

Course Descriptions
Courses Offered for Graduate Credit in
FALL 2017

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 2017.

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

4 hours
 12:00-12:50 MWF
 1064 Lincoln 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 413, "Advanced Small Group Communication," Prof. Poole

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

11:00-12:20 TR

330 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 429, 1G: "Race and the Mass Media," Prof. Bigman-Galimore

4 hours

9:30-10:50 TR

329 Armory

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 450, Sec. 1GR: "Gender and Rhetoric," Prof. Finnegan

4 hours
1:00-1:50 MWF
1064 Lincoln Hall
CRN 61116

This course uses the tools of rhetorical analysis to examine the relationship between gender and citizenship in U. S. public discourse from the founding to the present-day. Students study historical and contemporary primary sources (speeches, tracts, pamphlets, etc.) in order to discover how they frame men's and women's experiences as citizens. Specific topics include: movements for social change (including suffrage, temperance, pacifism, civil rights, and women's liberation); changing views of home, work, and family; "public" vs. "private" spheres; and gendered rhetorical styles in politics. This course is discussion-driven and writing-intensive.

Graduate students taking the course will complete a final paper project, write a scholarly book review, and engage in ongoing engagement with secondary scholarly sources during the semester.

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

4 hours

12:30-1:50 TR

330 Armory

CRN 66752

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

4 hours
2:00-3:20 MW
1064 Lincoln 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 529, Sec. 1: "Organizational Communication," Prof. Lammers

4 hours
2:00-4:50 M
4007 Lincoln Hall
CRN 53570

This course provides graduate students with a broad survey of the sub-field of communication known as organizational communication. The course surveys the foundations of the study of communication in organizations as well as current perspectives and theoretical debates, emphasizing the theoretical perspectives over empirical research. The course considers organizations as both the locations of communication as well as the units of analysis in communication. This latter feature implies that organizations have lives of their own, not reducible to their individual human participants, and therefore require study in their own right. Topics to be covered include the foundations of organizational communication, the communicative constitution of organizations; structuration; culture and communication climate; identity and identification; institutional perspectives on organizations; power, politics, and democracy; networks of organizations; and organizational discourse. The course will be taught with a combination of readings, short lectures, and discussions.

CMN 529, Sec. 2: "Political Economy of Communication," Prof. McChesney

4 hours

2:00-4:50 T

4103 Lincoln Hall

CRN 53579

This course examines the field of the political economy of communication, and, specifically, the relationship of information systems, journalism, propaganda and democracy to militarism, empire, capitalism and war. The seminar readings include core canonical work as well as recent cutting edge issues and research. This is an introductory seminar, and no previous work in the area is required or expected.

CMN 529, Sec. 3: "Commercialism," Prof. Stole

4 hours

5:00-7:50 T

4103 Lincoln Hall

CRN 53577

Utilizing the lenses of advertising and media, the seminar explores the rise and development of consumer society in the United States. The course traces the rise of modern advertising and the political, economic, and cultural issues that emerged in tandem. Moving beyond a historical context, the course aims to create a fundamental framework for evaluating the modern proliferation of commercial expression and contemplates their imprint on contemporary consumers and consumer society. Through readings and discussions, the seminar will also explore how people, as citizens and consumers, have negotiated their roles in an increasingly commercialized world.

CMN 529, Sec. 4: "New Communication Technologies," Prof. Jackson

4 hours
2:00-4:50 W
4007 Lincoln Hall
CRN 53580

How do new communication technologies affect our relationships? our work? our organizations? our institutions? our ways of thinking? our political system? A natural scholarly tendency is to approach anything new with the concepts and theories we already know: to approach new communication technologies as providing new contexts for well-understood communication processes. But a large body of theory is forming around the idea that the new media are not simply something added to human communication, but a changed environment in which old practices will be transformed in unexpected ways and new practices will emerge that will challenge how we think about communication itself. These new theoretical perspectives tend to focus quite directly on technical objects: for example, the algorithms that have become active influences on everything from how we organize ourselves to how we choose our mates.

What sort of theorizing would help us to conceptualize effects of communication technologies? This seminar will review major strands of theory concerned not with the effects of media content, but with the societal effects of media technology--that is, with how communication itself changes when new technologies are introduced into society. Participants are invited from all sub-areas within communication, whether humanistic or social scientific. Each participant will develop a theoretical or methodological paper within their own specialty area focused on *something new* that the field must consider as our social practices reshape around the new media technologies. Connected with this project, each person will have the opportunity to design and lead a seminar discussion in their chosen area.

CMN 529, Sec. 5: "Persuasion," Prof. Quick

4 hours

2:00-4:50 W

4057 Lincoln Hall

CRN 53578

This graduate seminar will explore the various theoretical frameworks used by communication researchers across a range of contexts. Theories placing an emphasis on how messages impact the persuasion process will be reviewed. Moreover, theories that address how individuals cognitively and emotionally process these messages will be examined. By the end of the semester, students will have a greater understanding of numerous persuasion theories as well as how to apply these frameworks into their own studies of persuasion.

CMN 538, Sec. 1: “On Bodies and the Body Politic,” Prof. Cisneros

4 hours
2:00-4:50 W
4103 Lincoln Hall
CRN 53581

The metaphor of the “body politic,” or the idea that the polity is like a biological/organic body, stems as far back as the fables of Aesop and The Republic of Plato. In political discourse, the metaphor posits a functional and organic likeness between the physical body and the body of the state: the idea that the human body and the socio-political group are both naturally bounded, self-sufficient, unitary, hierarchically organized, and functional. It is descriptive and normative, shaping understandings of what a polity and a biological human body are and should be.

This class will seek to unpack the idea of the “body politic” from two angles: politicized physical bodies (e.g., citizens) and the political or social body (e.g., the nation state). We’ll seek to understand the history and deployment of this metaphor as a descriptor of a social/political body and the assumptions it carries about normative and no-normative physical bodies (e.g., law-abiding, able-bodied). We’ll explore the ways in which the contours of the national political body have been delineated by marking and then politicizing certain bodies (e.g., through race, gender, sex, and criminality). We’ll consider whether and how the materiality of bodies (corporeality, emplacement, mobility) has been used to undermine the politicized, and oftentimes exclusionary, construction of the U.S. body politic.

We will read widely across disciplines and study both classical and contemporary/recent works. Readings may come from authors such Plato, Aristotle, Michel Foucault, Frantz Fanon, Elaine Scarry, Judith Butler, Charles Mills, Elizabeth Grosz, Sara Ahmed, Carole Blair, Debra Hawhee, Jordynn Jack, Kelly Happe, and Alexander Wehiliye. Students will complete regular reading analysis/reaction assignments as well as a semester research project.

CMN 538, Sec. 2: "The Obama Persuasion," Prof. Murphy

4 hours

2:00-4:50 M

4103 Lincoln Hall

CRN 57571

This course explores the rhetorical corpus of President Barack Obama. It focuses on his public address, seeking to understand the biographical, cultural, philosophical, and rhetorical roots of his public persuasion. It will begin with his two books and work through major speeches in his public life, including his 2004 DNC address, campaign speeches, the Grant Park speech, Inaugural address, Nobel Prize acceptance address, and many others. Although the focus will be on the president, we will occasionally dip into oppositional discourse. In general, the class uses primary and secondary materials to explore the rhetoric of Barack Obama.

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.