honors option are strongly encouraged to discuss their curriculum with Alison Berstecher, Director of Student Services and Registrar, as early as possible in their course of studies.

Permission to register for Comm 499 (Senior Honors Thesis) requires a minimum cumulative average of 3.5 at the time of registration, careful advance planning, consultation with potential faculty supervisors, agreement from a faculty member to supervise the thesis, and formal approval of the School.

When to Apply

Not later than the middle of the term preceding the thesis semester, the student must obtain an agreement from a member of the standing faculty in Communication (see page 2) to supervise the thesis.

The student must also prepare an original, written proposal outlining the questions for research, a review of literature, proposed evidence, and methods of inquiry. Where the proposed thesis builds on work completed in a previous course, a copy of this work must be submitted with the thesis proposal.

The proposal must be signed by the supervising faculty member and the Associate Dean for Undergraduate Studies and received by the Undergraduate Office by the deadline specified in the semester preceding the thesis semester. ■



Guest Speakers

Annenberg students have the chance to hear distinguished guest speakers discuss their work in the Communication field. Recent guests have included Al Felzenberg, author of *The Leaders We Deserved (And A Few We Didn't)*; Jon Klein, President of CNN; and Bill Boggs (ASC '64) (pictured here), author of *Got What It Takes?*

Awards

Graduating majors in Communication are eligible for a number of awards presented annually at a commencement ceremony for majors. These include the following:

The Honorable Walter H. Annenberg Award, named in honor of the School's founding donor and granted to the student who has strengthened and improved the University of Pennsylvania's student community through his or her communication service activities.

The C. Nicole Dickerson Award, named in memory of the School's former undergraduate coordinator and granted to a graduating communication major who has made a significant contribution through public service to our neighbors in the West Philadelphia community.

The Dwight D. Eisenhower Award, honoring our nation's 34th President and recognizing the outstanding honors thesis in the Communication and Public Service program.

The George Gerbner Award, named in memory of the School's former Dean (1964–1989) and presented to a graduating senior for the honors thesis that best demonstrates an original and comprehensive application of research skills and a thorough understanding of communication scholarship.

The Kathleen Hall Jamieson Award, honoring the School's former Dean (1989–2003) and presented to the graduating senior with the highest cumulative grade point average in the major. ■

Undergraduate Communication Society

The Undergraduate Communication Society (UCS) is an organization run by and for students interested in communication. The UCS conducts career panels, field trips, monthly career coffee hours, and social events for members, often including alumni and guest speakers from the communication field. The purpose of these events is to give students greater insight into television, film, public relations, advertising, and many other areas. The UCS assists students in learning more about the Communication major and course offerings within the department and, to this end, arranges dinners and teas with faculty members. Introductory meetings are held at the beginning of each semester for interested students.



Annenberg students attended the Democratic and Republican National Committee Conventions in Denver and Minneapolis and sometimes became part of the story themselves.



Courses

At the right are brief descriptions of various communication courses offered to undergraduates. Course descriptions may sometimes change; some courses may not be offered every year; and new courses may be added. Any changes or additions will be posted on the Annenberg School website, www.asc.upenn.edu.

Comm 123—Communication and Popular Culture

Popular culture has been variously dismissed as mere trivia; it has been condemned as propaganda, a tool of mass deception; and its consumers have been dubbed fashion victims and couch potatoes. This course considers these critiques, as well as those that suggest that popular culture offers valuable material for the study of social life. We consider the meanings and impact of popular culture, including its effects on how we see ourselves, others, and American life; who makes distinctions between high, middlebrow, and low or mass culture; and how power and resistance structure the production and consumption of popular texts.

Comm 125—Introduction to Communication Behavior

(Fulfills Sector I Requirement: Society)

This course is an introduction to the fundamentals of communication behavior. It focuses on social science studies relating to the processes and effects of mass communication. Research reviewed includes media use behavior and media influences on knowledge, perceptions of social reality, aggressive behavior, and political behavior.

Comm 130—Introduction to Mass Media and Society

(Fulfills Sector I Requirement: Society)

How might we think about the legal, political, economic, historical, and “cultural” considerations that shape what we watch on TV, read in books, and stare at in billboards? What ideas are relevant for examining the enormous changes in the mass media system and the consequences of those changes? The aim of this course is to begin to answer these questions by acquainting you with the workings of American mass media as an integral part of American society.

