

Course Descriptions
Courses Offered for Graduate Credit in
FALL 2016

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 2016.

TABLE OF CONTENTS

Time	Day	Course Number and Name	Page
9:30-10:50	TR	410, Workplace Comm Technology	3
11:00-12:50	TR	421, Persuasion Theory & Research.....	4
1:00-1:50	MWF	423, Rhetorical Criticism.....	5
9:30-10:50	TR	429, Race and the Mass Media, Sect. 1G	6
or			
12:30-1:50	TR	429, Race and the Mass Media, Sect. 2G	
2:00-3:20	MW	464, Health Communication Campaigns	7
2:00-3:20	MW	476, Commercialism and the Public	8
12:30-1:50	TR	496, CBG: Communication and Health Inequalities	9
5:00-6:20	TR	496, MKG: Communication and Culture	10
2:00-4:50	M	529, Sec. 1: Interpersonal Influence: Social control, advice, and compliance-gaining.....	11
5:00-7:30	T	529, Sec. 2: Commercialism.....	12
2:00-4:50	R	529, Sec. 3: Mass Media and the Audience.....	13
2:00-4:50	T	529, Sec. 4: Political Economy of Communication.....	14
2:00-4:50	W	538, Sec. 1: (Post-)Cold War Rhetoric Culture	15
2:00-2:50	F	550, Introduction to Graduate Studies	16
11:00-12:20	TR	574, Sec. 1: Communication Research Methods	17

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

4 hours

9:30-10:50 TR

330 Armory

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

4 hours

11:00-12:20 TR

329 Armory

CRN 53523

This course is a survey of classic and contemporary social scientific 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) as well as theories of resistance to persuasion and other important factors in persuasive communication (i.e., emotions). The overarching goal of this course is to impart an understanding of the major issues and concerns in the social scientific study of persuasion.

CMN 423, Sec. 1G: "Rhetorical Criticism," Prof. Murphy

4 hours

1:00-1:50 MWF

241 Armory

CRN 53526

Methods of interpreting and judging persuasive discourse with emphasis on political speaking and writing; extensive practice in criticism of rhetorical texts.

CMN 429, 1G: "Race and the Mass Media," Prof. Bigman-Galimore

4 hours
9:30-10:50 TR
144 Armory
CRN 53528

Or

CMN 429, 2G: Prof. Dixon

4 hours
12:30-1:50 TR
1064 Lincoln Hall
CRN 63377

This course presents an overview of racial stereotypes in the mass media and the effects of stereotypical imagery 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 464, Sec. BQG: "Health Communication Campaigns," Prof. Quick

4 hours

2:00-3:20 MW

330 Armory

CRN 55638

In this class we will cover many of the prominent theories employed in current and past health campaigns. In addition to examining current theoretical trends, we will also look at the nuts and bolts of creating, disseminating, and evaluating a health campaign. Topics to be covered include: health behavior change models; message strategies; evaluation design; audience segmentation; message implementation strategies; evidence of effects. The course will rely heavily on discussion, group work, and lecture. After examining several recent campaigns, undergraduate students will design their own health campaigns while graduate students will write a seminar paper. This course is of particular interest to students interested in health campaigns or media effects on health attitudes, intentions, and behavior. However, while the focus of this seminar is health, most of the theories, strategies, and design issues are applicable to all communication campaigns designed to change beliefs, attitudes, or behaviors.

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

4 hours
2:00-3:20 MW
1064 Lincoln Hall
CRN 64840

The course discusses the influences of advertising and commercialism upon our political culture and social institutions and explores how individuals, as consumers and citizens, negotiate this commercial impact. Each semester, class readings and discussion focus on six or seven specific issues. Past topics have included advertising in schools and universities; the relationship between advertising and mass media; the public relations industry; political advertising; pharmaceutical advertising; marketing to children; commercialism and the environment; tobacco advertising; advertising and body image, and product placement in mass media.

CMN 496, Sec. CBG: "Communication and Health Inequalities," Prof. Cabral-Bigman

4 hours
12:30-1:50 TR
145 Armory
CRN 54556

This course will explore the role that communication plays as both a potential contributor to existing health inequalities and a means of helping to reduce them. The class will draw on (1) theories and research from communication, public health, and related social science disciplines and (2) illustrative policy and media examples that address key topics, such as communication inequalities, the digital divide, social determinants of health, and health disparities.

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

4 hours

5:00-6:20 TR

1057 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: “Interpersonal Influence: Social control, advice, and compliance-gaining,”
Prof. Guntzviller

4 hours
2:00-4:50 M
4007 Lincoln Hall
CRN 53576

We often try to influence those we love, whether it be to stop smoking, exercise more, move for an exciting job opportunity, or get a puppy. We also try to influence those we don't love (why won't that teacher give me a better grade?), even if they are in positions of power. We will examine different theoretical frameworks related to influencing others in interpersonal encounters (e.g., interaction goals, social control strategies) and varying relational and goal outcomes related to these strategies. We will explore a variety of contexts in which individuals attempt to influence others, spanning topics (e.g., health, work), relationship types (e.g., parent-child, supervisor-subordinate), and motivations.

CMN 529, Sec. 2: "Commercialism," Prof. Stole

4 hours
5:00-7:50 T
4007 Lincoln Hall
CRN 53577

During the past two decades, consumer studies have moved from obscurity into the mainstream of many academic disciplines. Thus "consumer studies" cannot be claimed as the "property" of any particular field but, rather, an interdisciplinary scholarly endeavor.

This seminar uses the lenses of advertising and mass media to explore the rise and development of consumer society. By tracing the birth of modern advertising and the many consumer issues that emerged in tandem, we'll study their political, economic, and cultural impact. The goal is to create a fundamental framework for evaluating the modern proliferation of commercial expressions and contemplate their imprint on consumers and consumer society.

Few developments can be explained through structural forces alone. Thus, an equally important task will be to explore how people as citizens and consumers have negotiated their roles in an increasingly commercialized world. Seminar readings and discussions will form the basis for our evaluations of these issues.

CMN 529, Sec. 3: "Mass Media and the Audience," Prof. Dixon

4 hours

2:00-4:50 R

4007 Lincoln Hall

CRN 53578

An Introduction to Mass Communication Theory 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 529, Sec. 4: "Political Economy of Communication," Prof. McChesney

4 hours

2:00-4:50 T

4007 Lincoln Hall

CRN 53579

This course examines the field of the political economy of communication. It examines the traditions upon which it is built and looks at recent cutting edge issues and research. This is an introductory seminar, and no previous work in the area is required or expected.

CMN 538, Sec. 1: "(Post-)Cold War Rhetorical Culture," Prof. O'Gorman

4 hours

2:00-4:50 W

4007 Lincoln Hall

CRN 53581

This seminar will explore the rhetorical culture of America's Cold War--that is, its culture of persuasion, motivation, indoctrination, dispute, and dissent in word, image, and maybe even sound. Through readings and viewings of primary and secondary material, we will consider in some depth pivotal images and icons of the era, its central terms of debate, and the concepts which ordered its world. In addition, we will take up the problematic of "post-Cold War America," asking where and how such a differentiation can be made.

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.