

Course Descriptions  
Courses Offered for Graduate Credit in  
FALL 2021

Department of Communication

CMN 410, Sec. GR: "Workplace Communication Technology," Prof. Barley

4 hours  
9:30-10:50 am TR  
1028 Lincoln Hall  
CRN 64502

This course focuses on how information communication technologies are designed, implemented, adopted, and used within and across organizations. The class begins with a focus on technological trends and the experience of new technologies. Then, we will review the theories used to conceptualize the adoption and use of technologies in the workplace. Issues including knowledge management, telecommuting, and new organizational forms supported by technologies (e.g., virtual organizations and distributed work) will be addressed. Along the way, students will examine real-world cases and develop skills necessary for working in contemporary organizations.

Students taking this course for graduate credit will be assigned additional readings and a final research paper.

CMN 413, Sec. 1G: “Advanced Small Group Communication,” Prof. Poole

4 hours

1:00-1:50 pm MWF

Online

CRN 53509

This course engages students in advanced study of theory, research, techniques, and training methods in group communication and collaboration. The course will cover theory and empirical research findings concerning communication processes in face-to-face and virtual groups/teams and how communication contributes to and may detract from group effectiveness. Applications of theories and research and methods for improving group processes and engaging in collaboration will be covered throughout the course. A major paper and participation in a collaborative project will be required. We will try to set up one hour per week when graduate students can meet together with me to discuss higher order issues.

CMN 421, Sec. 1G: "Persuasion Theory & Research," Prof. Bigsby

4 hours  
12:30-1:50 pm TR  
1066 Lincoln Hall  
CRN 53523

This course is a survey of classic and contemporary thinking on persuasive communication and is grouped into three units. The first deals with foundational concepts (e.g., what is an attitude?) and research problems (e.g., how should we measure persuasion?). The second unit focuses on understanding and evaluating specific theories of persuasion and important variables (e.g., source factors, message factors). The third and final unit considers societal level persuasive messages (e.g., advertising, campaigns). The overarching goal of this course is to impart an understanding of the major issues and concerns in the study of persuasion.

CMN 462, Sec. GR: "Interpersonal Health Comm," Prof. Thompson

4 hours

9:30-10:50 pm TR

1060 Lincoln Hall

CRN 54004

Examines the role of communication in the management of mental and physical health. Focuses on topics such as communication and illness identity, health and interpersonal relationships, health care provider-patient interactions, impacts of technology on health communication, and health education and prevention efforts.

.

CMN 465, Sec. GR: "Social Marketing" Prof. Quick

4 hours  
12:30-1:50 pm MW  
1028 Lincoln Hall  
CRN 55668

Social marketing offers a revolutionary approach to solving a wide range of societal problems. Social marketing applies traditional marketing principles and techniques to the challenges and rewards of influencing positive public behavior. This course is designed to give students a thorough orientation to key marketing concepts and their application to a range of communication issues with an emphasis on promoting community engagement, environmental conservation, financial literacy, health promotion, and injury prevention. Throughout the semester, attention is given to several behavior change models employed to guide current social marketing campaigns as well as a focus on the ten steps for developing, implementing, and evaluating a campaign. Students will acquire practical skills in designing a campaign as well as an appreciation for the role of behavior change models in social marketing.

CMN 467, Sec. GCB: "Communication & Health Equity," Prof. Bigman-Galimore

4 hours  
11:00-12:20 pm TR  
1060 Lincoln Hall  
CRN 66752

Explores the role that communication plays as both a potential contributor to existing health inequalities and a means of helping to reduce them. Drawing on theories and research from communication, public health, and related social science disciplines, the course reviews relevant academic literature and utilizes media and policy examples to engage with key topics, such as communication inequalities and public discourse surrounding inequality and social determinants of health.

CMN 496, Sec. YG: “Intro to Communication Analytics,” Prof. Yang

4 hours  
12:30-1:50 pm TR  
1060 Lincoln Hall  
CRN 53564

This course covers basic skills of analyzing quantitative and qualitative data from the internet, social media, and survey. Students will learn basics of R programming and how to use R for data manipulation, statistical analysis, and data visualization. These skills provide an overview of communication analytics, and they also serve as a necessary foundation for students interested in learning advanced computational methods and data science in communication.

CMN 496, Sec. CJG: "Argumentation Theory and Analytics," Prof. Jacobs

4 hours

3:30-4:50 pm TR

1028 Lincoln Hall

CRN 53536

This is a course about how to analyze naturally occurring argument and the special problems and puzzles that arise in trying to do so. Special attention is given to issues of language use and of formats for argumentation. Most class time will be devoted to working through case studies (news articles, commercial advertisements and advertorials, political speeches, campaign ads, courtroom cross-examination, dispute mediation). These will provide concrete illustrations of how to analyze and evaluate the design of argumentative messages and formats.

.

CMN 496, Sec. MKG: "Communication & Culture," Prof.  
Koven

4 hours  
12:30-1:50 pm TR  
1064 Lincoln Hall  
CRN 53554

Identifies theories and methods of culture in everyday talk. Topics include cultural variability in ways of speaking, in negotiating interactions, and in displaying identities (gender, ethnic, national, class, generational, and so forth) and will address how people make relevant connections to multiple communities in interaction. Focuses on the study of cultural dimensions of interaction in an era of "globalization," in which people participate in multiple groups with fluid boundaries.

.