Comm 140—Introduction to Film Forms and Contexts

(Fulfills Sector III Requirement: Arts and Letters)

This course traces the development of the classical Hollywood cinema, as well as significant alternatives to this dominant mode of representation, by relating analyses of the formal elements of film texts to discussions of film industries and audiences as well as the larger social, historical context. A variety of analytical methods and perspectives are applied to films drawn from different times and countries in order to consider the cinema as a cultural construction.

Comm 210—Film and Reality

This course examines some of the important theoretical (and even existential) issues raised by fiction and non-fiction films. We use film theory, literary theory, and contemporary social theory to discuss several key concepts that rest at the intersection between anthropology and communication studies: a) we interrogate contentious notions of authority, reflexivity, and objectivity; b) we analyze film’s/video’s variously pitched claims to be a ‘realistic’ representation of everyday life; c) we examine how film and video get imagined in all their visual particularity; and d) we highlight the kinds of theories about reality and realness that get turned into compelling themes in films themselves. Students will watch one film each week and consider readings that address (explicitly or implicitly) themes dramatized by that film. The screening list will include classic movies (like “Tarzan” and “Gaslight”) along with more recent motion pictures (like “The Matrix” and “Mulholland Drive”). Watching the films during class time is mandatory (as questions about ‘the context of reception’ are also important to the course’s overarching goals).

Comm 225—Children and Media

This course examines children’s relationship to media in its historic, economic, political, and social contexts. The class explores the ways in which “childhood” is created and understood as a time of life that is qualitatively unique and socially constructed over time. It continues with a review of various theories of child development as they inform children’s relationship with and understanding of television and other household media. It next reviews public policies designed to empower parents and limit children’s exposure to potentially problematic media content and simultaneously considers the economic forces that shape what children see and buy. The course concludes with a critical examination of research on the impact of media on children’s physical, cognitive, social, and psychological development.

Comm 226—Introduction to Political Communication

This course is an introduction to the field of political communication and conceptual approaches to analyzing communication in various forms, including advertising, speechmaking, campaign debates, and candidates’ and officeholders’ uses of news. The focus of this course is on the interplay in the United States between television and politics. The course includes a history of televised campaign practices from the 1952 presidential contest through the election of 1988.

Comm 237—Health Communication

An examination of the influence of public health communication on health behavior. The course considers: intervention programs addressing behaviors related to cancer, cardiovascular disease, HIV/AIDS, drug use, obesity, and others; theories of health behavior change; issues in the design of effective health communication programs; and concerns about the portrayal of health and medicine on mass media.

Comm 262—Visual Communication

Examination of the structure and effects of visual media (film, television, advertising, and other kinds of pictures).

Comm 275—Communication and Persuasion

Theory, research, and application in the persuasive effects of communication in social and mass contexts. Primary focus on the effects of messages on attitudes, opinions, values, and behaviors. Applications include political, commercial, and public service advertising; propaganda; and communication campaigns (e.g., anti-smoking).

Comm—298 Study Abroad Credit

See pages 8 and 9.

Comm 299—Communication Internship Seminar *(Requires approval of Undergraduate Office)*

A scholarly counterpart for students' internships in various communication-related organizations. Through individually selected readings, class discussions, and individual conferences, students develop their own independent research agendas that investigate aspects of their internship experience or industry. In written field notes and a final paper, students combine communication theory and practice in pursuit of their individual questions.

Comm 300—Public Space, Public Life

Public space as a communicative system. Historical aspects, public space as a cultural signifier, how public space facilitates or hinders common life, public space as a component of democracy.

Comm 308—Communication Research with Children and Families: Ethical, Theoretical and Methodological Issues

(Prerequisites: Comm 225 or Comm 340)

This course is designed to explore the unique issues that arise for communication researchers who work with children. We begin by considering the role of

theory in designing research by providing examples of theoretical paradigms that shape research programs (e.g., developmental theory, critical theory, ecological theory). We next review the major methodological approaches communication researchers in this field use, including lab and field experiments, surveys and interviews, naturalistic and ethnographic research, and secondary data analysis. We examine the variety of contexts in which such research is employed (e.g., audience research, market research, and social research) and consider the unique ethical issues and protective mechanisms in place. The course culminates in group-based, supervised research wherein students have an opportunity to design and implement a child-focused study.

