

Course Descriptions
Courses Offered for Graduate Credit in
FALL 2019

Department of Communication

A WORD OF INTRODUCTION

This brochure has been prepared as an aid to graduate students and advisers. Course descriptions have been provided by instructors in response to a request for brief descriptions of graduate (500-level) and advanced undergraduate/graduate (400-level) courses they will offer in Fall 2019.

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CMN 412, Sec. JLG: “Advanced Organizational Communication,” Prof. Lammers

4 hours
 1:00-1:50 MWF
 141 Altgeld Hall
 CRN 55627

This course focuses on macro-organizational communication issues. As such it consists of a study of *organizations* as units of analysis rather than individuals as units of analysis. For example, we might want to know why fast food organizations appear to use similar communication strategies, or why health care organizations are using fast food communication strategies. Each of these questions considers organizations rather than persons as units or foci of analysis. The questions we ask, the processes we study, and the answers we seek are therefore importantly different at this perspective or level. We now move from questions about human communication in organizations (micro-organizational behavior) to questions about the communication of organizations (macro-organizational communication).

The goal of the course this term is to explore theories (that is, explanations) and issues of such macro-organizational behavior. Most work in organizational communication has been an extension of interpersonal communication, and it remains dominated by an intra-organizational (rather than inter-organizational) focus. One of the possibilities for expanding the field of communication and increasing the strength of its explanations about human experience is in the area of inter-organizational relations. The experiences of individuals and their opportunities for efficacious communication, or for organizational efficiency and efficacy, can be understood as function of macro-organizational variables.

Several areas will be explored during the course.

- I. Macro Organizational theories: implicit communication
 As our introductory and foundational unit, we begin with a view of the organization as a unit of analysis. In this unit we also examine macro theories of organization and their implications for communication.
- II. Interorganizational relations: organizations communicate with each other.
 Once human behavior and communication becomes built-up into the patterns we call complex organizations, we need to examine the arrangements and connections among multiple organizations.
- III. Organizational strategy: leaders and management chooses paths for an entire organization.
 Strategy refers to an overarching plan by which an organization seeks to achieve its long-term goals. It involves both internal and external assessments.
- IV. Organizational culture: The symbol life of an organization develops both within and through the permeable boundaries of organizations.
- V. Organizational ethics from a macro perspective. Ethics commonly refers to systems of values about moral behavior of individuals. But a macro perspective suggests that the systems are maintained by widely shared and enforced norms, rules, and regulations.

CMN 429, 1G: "Race and the Mass Media," Prof. Dixon

4 hours

12:30-1:50 TR

1064 Lincoln Hall

CRN 53528

This course presents an overview of racial stereotypes in the mass media and the effect that mass media, such as stereotypical imagery, has on viewers. We will discuss the structural and social origins of stereotypic media from multiple perspectives. However, the majority of the course will focus on published scholarship that systematically assesses the content and effects of racial representations from a social scientific perspective. Intersections between race, ethnicity, class, and gender will also be explored.

CMN 462, GR: "Interpersonal Health Communication," Prof. Thompson

4 hours

11:00-12:20 TR

145 Armory

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 463, Sec. JLG: "Organizational Health Communication," Prof. Lammers

4 hours
10:00-10:50 MWF
1065 Lincoln Hall
CRN 55636

This course focuses on the organizational aspects of health communication, a frequently overlooked but increasingly important dimension of communication in the delivery of medical services. The course considers four aspects of organized communication and health:

1) background on financing and the system and organization of personal medical services in the United States; 2) the organizations involved in providing personal medical services in the United States and their interrelationships; 3) learning about the U.S. system through international comparisons; and 4) communication between organizations and the public on health issues. The general purpose of the course is to place patient provider communication in the context of organizational issues developing in American health care. Although there are no prerequisites for graduate or undergraduate students to enroll in the course, previous course work in health communication and organizational communication would be helpful.

The course will be taught through a combination of readings, lectures, discussions, and (possibly) guest presentations. Students' learning in this course is evaluated by means of four examinations (each worth 25% of the total grade). Exams will consist of multiple choice and short answer questions and will be supported with study guides.

CMN 464, Sec. CBG: "Health Communication Campaigns," Prof. Bigman-Galimore

4 hours

12:30-1:50 TR

145 Armory

CRN 55638

Focuses on the theoretical principles behind designing, implementing, and evaluating a health communication campaign. Students will be exposed to campaigns pertaining to alcohol abuse, illicit drug use, organ donation, safe sex, tobacco use, among others. The first part of the course reviews theories used in health communication campaigns, derived from the disciplines of communication, social psychology, and public health. The second part of the course focuses on designing campaigns and creating messages as well as evaluating the effects of those campaigns and messages.

CMN 465, Sec. BQG: "Social Marketing Health & Behavior," Prof. Quick

4 hours

2:00-3:20 TR

145 Armory

CRN 55668

Applies marketing concepts and practices to bring about behavior change for a social good. Social marketing is an approach to planning and implementing projects and programs that emphasizes a customer-centered mindset to learn what people want and need to change their behavior. Designed to give students a thorough orientation to the discipline of social marketing and its application to a range of problems with an emphasis on issues in health contexts. Topics will include audience research, segmentation strategies, communication channels, marketing mix, and the application of behavioral theory. Students will acquire practical skills in the design, implementation, and evaluation of health intervention initiatives that use social marketing.