CMN 529, Sec. 1: "Communication Skills Training," Prof. Guntzviller

4 hours

2:00-4:50 pm M

1136 Foreign Languages Building

CRN 53576

This course examines how to teach skills, and specifically takes the stance that communication is a skill and needs to be taught as one. Thus, this course uses an instructional communication lens to discuss developing, presenting, and assessing training workshops or interventions on a communication skill. The course is designed for students who want: to design research interventions (e.g., how do I develop a training module for physicians on providing emotional support to patients), to get a job that involves translating research to the community (e.g., teaching parents better health literacy for dealing with child illness), to be better teachers (e.g., how do I use active learning strategies in my communication classes), and who want to do consulting workshops (e.g., put on a workshop on managing conflict for a community organization). This course will cover: conducting a needs assessment (what do these individuals need?), designing a workshop or teaching module based on teaching pedagogy and communication theory (what do I teach and how do I teach it?), and designing and assessing interventions rigorously through research practices (did it work?). The intention of this class is to provide both research and hands-on exposure to these issues.

CMN 529, Sec. 2: "Patient-Provider Communication," Prof. Thompson

4 hours

2:00-4:50 pm T

1136 Foreign Languages Building

CRN 53577

This course examines how people in personal and patient-provider relationships experience, understand, and respond to invisible illness. We will draw on literatures from Communication, Psychology, Sociology, Nursing, and Medicine to understand how processes such as uncertainty management, disclosure, coping, and shared decision making are impacted when illnesses have few external markers as "proof" of their existence. Topics include but are not limited to: health beliefs and knowledge, stigma, identity, and disparities.

CMN 529, Sec. 3: "Qualitative Field Methods," Prof. Barley

4 hours

2:00-4:50 pm Th

1136 Foreign Languages Building

CRN 53578

This is an applied course examining the practice of qualitative field methods, with an emphasis on the study of knowledge intensive contexts. Students will approach this subject by: 1) reviewing exemplars of grounded qualitative inquiry, 2) surveying methods texts, and 3) gaining their own experiences in the field. Enrolled students should come prepared with an idea of a qualitative field project they would like to perform throughout the semester.

## CMN 529, Sec. 4: "Message Design &amp; Effects," Prof. Bigsby

4 hours

2:00-4:50 pm Th

1136 Foreign Languages Building

CRN 53580

This course explores current research, theory, and methods used in the study of message design and message effects. The course will consider individual factors (e.g., need for cognition, attitude) and message factors (e.g., content, style, structure) that influence message design, expected effects from such factors, and quantitative methods used to assess message effects. Readings will include research from mass, interpersonal, health, and political communication, as well as social psychology and advertising.

## CMN 529, Sec. 8: "Mass Media &amp; the Individual," Prof. Dixon

4 hours

2:00-4:50 pm W

1136 Foreign Languages Building

CRN 53579

This course provides students with a broad introduction to theory and research on mass communication and the audience. The seminar's two main goals are (1) to introduce you to some of the major theoretical approaches to research on the social psychological effects of mass media, and (2) to offer you a forum for developing and exercising basic skills in reading, understanding, and writing theoretical and empirical social scientific work. The seminar focuses primarily, though not exclusively, on communication and social psychological research conducted within a social scientific framework. You will encounter topics that have received a great deal of attention in the literature on mass communication uses and effects. Given time and practical constraints, however, only selected topics can be included. This course is intended to provide a solid foundation for you to build upon in your subsequent coursework and research trajectory.

## CMN 538, Sec. 2: "Conceptual Criticism," Prof. Murphy

4 hours

2:00-4:50 M

G36 Foreign Languages Building

CRN 57571

Conceptual criticism is a sequel to the rhetorical criticism course. It focuses on middle-level terms (e.g., decorum, genre, abundance) that mediate between a specific rhetorical act and grand theory. We will examine how these concepts thicken and evolve when set against specific texts and, in turn, how those texts are illuminated by the concepts. Each week of the class will include conceptual readings and rhetorical texts. Students will write several short papers that will build to a final seminar paper.

## CMN 538, Sec. 3: "The Problem of the Public," Prof. Finnegan

4 hours

2:00-4:50 W

G36 Foreign Languages Building

CRN 71421

Most formulations of communication assume the existence of something called "the public." As citizens, we behave as if there is a public in which our participation matters. As teachers, we teach as if there is a public to be addressed and influenced by our students. As researchers, we study rhetoric and politics as if it exists in a public space that we are capable of locating, grasping, and describing. As activists, we work as if it is possible to change norms of public engagement. But what precisely is this thing we call "the public"? In the 1920's John Dewey wrote about "the public and its problems." This seminar tweaks Dewey a bit to suggest that the public is the problem. That is, if we wish our work to speak to or about "the public," scholars of communication must come to terms with ongoing contestation over the term itself. This seminar will engage a range of critical and theoretical literature so that students may familiarize themselves with this foundational construct of rhetorical, communication, and political theory. Questions we will engage include: How best should we conceptualize "the public"? Is it a space? A mode of communication? An attitude? A habit? An affect? How are we to understand what happens "in public"? What is the role of media and digital culture in framing our experiences of publicity? What modes of citizenship are enabled or disabled by the ways we choose to be "in public"? How do race, class, gender, citizenship status, ability, and sexuality influence our sense of what constitutes "the public"? The course is appropriate for master's and doctoral students interested in rhetoric, argumentation, political communication, media, and/or communication theory. You do not need previous coursework in rhetoric to take this course.

CMN 574, Sec. 3: "Communication Research Methods," Prof. Caughlin

4 hours

11:00-11:50 MWF

1136 Foreign Languages Building

CRN 54291

Introduction to content analysis, survey, and experimental research designs and quantitative and qualitative analysis in communication research.