

DEPARTMENT OF COMMUNICATION
as of Wednesday, October 28, 2009

GRADUATE COURSE DESCRIPTIONS - SPRING SEMESTER, 2010

(All courses carry 3-credits unless otherwise indicated)

*Course Eligibilities are as of November 2009 and are subject to change.

613: Introduction to Social Interaction and Culture

Carbaugh 314 Machmer

Seminar. A survey of research traditions in the study of social interaction and culture. The explorations will examine the distinct philosophies, theories, and methodologies of these traditions, as well as samples of research from each. Links to other sub-disciplines such as performance, media research, and cultural studies will be made, thus demonstrating how some studies cross traditional research boundaries. Course requirements include class readings, discussion, and writing one or more essays (such as a literature review, an explication of an approach, a comparison of research traditions, or a review of specific applications of an approach). (Course capacity is 15)

*Course Eligibility**: Communication Doctoral & Masters Graduate Students

641: Cinema as Social Force

Norden 409 Machmer

In this seminar we will investigate issues related to the general topic of film and society and will doubtlessly make forays into such cognate fields as economics, politics, sociology, and psychology along the way. The semester will likely be divided into four overlapping units: Development & Structure, Function, Representation, and Audience. The first unit will cover the emergence and maturation of the film industry and its connections with other cultural institutions and society in general. The second unit will focus on the various functions of film -- e.g., entertainment, education, propaganda, mode of discourse for maintaining the status quo -- as reflected in the work of representative practitioners. The third unit will examine film and society's mutually causal relationship with special attention paid to film's role as a socio-cultural document. Finally, the fourth unit will investigate spectatorship issues. Requirements will include research survey reports, in-class presentations, and an original research project. Though film will be the main medium under study in this seminar, I would welcome and encourage discussion and research related to video/TV as well. (Course capacity is 10)

*Course Eligibility**: Communication Doctoral & Masters Graduate Students or permission of instructor

693D: Seminar-Introduction to Film Theory

Ciecko 306 Machmer

This course offers an introductory overview of major approaches to the study of film, including formalism and realism (which together constitute "classical" film theory) and theoretical and critical methods informed by structuralism, semiology, phenomenology, psychoanalysis, political theory, and contemporary cultural studies. Auteurism, feminism/ gender studies and queer theory, genre studies, alternative aesthetics (including concepts of "third cinema"), historical spectator/audience/ reception, star and performance studies, apparatus theory (film, video, and "new media"), and postcolonial theory (issues of racial/ethnic and national identities, as well as globalization) are likely to be considered. The format and content of the seminar will be discussion-intensive, interdisciplinary, and multi-perspectival, and will feature instructor-facilitated class dialogue and some guest presentations by film scholars and filmmakers. Film clips and shorts (and occasionally, longer narratives, documentaries, and experimental works) will be shown in class, but students will also be responsible for watching a number of films outside class. Writing assignments will provide students with opportunities to further engage with and respond to course readings and related materials, and enable them to begin (and present to the class) exploratory work on projects tailored to individual interests/goals. Prior study of film is not required. This course is a requirement for the Graduate Certificate in Film Studies. (Course capacity is 15.)

*Course Eligibility**: Doctoral and Masters graduate students, all majors, no prerequisites.

694G: Seminar-Introduction to Cultural Studies

Chang 310 Machmer

The course will introduce some of the most influential work coming under the rubric what is generally referred to as “cultural studies”. The class will take a broadly chronological approach. We will begin with some of the early influences on cultural studies - notably theories of culture, ideology and meaning. The focus will then move to research emanating from the Birmingham Centre for Contemporary Cultural Studies in the 1970s and early 1980s. The final part of the course will look at cultural studies theory and research in the 1980s and 1990s, and will ask what, in contemporary scholarship, the term “cultural studies” now means. (Course capacity is 15)

Course Eligibility*: Open to Doctoral & Masters Graduate Students

733: Cultivation Analysis

Morgan 317 Machmer

This seminar will focus on the theoretical assumptions and methodological procedures of cultivation analysis. The first part of the course will be devoted to the theory itself, in terms of how it has developed and how it fits in with other related perspectives and approaches. We will examine various critiques of the theory as well as responses to those critiques. A paper dealing with relevant theoretical issues will be due about half-way through the course. The second part of the course will emphasize the nitty-gritty of the design and execution of cultivation analysis. Students will conduct guided secondary analysis of existing data bases (e.g., the NORC General Social Survey) to explore the methodological and procedural implications of the approach. A statistical analysis using the models and procedures of cultivation analysis will be due at the end of the semester. (Course capacity is 15)

Prerequisite: Permission of the instructor.

