

Course Descriptions  
Courses Offered for Graduate Credit in  
SPRING 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 Spring 2016.

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

4 hours  
2:00-3:20 TR  
1024 Lincoln Hall  
CRN 52643

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. GR: “Advanced Organizational Communication,” Prof. Lammers

4 hours  
9:30-10:50 TR  
4053 Lincoln Hall  
CRN 50650

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 424, Sec. GR: “Campaigning to Win,” Prof. Althaus

4 hours  
3:30-4:50 MW  
G23 Foreign Languages Building  
CRN 50656

This will be a hands-on, “how it’s done” course that emphasizes the methods and tactics of modern political campaigns. This course will use a case study approach to illustrate the theories and concepts of persuasion, message targeting, and message delivery in the campaign context. The primary focus of these case studies will be on contemporary campaign practices in the United States, but we will also examine important historical cases that illustrate successful and unsuccessful attempts at mass persuasion.

The objective of this course is to familiarize students with (1) theories of persuasion relevant to public campaigns, and (2) the strategies and mass communication technologies that are used in contemporary political campaigns to win elections and persuade mass audiences. This course is designed to equip students with basic skills useful for managing and evaluating persuasive campaigns. In this way the course will be relevant both to the student with vocational interests in marketing or political consulting and the student who wants to be an informed consumer and observer of persuasive campaigns.

CMN 429, Sec. CBG: "Race and the Mass Media," Prof. Bigman-Galimore

4 hours

9:30-10:50 TR

1024 Lincoln Hall

CRN 52652

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 463, Sec. GR: "Organizational Health Comm," Prof. Lammers

4 hours  
12:30-1:50 TR  
4053 Lincoln Hall  
CRN 50661

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 465, Sec. MHG: “Social Marketing Health & Behavior Change,” Prof. Huhman

4 hours

11:00-12:20 TR

111 David Kinley Hall

CRN 52902

Social marketing 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. The course is 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, and marketing mix, and the application of behavior theory. Graduate students do focused work on theory application and logic model development. Students will acquire practical skills in the design, implementation, and evaluation of health intervention initiatives that use social marketing.

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

4 hours

12:30-1:50 TR

1064 Lincoln Hall

CRN 50670

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. EBG: "Health and Technology," Prof. Bigsby

4 hours

3:30-4:50 TR

4053 Lincoln Hall

CRN 50672

This course will focus on the role of technology in health communication. Specifically, it will examine ways in which new technologies are changing (and not changing) traditional mass media campaigns, doctor-patient interactions, and communication with friends and family about health.

## CMN 496, Sec. JMG: "The Presidency," Prof. Murphy

4 hours

1:00-1:50 MWF

1024 Lincoln Hall

CRN 50668

This course analyzes the rhetoric of the American presidency, with specific emphasis up the rhetorical expectations attached to the presidency, recurring rhetorical situations attached to the presidency, and the genres of rhetoric that define the institution of the presidency. Research on the power of the presidency has stressed the president's ability to persuade and to enact leadership through rhetorical action. This course is designed to analyze that power, based on analysis of the rhetoric produced by the modern presidency and the power of such rhetoric to define and interpret events, define and maintain American values, and define and maintain the institution of the Presidency itself.

## CMN 529, Sec. LG: "Social Support," Prof. Guntzviller

4 hours  
2:00-4:50 pm T  
4007 Lincoln Hall  
CRN 52001

This graduate seminar will explore social support (the emotional and instrumental assistance people receive from friends, family, and coworkers) from a communication perspective, while also providing a brief overview of social support research from other perspectives (e.g., psychology, sociology). This seminar focuses on identifying and understanding how supportive communication contributes to psychological, physical, health, and social outcomes, through examining the content of supportive messages, the structure of supportive interactions, and the properties of supportive relationships.

CMN 529, Sec. LK: "Measurement in Communication Research," Prof. Knobloch

4 hours  
2:00-4:50 pm W  
4007 Lincoln Hall  
CRN 50677

The value of quantitative communication scholarship depends on the quality of the measures that investigators use to conduct their research. This course examines the theoretical reasoning and statistical principles that govern measures of communication.

The course is designed to cultivate the conceptual and statistical skills necessary for operationalizing communication constructs. The first part of the class will focus on how to formulate a conceptual definition of a communication construct. Then, the class will examine measurement issues associated with both continuous variables and categorical variables. Specific topics include reliability, validity, exploratory and confirmatory factor analysis, content analysis, unitizing, and coding and rating schemes.

The course will rely on both lecture and discussion formats. Assignments will require students to grapple with measurement issues relevant to their own area of inquiry. More specifically, students will write papers (a) evaluating existing measures that are germane to their program of research, and (b) creating new measures that they can incorporate into their scholarship.

The course is open to graduate students interested in all domains of quantitative communication research. Two semesters of coursework on statistics (including familiarity with linear regression procedures) is strongly recommended.

## CMN 529, Sec. MK: “Language, Culture, and Identity,” Prof. Koven

4 hours  
5:00-6:20 TR  
4103 Lincoln Hall  
CRN 51998

We will discuss how people use language in ways that signal a range of interactional and socio-cultural meanings. We will explore a number of classic and contemporary approaches that address how language use both seems to “reflect” and create interpersonal and sociocultural contexts. More specifically, we will cover a range of approaches to the study of the relationships between language use and processes of social identification, often understood in terms of seemingly more durable, broader-level rubrics, such as ethnicity, race, class, gender, sexuality, the nation-state, diaspora, generation, etc. Although no previous background is required for this course, students must be willing, however, to read, synthesize, and discuss material from a range of disciplines.

CMN 529, Sec. SP: "Theory Construction," Prof. Poole

4 hours  
2:00-4:50 M  
4007 Lincoln Hall  
CRN 52670

This course has two goals:

1. This course will introduce you to the nature of theory and theory construction in communication studies. The topics it will explore include the following: the nature of explanation; theoretical types; strategies for theory construction; the relationship between theory and inquiry in communication research; evaluating and critiquing theories.
2. This course will also introduce you to a range of theories of communication. There are so many theories in such a wide range of contexts that we cannot pretend to be comprehensive. Instead we will focus on exemplars of good theory.

Students will construct a theory for their term project. This can either consist of critiquing and advancing an existing theory or building a new one.

## CMN 538, Sec. CF: "Visual Rhetoric," Prof. Finnegan

4 hours  
2:00-4:50 W  
4103 Lincoln Hall  
CRN 50680

This seminar will take up theoretical, critical, and historical approaches to the study of visual rhetoric through an extended case study of the Farm Security Administration's documentary photography project (1935-1943). After a brief introduction to the history and status of scholarship in visual rhetoric, we will read published work on the FSA from within the field of Communication as well as Art History, History, and American Studies. Students will develop a set of critical practices for reading photographs, learn strategies for working with archives, and identify conceptual resources from rhetorical theory that help us understand various aspects of the FSA's work.

The course's major assignment will be a research project on a specific aspect of the FSA's corpus, the product of which will be a seminar paper or, with prior approval, a multimedia work.

Students do not need previous coursework in rhetoric to take this seminar.