Comm 314—Anthropology and Mass Media

What can anthropological theory and practice add to contemporary analyses of mass media—television, radio, film, and the Internet? What does it mean to think about the cultural implications of mass media offerings, to conceptualize media practices, products, and practitioners as emphatically cultural phenomena? Anthropologists provide a very specific corrective to conventional understandings of mass media, pinning much of their intellectual significance on the fact that they reconfigure academic debates about media “texts,” championing research methods and theoretical arguments that provide very specific contextual frameworks for rethinking mass media’s social and cultural value. This course will allow students to identify and critique the anthropological approach to media studies—unpacking its larger implications, determining its most and least convincing claims.

Comm 322—History and Theory of Freedom of Expression

Origins, purpose, theory, practice of freedom of expression in the West. Philosophical roots of contemporary debates about expressive limits, especially problems associated with mass communication. Major topics may include, but are not limited to, sexual expression, violence, hate speech, traitorous and subversive speech, nonverbal expression, artistic expression, and privacy.

Comm 330—Advertising and Society

This course explores the historical and contemporary role of the advertising industry in the U.S. media system. Readings include social histories of advertising, memoirs of famous ad people, economic examinations of advertising’s role in society, and critical analyses of the ad industry’s power over the media.



Students have the opportunity to work on their undergraduate thesis with Annenberg faculty; sometimes the faculty invites students to assist them with their research. Pictured here is Sharrona Pearl, Ph.D., Assistant Professor of Communication.

Comm 334—The Information Age

This course explores the problems and prospects that surround the introduction and diffusion of new information technology into the household, the workplace, and the market. Through lectures, discussions, essays, and research projects, students develop an understanding and appreciation of the relations between science, technology, economics, culture, and law.

Comm 336—Local News Media and Urban Policy

This course will examine the changing nature of local news in the 21st century and the challenges facing media organizations as they reach out to their audiences. A central question will be whether new models of news can be created that are capable of attracting local audiences while providing them with the information necessary to understand the challenges and opportunities facing local communities, cities, and regions. The course will begin with an examination of how suburbanization and the rise of local television newscasts affected metropolitan newspapers in the 20th century, leading up to a consideration of current challenges from new online media. We will consider trends in the media consumption habits of 18-34-year-olds and relate those trends to declining youth civic engagement. The class will analyze new approaches to news gathering and dissemination—from citizen journalism and “hyperlocalism,” to blogs and podcasts, to online newspapers, public access cable and free dailies targeted to youth. At the same time, the course will examine the changing professional values and “standard operating procedures” of local journalists as well as how local public officials shape the nature news through their own media strategies (or lack thereof). Assignments will include the examination and analysis of local news coverage of urban policies in cities across the country, with a particular focus on new models of local news generation and citizen engagement with news creation. Throughout the semester, guest speakers from both the local news media as well as from the policy community will be invited to class, providing an opportunity for students to conduct interviews on the state of local news and its influence on policy decisions. Students will be expected to contribute weekly to online discussions of course content.

Comm 340—Basic Communication Research

(Fulfills the Quantitative Data Analysis Requirement)

This course is a general overview of the important components of social research. It presents a conceptual basis for assessing research quality based on the four “types of validity” and also covers the standard elements of research design, including sampling, measurement, and causal inference. These concepts are then illustrated

Research at Annenberg

Students at Annenberg have the opportunity and resources to research many engaging, innovative topics. Past undergraduate students have completed projects on political communication, new media technology, domestic and foreign press, contemporary and historic social issues, television, and many others. Recent projects have examined the Internet and civic engagement, online political activism, the impact of international adoption of children on expressive behavior, and the influence of television on attitudes toward Hispanics.

through reviews of four research areas: surveys and field studies, qualitative/ethnographic studies, content analysis, and policy/evaluation studies. The final part of the semester focuses more on descriptive and inferential statistics, measures of association for categorical and continuous variables, and the language of data analysis.