Course Eligibility*: Communication Doctoral & Masters Graduate students or by permission of instructor

791W: Seminar-Global Media and Neoliberalism

Chakravartty 305 Machmer

Seminar. The financial crisis of 2008 has been described as the greatest economic crisis since the Great Depression. The symbolic or cultural dimensions of the global economy are being called into question and reorganized in a series of very visible national and transnational public debates. This seminar examines the cultures of neoliberalism in historical context and addresses several inter-related and interdisciplinary questions. How do we understand the mediation of neoliberal transformation both in the current moment and, more importantly, in historical perspective? What role has the increasingly globally integrated media (ranging from transnational business journalism, 24 hour cable news and the rise of social media) play in shaping how we think about economic subjects and the costs and benefits of globally integrated markets? How has the rise of the information society created and sustained the culture of risk and unhinged speculation? How is sense being made of the current call for centralized governance and the turn to neo-Keynesian regulatory intervention of the “new” economy? More fundamentally, after decades of de-politicization of the economy in public culture, how do we understand the re-politicization of these discussions for wage-earning publics across both the North and South?

Course Eligibility*: Open to Communication Doctoral & Masters Graduate students or other Doctoral students in CSBS

794R: Seminar-Communication for Development and Social Change I: History, Theories & Models

Servaes 401 Machmer

Seminar. This course will explore the history and theory of communication for social change. Beginning with the nature of social change and communication in social change, the course will deal with the key paradigms in this field, in particular communication and modernisation, communication and dependence, and communication in participatory communication. The key objective of this course will be to introduce students to the traditions of employing communication for social change, to the factors that influence theory and practice, and to new evolving approaches to applying communication for social change. Case studies of communication projects will be used as examples. At the end of the course,

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**794R: Seminar-Communication for Development and Social Change I: History, Theories & Models
Servaes 401 Machmer --continuation**

students will have knowledge of, and be able to distinguish between, the different approaches that characterise communication for social change (which will be further analyzed and discussed in Communication for Development and Social Change II).

Textbook:

- Timothy Kennedy (2008), *Where the Rivers Meet the Sky*. A collaborative approach to participatory development, Southbound, Penang, ISBN 978-983-9054-51-4

- Jan Servaes (1999), *Communication for Development. One World, Multiple Cultures*, Hampton, Cresskill, ISBN 1-57273-198-2

Course Eligibility*: Open to Doctoral & Masters students

**794T: Seminar-Cultural Theory/Stuart Hall
Jhally 302 Machmer**

Seminar. The interdisciplinary nature of critical cultural studies has mitigated against the development of a central canon of texts. Instead the history of cultural studies has really been a series of explorations, critiques and debates around a number of neglected questions surrounding culture and ideology within the tradition of western marxism.

A key figure in the debates and questioning of the last thirty years has been Stuart Hall and this seminar will focus on his writings as a way to figure out, perhaps, where cultural studies has come from, where it is now, and where it might end up in the future. We will focus on Hall not because he has the answers but because he asked the right questions at the right time and has been at the intersecting points of the central debates.

Provisionally, we will look at the following: the break from "orthodox" marxism, the extension of culture to the popular arts, the role of subculture in the new formulations of culture, the addition of race and gender, the relationship to Marx and method, the Gramscian turn, the development of the encoding/decoding model, the analysis of Thatcherism, the turn to articulation and New Times. Requirements: 20 page paper.

Course Eligibility*: Communication Doctoral & Masters Graduate students OR permission of instructor

**794W: Seminar-Language, Power & Identity
Bailey 307A Machmer**

In this course we explore ways in which language use can be related to larger questions of identity and power. How does language use reflect these larger social constellations? How does language use contribute to constituting them? At a more abstract level, the course is thus about relating individual actions and meanings in the here-and-now to the larger sweep of social history. We will read a range of works, primarily ethnographic, that link empirical language data and social theory in addressing these relationships. Students will use ideas and theories from the course to write a final paper using data that they collect independently or to which they already have access. (Course capacity is 15)

Course Eligibility*: Communication Doctoral & Masters Graduate students OR permission of instructor

**795E: Seminar-Democracy, Rhetoric and Performance
Gencarella 414 Machmer**

Lecture, discussion. This seminar concerns the relationship between rhetoric and public culture as it constitutes and unfolds within democratic discourse. Readings will emphasize contemporary Western conceptions of rhetorical praxis and democratic performances, but with an appreciation for ancient rhetorical theory and an encouragement for students to explore non-Western conceptualizations. Specific attention is given to the tension between aggregative and deliberative models of democratic public discourse compared with radical and agonistic forms. Analysis of particular performance traditions such as protest and artistic displays cement the course. The main assignment is an article length essay advancing democratic communication theory through the student's specific research interests. (Course capacity is 15)

Course Eligibility*: Communication Doctoral & Masters Graduate students OR permission of instructor