

# UMASS DEPARTMENT OF COMMUNICATION

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## Permanent Graduate Courses

*All courses carry 3 credits unless otherwise specified.*

### **514 Social Uses of Language**

Nature of speech and language as a social practice. Meanings of language use as formative of social and cultural life.

### **546 Film Theory and Criticism**

Basic theories of film communication; various film modes and structures. Development of bases for evaluation of films according to communicative and aesthetic values.

### **611 Introduction to Theories and Concepts of Human Communication**

Process of theory construction, theory testing, and paradigmatic change in communication. Theory relationships among normative and scientific studies. Theory types and their causal mechanisms, units of analysis, and appropriate research methodologies. Major theories compared in terms of their theoretical and metatheoretical bases. Required of all Communication graduate students; taught in fall.

### **613 Introduction to Theories of Social Interaction**

Scholarly literature of interpersonal communication, including historical development and conceptualization, survey of current research and theoretical literature, and critique of methodologies and lines of development. Emphasis on reciprocal causal relationships between communication patterns and nature of the social order, and implications of this relationship for individual action and cultural change. Required of students specializing in this area.

### **620 Qualitative Methods in Research**

*(1st sem)*

Approaches to research, conceptualizations of problems, questions, and methodologies for the field of communication, broadly defined with an emphasis on qualitative, interpretive, feminist, critical, and cultural approaches. Introduction to methodological specialties of departmental faculty. Required of all Communication graduate students.

### **621 Quantitative Methods in Research (2nd sem)**

Introduction to the structure, process, and logic of quantitative empirical research in communication. Topics include research design, measurement, descriptive and inferential statistics, and basic multivariate analysis. Students expected to acquire an understanding of the ability to critique various methodological approaches and techniques. Fundamental concepts of data analysis; preparation for more advanced courses. Required of all Communication graduate students.

### **641 The Cinema as a Social Force**

Effective and reflective roles of film in society. Emphasis on relationship of society to structure, development, function, and effects of the motion picture.

### **665 Contemporary Rhetorical Theory**

Review of major contemporary approaches to rhetorical theory. Includes formalism, structuralism, phenomenology, marxism, poststructuralism, psychoanalysis, and cultural studies.

### **691B Theories of Mass Communication**

Foundation course in the history and philosophy of various approaches to mass media and technology. Covers mainstream research in direct, indirect, and limited effects models. Required of students specializing in this area.

### **699 Master's Thesis**

*Credit, 6.*

### **712 Political Communication**

Diffusion of persuasive political communications through standard and created media. Examination of campaign techniques (*i.e.*, research on issues and themes, electorate polling, thematic media approaches, campaign strategies) in management and administration.

### **720 Social Impact of Mass Media**

Review of literature on social impact of mass media. Primary focus on television. Seminar: lectures and student critique of reading materials. Topics: media violence and human aggression; media socialization; mass education; mass persuasion; effects on entertainment.

### **722 Media Systems and Institutions**

Analysis of institutionalization of mass communication process in society, including organizational entities creating message systems and nature of resultant information structures.

### **733 Cultivation Analysis**

The theoretical assumptions and methodological procedures of cultivation analysis; how the theory developed; design and execution of cultivation studies; thorough guided secondary analysis of existing databases. Prerequisite: consent of instructor.

### **750 Language and Society**

Relationships between language use and aspects of social structure and process. Study of origins and functions of language diversity; ways that language varieties affect communication, social identity, and social evaluation. Emphasis on social class, gender, race, and ethnicity.

### **781 Ethnography of Communication**

Exploration of ethnographic inquiry and some of its possibilities for creating insights into human communication. Basic philosophy, theory, and methodological issues.

### **791 Audience Research and Cultural Studies**

Focus on the relations between media (television, film, newspapers, etc.) and audiences, concentrating on theoretical and empirical work drawn from a cultural studies tradition.

### **796 Independent Study**

Independent study in special subjects. *Credit, 1-3 each semester; maximum credit, 6.*

### **821 Seminar in Mass Communications**

Revolving topics.

### **841 Seminar in Film**

Revolving topics.

### **860 Seminar in Rhetorical Theory**

Revolving topics.

### **891 Seminar in Social Interaction**

Revolving topics.

### **899 Doctoral Dissertation**

*Credit, 12.*