Comm 374—Communication and Congress

This course will examine how Congress goes about the business of translating the public's concerns into legislation and keeps the public informed of its progress. It will examine how the two chambers interact in this process, what role the media plays in shaping Congress' agenda and vice versa, and what impact the advent of 24-hour news, C-SPAN and the Internet have had on Congressional deliberations. An historical approach will be taken in considering the evolution of both chambers and the media's coverage of them. Students will examine differences between the House and Senate in both their institutional development and how they go about communicating with each other, the general public, and other branches and levels of government.

Comm 395—Communication and the Presidency

This course examines the vital aspect of communication as a tool of the modern Presidency. Reading and class discussions focus on case studies drawn from modern Presidential administrations (beginning with FDR) that demonstrate the elements of successful and unsuccessful Presidential initiatives and the critical factor of communication, common to both. This course is also an introduction to primary research methods and to the use of primary research materials in the Presidential Library system.

Comm 396—Media Events

Live broadcasts of historic events—contests, conquests, and coronations—constitute a new form of ceremonial politics whereby television joins the establishment and audience to declare a holiday. The course analyzes this genre—its diffusion, politics, anthropology, aesthetics, and effects.

Comm 398—Special Topics in Communication: Philosophical Problems of Journalism

An exploration of the relationship between journalism and philosophy by examining particular issues in epistemology, political philosophy, ethics, and aesthetics. Among likely topics: the concept of a "fact"; the role of the press in the state; whether journalists (like doctors and lawyers) operate according to a specialized "professional" ethics; and the limits of journalism as a literary or visual genre. Course reading will include philosophical texts, breaking print journalism, and blogs that specialize in media issues.

Comm 398—Special Topics in Communication: Ritual Communication

This course explores the significance of rituals as communicative events in American culture. We will examine both the "how" and the "what" of ritual communication and, with the aid of several ritual theorists, we will come to better understand the unique language of ritual. We will pay particular attention to the ways in which rituals contribute to the making and re-making of social groups, be they religious, political, familial, or institutional. And we will necessarily attend to the obverse: the ways in which rituals create and perpetuate boundaries between "us" and "them" and between "appropriate" and "deviant" social behavior.

Starting with birth and ending with death, this course will focus largely on what are called "life cycle" rituals or "rites de passage." We will look at rituals that focus on individual transitions—the quinceanera, for example—as well as those that mark transitions on a far larger scale, such as presidential elections. We will explore rituals that unfold at the local level and are experienced "up close," as well as those that most Americans experience only via the media.

Comm 399—Communication Independent Study *(Requires agreement of supervising faculty member and approval of Undergraduate Office)*

The independent study offers the self-motivated student an opportunity for a tailored, academically rigorous, semester-long investigation into a topic of the student's choice with faculty supervision. Students must also complete and file a designated form, approved and signed by the supervising faculty member and the Associate Dean for Undergraduate Studies, which includes a topic proposal that must be received by the Undergraduate Office during the Add period of the semester during which the independent study will be conducted.

Comm 408—Children and Media: Cognitive Development

(Prerequisites: Comm 125 and Comm 225)

This seminar is designed to investigate the relationships between children's cognitive development and their use of media (i.e., television, computers, the Internet, video games, electronic toys). We examine normal patterns of children's thinking and how these patterns are situated in children's lives (e.g., contextual factors that mediate cognitive functioning). Students apply these concepts to understand both the creation of and the effects associated with media.

Comm 410—New Media and Community Life

An overview of recent studies on the social implications of new media on communities, the family, and the individual. Topics include personal computing, Internet use, mobile phones, virtual community, blogs, etc. Course includes evaluation of empirical studies, use of social network analysis, and research projects that address sociological research questions. Students will learn to critically examine the impact of new media on society through in-depth seminars and independent research.

Comm 413—The Role of Public Opinion in Leadership Decisions

This course explores the myriad uses of public opinion in leadership and decision making. We examine what public opinion research is, how it is conducted, and how it is subsequently utilized in a wide range of contexts, both public and private. We use numerous actual case studies involving public opinion in political campaigns, constituency organizing, crisis management, and a variety of other contexts to provide an inside view of how opinion research is actually conducted and used.

