

**GRADUATE COURSE DESCRIPTIONS - SPRING SEMESTER, 2006****(All courses carry 3-credits unless otherwise indicated)**

\*Course Eligibilities are as of November 2005 and are subject to change. Check SPIRE for updated Course Eligibilities, particularly for courses that are far from full the week before classes start.

**If you are not a Communication Master's or Doctoral student and wish to enroll in a Communication graduate course below, please contact the instructor by email or telephone to indicate your interest.**

**621: QUANTITATIVE METHODS IN RESEARCH****Professor Michael Morgan****(Office: 401 Machmer - Telephone: 545-4314 – Email: mmorgan@comm.umass.edu)**

Introduction to the structure, process, and logic of quantitative empirical research in communication. Topics covered include research design, measurement, descriptive and inferential statistics, and basic multivariate analysis. Students are expected to acquire an understanding of and the ability to critique various methodological approaches and techniques. Fundamental concepts of data analysis; preparation for further, more advanced courses. (Course capacity is 10)

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors only

**665: CONTEMPORARY RHETORICAL THEORY****Professor Briankle Chang****(Office: 310 Machmer – Telephone: 545-3742 – Email: bchang@comm.umass.edu)**

This course examines the recent renaissance of rhetorical theory--what is called the "rhetorical turn--in the humanities and social sciences. The topics addressed include the following: the relationships between rhetoric and hermeneutics, between formalism/structuralism and rhetoric, between ideology and rhetoric, rhetoric vs. mimesis, rhetoric vs. poetics, and others. Readings are drawn from Freud, Nietzsche, Foucault, Barthes, Derrida, Deleuze, and Lacan. (Course capacity: 10]

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors

**691B: SEMINAR-MEDIA THEORIES****Professor Paula Chakravartty****(Office: 305 Machmer – Telephone: 545-6346 – Email: pchakrav@comm.umass.edu)**

This course is an introductory survey course for graduate students in the Department of Communication. We will examine a range of perspectives about communications technologies and society and mass media and society, with an emphasis on comparison and critique of theoretical approaches. We will begin with a historical overview of the discipline and move across mass media and communications technologies drawing from Liberal, Marxist, Feminist and Post-Colonial theories, among other approaches, in order to highlight the consistencies and divergences in perspectives and research traditions. (Course capacity is 10)

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors

**Course Note:** The complete title of this course is "Theories of Media, Technology and Society".

**691E: SEMINAR-MEDIA LITERACY****Professor Erica Scharrer****(Office: 309 Machmer – Telephone: 545-4765 – Email: scharrer@comm.umass.edu)**

Seminar, community project. Media literacy is defined and discussed in this graduate seminar, with attention to both theoretical origins and practical applications. Among the topics addressed: what is the status of media education in K-12 classrooms and in community organizations in the United States and around the world? What theoretical traditions inform media education? What are the outcomes or goals that media literacy can achieve? Students will also engage in media literacy or alternative media efforts in the community. (Course capacity is 10).

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors

**724: AUDIENCE RESEARCH AND CULTURAL STUDIES****Professor Emily West****(Office: 303 Machmer – Telephone: 545-6345 – Email: ewest@comm.umass.edu)**

Seminar. An interest and concern for the audience is at the foundation of much media and communication research. Beginning with a brief historical survey of the dominant theoretical and methodological approaches to studying audiences of media, this course will then focus on the approaches that inspired and became associated with cultural studies traditions. Topics will include the active audience and debates about audience power and resistance; taste and cultural hierarchies; fandom; audience pleasure and identity; the social contexts of media consumption; audiences and citizenship; and audience interaction with changing media technologies. Readings will reflect research on audiences that are diverse in terms of nationality, race and ethnicity, gender, sexuality, class background, and the type of media being consumed. While not a class devoted solely to the discussion of method, we will attend to the methodological choices in the studies we read and their fit with the theoretical and political goals of audience research. (Course capacity is 10)

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors**792I: SEMINAR-LATIN AMERICAN CULTURAL STUDIES****Professor Henry Geddes****(Office: 307B Machmer – Telephone: 545-1901 – Email: geddes@comm.umass.edu)**

