

DEPARTMENT OF COMMUNICATION

Wednesday, June 11, 2008

GRADUATE COURSE DESCRIPTIONS - FALL SEMESTER, 2008

(All courses carry 3-credits unless otherwise indicated)

Course Eligibilities are as of April 2008 and are subject to change.

611: INTRODUCTION TO THEORIES AND CONCEPTS OF HUMAN COMMUNICATION

Cooks 315 Machmer

Seminar. This course explores the role and function of theory in the field of communication as well as the processes through which theories are built, applied, tested and critiqued. The course will delve briefly into the historical roots of the discipline; we'll discuss the philosophy of scientific thought as it applies to the major paradigms of the field and its legacy in current disciplinary practices. The course is an introduction to the variety of perspectives on and assumptions about the phenomenon of communication and should provide students with a guide for assessing the usefulness of these theories in the contexts of their application. Attention will be given to the theoretical diversity of faculty research in panel discussions and faculty presentations. This course is a core requirement for graduate study in the program. (Course capacity is 10)

Course Eligibility*: Doctoral, Masters Graduate COMM majors

620: QUALITATIVE METHOD RESEARCH

Bailey 307A Machmer

Seminar. This course is designed to a) introduce you to the logic and epistemological underpinnings of qualitative methods, including relationships among research questions, theory, methods, and findings, and b) expose you to practical issues in using qualitative methods. (Course capacity is 15)

Course Eligibility*: Doctoral, Masters Graduate COMM majors

621: QUANTITATIVE METHOD RESEARCH

Scharrer 309 Machmer

Seminar. Introduction to the logic of quantitative empirical research in communication and the steps involved in carrying out such research. Topics covered include research design, sampling, 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. They will also produce a quantitative study of their own. No prior statistical experience is expected or required. (Course capacity is 15)

Course Eligibility*: Doctoral, Masters Graduate COMM majors

781: ETHNOGRAPHY OF COMMUNICATION

Carbaugh 314 Machmer

Seminar. This seminar explores ethnographic inquiry and some of its possibilities for creating insights into human communication. A leading question for ethnographers is: How is communication conceived, evaluated, and practiced by people in various social scenes and groups? To begin, the basic philosophy and theory of EC will be discussed. Selected methodological issues will then be examined, all the while using selected essays from the field research literature as bases for our discussions. The overall organization gives special attention to five moments of ethnographic research (the theoretical, descriptive, interpretive, comparative, and critical moments). At the same time, we will be discussing four current topics and issues. These are: the nature of communication, culture, identity, and, indeed, nature itself. Students will be required to attend seminar meetings and to complete assignments which culminate in a final research paper. (Course capacity is 15)

Course Eligibility*: Doctoral, Masters Graduate COMM majors and other graduate students with instructor's permission.

791D: SEMINAR-TELEVISION STUDIES: TEXT, CULTURE, INDUSTRY

Shimpach 310 Machmer

This seminar is designed to introduce graduate students to contemporary issues, debates, and methodologies in Television Studies. It will briefly rehearse the history of the study of television, particularly as it emerges from film studies and cultural studies traditions, focusing on debates about the object of study and approaches to that object. The course will then examine, in detail, current research that approaches the televisual text, television as cultural practice, and the changing economics of television in the context of recent technological and industrial transformations. Weekly readings, screenings, in-class presentations, and a substantial term paper will be required. (Course capacity is 15)

Course Eligibility*: Doctoral, Masters Graduate COMM majors and other graduate students with instructor's permission.

792A: SEMINAR-INTERNET COMMUNICATION RESEARCH**Hanson 301 Machmer**

Seminar. This course will focus on the Internet as a unique distribution medium for information that encompasses content from other forms of media as well as personal communication. We'll be exploring a number of studies that have demonstrated how the Internet can be used as a tool for research that focuses on First Amendment issues; research on anonymity and presentations of the self; social networking and attitudes toward relationships; blogging and discourse analysis; gaming; education; and policy analysis. Students will be reading and critiquing the emerging literature on using the Internet for research, and will conduct some studies of their own to explore how the Internet can be used as a tool for research, including survey methodologies, content studies, and experimental study designs. (Course capacity is 15)

Course Eligibility*: Doctoral, Masters Graduate COMM majors and other graduate students with instructor's permission.

794E: SEMINAR-PRAGMATISM AND COMMUNICATION**Cronen 304 Machmer**

Seminar. Pragmatism is one of the few philosophical positions that locates communication at the center of understanding the human condition. It is the only one that offers a detailed account of the micro-processes of communication. This literature covers a wide range of topics relevant to communication including problems of democracy, liberal education, art and experience, meaningful action, the logic of inquiry, and values and evaluation. We will therefore adjust our emphasis to the interests of the seminar students. Currently, there is a resurgence of interest in pragmatism within the discipline of communication. That resurgence began with inquirers concerned with face to face interaction, but now includes those working with various forms of mediated communication and those concerned more broadly with cultural criticism. In this seminar we will begin by reading some of the classical texts by William James, John Dewey, and George Herbert Mead. We will then consider the way those seminal ideas have been developed by a variety of contemporary communication theorists including Robert Craig, Joli Jensen, David Perry, CMM group and others. (Course capacity is 15)

Course Eligibility*: Doctoral, Masters Graduate COMM majors and other graduate students with instructor's permission.

794S: SEMINAR-COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE II: POLICIES, STRATEGIES & EXAMPLARS**Servaes 401 Machmer**

Seminar. A variety of theoretical models can be used to devise communication strategies and policies for development. In contrast with the more economical and politically oriented approach in traditional perspectives on modernization and development, the central idea in alternative more culturally oriented versions of multiplicity and sustainable development is that there is no universal development model which leads to sustainability at all levels of society and the world, that development is an integral, multidimensional, and dialectic process that can differ from society to society, community to community, context to context.

Distinct development communication approaches and communication means used can be identified within organizations working at distinct societal and geographic levels. Some of these approaches can be grouped together under the heading of the diffusion model, others under the participatory model. The major ones could be identified as follows:

- Extension/Diffusion of Innovations as a Development Communications Approach
- Network development and documentation
- ICTs for Development
- Social Marketing
- Edutainment (EE)
- Health Communication
- Social mobilization
- Information, Education and Communication (IEC)
- Institution building
- Knowledge, attitudes and practices (KAP)
- Development Support Communication (DSC)
- HIV/AIDS community approach
- Community Participation

The Seminar will explore a selection of these approaches and present exemplars and cases.

Course Prerequisite(s): Course 794R or equivalent. Permission of instructor.

Course Eligibility*: Doctoral, Masters Graduate COMM majors and other graduate students with instructor's permission.

Course Notes: Textbook: Jan Servaes (ed.) (2008), *Communication for Development and Social Change*, Sage, Los Angeles, ISBN 978-0-7619-3609-1