Comm 415—Communication Law, Policy, and Public Interest

This course examines the role of public policy advocacy as a vehicle for effecting change on a topic related to communication law or policy. The course will focus on a particular topic related to media and communication law or policy (e.g., free speech, censorship, access to information, public interest obligations, media ownership, diversity, etc.) that is currently being debated within the courts and/or as part of the policy process. Students will be assigned readings on the topic that will be discussed in class. In addition, students will engage in a collaborative research project with the goal of producing an original research product, such as a policy report or amicus curiae brief, which will be used to inform the larger public debate on this topic.

Comm 416—Intimacy, Privacy, and Surveillance

When is state incursion into personal privacy justified? This course will examine some of the ways in which the state has regulated our private lives. Topics to be considered include abortion prohibitions, prohibitions on access to contraception, regulation of consensual sexual activity, regulation of marriage, and state-sanctioned access to personal or private communications.

Comm 420—Race: History, Theory, and Practice

This class examines the history of “race” as a meaningful social category used to distinguish social groups. Where

did it come from? Why/how did it develop? What are its various manifestations? In which ways might it be inextricably linked to other forms of social differentiation, such as class, gender, religion, ethnicity, and sexuality? The course highlights the kinds of theories scholars (from different disciplines) use to explain race’s continued relevance (or irrelevance), and it specifically analyzes how Communication Studies integrates race-based analyses into its research projects.

Comm 430—Lesbian, Gay, Bisexual, and Transgender Representation

Pre-requisites: Comm 123 or SOCI137/FOLK 137 or Permission from the Instructor

This class investigates the history of LGBT representation in a range of popular media since the 1960s—in film, television, music, pornography, the Internet, video games, and so on. We will consider on-going debates about queer images, including stereotypes, camp, and the value and limits of “positive images.” The class includes a strong emphasis on independent research: students will learn how to develop and carry out an original qualitative research project throughout the semester.

Comm 439—Media Criticism

Criticism has at its core an assumption of judgment about the target or performance being evaluated. Yet whose judgment is being articulated? On which basis and authority? To which ends? And with which effects? This course examines the shape of contemporary media criticism, focusing on its meaning in different domains of popular culture (including music, television, news, and film) and the patterns by which it is produced.

Comm 481—Social Networks

Social network analysis is the study of the patterns of social relations. It has applications in the study of friendship, social support, Internet use, organizational behavior, mental and physical health, and the diffusion of information. This seminar takes a non-mathematical approach to the study of network theories and methods. It is an introduction to the fundamental concepts of social structure, including: network size, diversity, frequency of contact, tie duration, and tie strength. The course focuses on how network structure is related to everyday life, such as health, access to social support, and job attainment. Particular attention is given to the role of communication media in facilitating interpersonal connectivity (face-to-face, over the telephone, and over the Internet), and the role of information and communication technologies (i.e., the Internet) in social support.

Annenberg students met with MSNBC political talk show host Chris Matthews during the national political conventions.



Comm 495—ComPS Capstone Thesis

(Requires agreement of supervising faculty member and approval of Undergraduate Office)

The senior capstone thesis is the project goal for all Communication and Public Service program participants. Students choose the topic of the capstone thesis from a range of public policy/public service issues. Research may involve funded travel to selected archives or fieldwork sites. For students graduating with a 3.5 cumulative GPA, the capstone project may be designated as a senior honors thesis in public service.

Comm 499—Senior Honors Thesis

(Requires agreement of supervising faculty member and approval of Undergraduate Office)

The senior honors thesis provides a capstone intellectual experience for students who have demonstrated academic achievement of a superior level. Students should consult with and arrange for a supervisor from the standing faculty no later than the middle of the term that precedes the honors thesis. Students must file a designated form, approved and signed by the supervising faculty member and the Associate Dean for Undergraduate Studies, which includes a topic proposal. ■

Careers in Communication

The Communication program at Annenberg prepares graduates to enter an extensive range of fields. Many graduates begin careers in communications, journalism, marketing and sales, public relations, public affairs, and business administration. Annenberg graduates also frequently pursue graduate degrees in areas such as communication, law, and business administration. Recent Annenberg graduates work for CNN, The New York Times Company, LexisNexis, and New Line Cinema.

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