This seminar will focus on key texts from the growing cultural studies literature from Latin America with an emphasis on works that theorize transnationalization, modernity, mass media, and social change. (Course capacity is 10)

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors**793A: SEMINAR-QUESTIONS OF NATIONAL CINEMA****Professor Anne Ciecko****(Office: 306 Machmer – Telephone: 545-6348 – Email: ciecko@comm.umass.edu)****Course description not available**

(Course capacity is 10)

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors**794K: SEMINAR-CULTURAL DISCOURSE ANALYSIS****Professor Donal Carbaugh****(Office: 314 Machmer – Telephone: 545-3585 – Email: carbaugh@comm.umass.edu)**

This is a seminar in both cultural discourse theory and in the practice of analyzing discourse as a cultural phenomenon. Issues of concern will span face-to-face, rhetorical, and mediated communication, with special attention to cultural communication, the communal function of communication, cultural forms of communication (such as ritual, mythic narrative, and social drama), cultural terms for pragmatic action, and dialectical forms of discursive phenomena. Four modes of inquiry will be introduced including descriptive, interpretive, comparative, and critical inquiry. Requirements include class attendance, readings, discussions, and a detailed project focusing on a cultural discourse of the student's choosing. (Course capacity is 10).

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors**794M: SEMINAR-FIELD RESEARCH METHODS IN COMMUNICATION****Professor Benjamin Bailey****(Office: 410 Machmer – Telephone: 545-2522 – Email: bbailey@comm.umass.edu)**

This is a course on ethnographic approaches to recording and analyzing communicative events and practices in their sociocultural context. The course emphasizes hands-on application of theoretically-informed methods. Students will practice ethnographic observation, audio-visual recording, interviewing, transcription, and presentation of analyses of interaction as a social and cultural practice. Students must have semester-long access to a research site and receive written permission from the subjects of their study. (Course capacity is 10)

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors**794P: SEMINAR-COORDINATED MANAGEMENT OF MEANING****Professor Vernon Cronen**

**(Office: 304 Machmer – Telephone: 545-3682 – Email: vec@comm.umass.edu)**

The Seminar introduces the theory "Coordinated management of Meaning" (CMM) developed by W. Barnett Pearce and Vernon E. Cronen. This is a communication theory based on the idea that communication is the primary social process, and that episodes of situated conjoint action are the primary units of social analysis. It is a "practical Theory." Its value is not in its ability to generate universal propositions about the relationship of variables in communication. Rather, it is meant to be heuristic. It offers a way of observing, understanding and joining with situated talk. It is a tool for social interpretation and critique and is also used as a basis for interventions in problematic situations.

This seminar begins by placing the theory within the traditions of American philosophical pragmatism and social constructionism. Next, it reviews the theory and its current state of development. This theory opens a range of issues in communication including questions about the nature of "context," the "rationality" of discourse, "reflexivity" in social action, the moral character of communication, the problem of continuity and change, and the relationship of the stories we live to the stories we can tell. The seminar will also address the way this theory deals with a set of special topics including one's position in discourse, contradiction, emotion, culture, selfhood, and the aesthetic dimension of experience. Thus, in addition to introducing CMM theory in a systematic way, I intend the seminar to be an entry point into the discussion of concepts general to the study of situated conversation.

Applications will be made to a variety of social situations such as intercultural communication, the family, and formal organizations. Attention will be given in this seminar to methodological concerns, particularly interviewing and the analysis of textual materials.

**Course Eligibility\*:** Doctoral, Masters Graduate COMM majors

**897A: SPECIAL TOPIC-DISSERTATION SEMINAR**

**Professor Carolyn Anderson**

**(Office: 308 Machmer – Telephone: 545-3455 – Email: anderson@comm.umass.edu)**

This seminar is for Communication Ph.D. students who will have defended a dissertation prospectus by the end of Spring Semester, 2006. We will meet weekly to discuss the challenges and formats of dissertation construction, share data gathering, analysis, and writing strategies, and critique each other's work-in-progress. For a personal seminar goal, each student will select one of the following projects: 1) completion of the dissertation prospectus; 2) completion of one substantive chapter of the dissertation; or 3) completion of a manuscript based on dissertation data analysis for submission to a scholarly journal. (Course capacity is 10)

**Course Eligibility\*:** Doctoral Graduate COMM majors