CMN 476, Sec. GR: "Commercialism and the Public," Prof. Stole

4 hours

9:30-10:50 TR

217 Gregory Hall

CRN 64840

This course explores the influence of advertising and commercialism on our political culture and social institutions, and it examines how individuals, as consumers and citizens, negotiate their impact. Each semester, class readings and discussions focus on six or seven specific issues. Past topics have included the commercialization of public education; the public relations industry; political advertising; pharmaceutical advertising; the marketing of food; children and advertising and the relationship between commercial forces and environmental concerns.

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

4 hours
9:30-10:50 TR
4053 Lincoln Hall
CRN 53554

In this course, we will study theories and methods for identifying culture in everyday talk. We will address cultural variability in ways of speaking, in negotiating interactions, and in displaying identities (gender, ethnic, national, class, generational, and so forth). How do people make their connections to multiple communities relevant in interaction? An important focus of the course will be 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: "Message Design and Effects," Prof. Bigsby

4 hours

2:00-4:50 M

4007 Lincoln Hall

CRN 53576

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. 2: "Communication & Relationship Development," Prof. Knobloch

4 hours

2:00-4:50 W

4007 Lincoln Hall

CRN 53577

How do interpersonal relationships change over time? What are the underlying causes of relationship initiation, growth, decline, and dissolution? This course tackles those questions by examining the literature on interpersonal communication and relationship progression.

CMN 529, Sec. 3: “Knowledge, Technology, & Organizing,” Prof. Barley

4 hours

2:00-4:50 R

4103 Lincoln Hall

CRN 53578

This course examines how organizations seek to harness diverse knowledge. We will draw on literatures from Communication, Management, and Information Science to explore how diverse knowledge can benefit organizations, the challenges produced by such diversity, and the mechanisms for overcoming these knowledge barriers. Along the way we will also consider the complex ways that communication technologies relate with knowledge management processes. Topics covered will include but are not limited to: interdisciplinary teams, expertise, communities of practice, transactive memory, knowledge networks, data representations, boundary objects, and knowledge management systems.

CMN 538, Sec. 2: "Rhetoric of the Black Freedom Movement 1948-1984," Prof. Murphy

4 hours

2:00-4:50 W

4103 Lincoln Hall

CRN 53571

The Rhetoric of the Black Freedom Movement 1948-1984 explores the languages that justified equal rights for African Americans leading to, during, and shortly after the classical phase of the civil rights movement. It attends to movement rhetoric, white supremacist discourse, legislative and political debates as well as some of the extensive secondary rhetorical literature on civil rights. In particular, the course will (tentatively) proceed through a series of mini-rhetorical biographies, exploring key figures in the movement and beyond.

CMN 538, Sec. 3: "Hannah Arendt's Rhetorical-Political Theory," Prof. O'Gorman

4 hours
2:00-4:50 M
4103 Lincoln Hall
CRN 53571

Since her untimely death in 1975, Hannah Arendt has held a critical if peculiar place in political theory and philosophy, and a pervasive but largely unexamined place in rhetorical studies. In her own day, Arendt was neither a rationalist nor a romantic, neither a modernist nor what would soon be called a "post-modernist," and neither a political scientist nor a political philosopher. Rather, she saw herself a *thinker*, above all a thinker of the "political." And her thinking about the political, as David Marshall has written, "was essentially rhetorical" (Marshall, "The Origins and Character of Hannah Arendt's Theory of Judgment," 376). This graduate seminar will examine the rhetorical-political thinking of Arendt by reading five of her key postwar works: *Origins of Totalitarianism* (1951), *The Human Condition* (1958), *Between Past and Future* (1961), *On Revolution* (1963), *Eichmann in Jerusalem* (1963), and *Crises of the Republic* (1972). Our goal will be to trace the evolution of Arendt's thinking about rhetoric and politics from her path breaking critique of totalitarianism in *Origins* to her devastating critiques of the U.S. war state in and around the Vietnam War. Along the way, we will read selected secondary scholarship on Arendt, and track the relevance of her thinking for our contemporary political crises. This graduate seminar is suitable for, and open to, all graduate students in all humanistic fields of study. There is no prerequisite, and it is assumed that students will have little knowledge of Arendt's work coming in. In addition to regular participation, students will be expected to produce a quality seminar paper.

CMN 550, "Introduction to Graduate Studies," Prof. Murphy

1 hour
2:00-2:50 F
4103 Lincoln Hall
CRN 63275

This course serves as a launching pad for graduate-level study by orienting new master's and Ph.D. students to the discipline of Communication and to the various departmental research areas. Readings, assignments, and discussions prepare incoming graduate students for the department's expectations for writing, research, professional and ethical conduct, and disciplinary participation. Topics typically include an orientation to research (including research ethics/IRB and an introduction to the campus's vast library system), academic writing, and professional conduct. Students also receive advice on choosing areas of research, identifying a suitable graduate advisor, time management, and career planning.

CMN 574, Sec. 1: "Communication Research Methods," Prof. Caughlin

4 hours

11:00-12:20 TR

4007 Lincoln Hall

CRN 54291

The primary goal of the course is solid understanding of the logic of social science. More than one-third of class time will be spent concentrating on the process of defining research problems, the logic of research design and underlying research issues. The remainder of the course will examine a limited number of techniques – for measurement, for design and sampling, and for analysis of data. Students who successfully complete this course can (1) understand and be able to use the concepts and vocabulary of communication research, (2) critically evaluate communication research, and (3) develop the skills necessary to conduct communication research using quantitative and qualitative methods.