

Communication

Fall 2023 Course Catalog

Undergraduate Courses

UMassAmherst

College of Social
& Behavioral Sciences
Communication

Comm 118 | Introduction to Interpersonal Communication and Culture

MW | 02:30pm – 03:45pm

For Fall, 2023, Comm 118 will be a RAP class, only open to first-semester freshmen

3 credits

In this class, we focus on acquiring a principled understanding of everyday, face-to-face interaction as the process by which we create, maintain, and manage social experience. Students acquire vocabulary and concepts to account for, analyze, and evaluate interpersonal communication in social and cultural context.

Communication majors must complete 3 of the following 5 courses: 118, 121, 122, 125, and 140.

Comm 121 | Introduction to Media and Culture

TuTh | 10:00am – 11:15am

Emily West

3 credits

Media play a central role in politics, economics, culture, and our everyday lives. Our key concern is to understand both the direct and subtle operations of media power in society today: How do media construct meaning? How do new communication technologies shape our most intimate and personal relationships? How and why do data-driven corporations track and monetize their users often without their consent or political accountability? This class introduces students to different media studies traditions including medium theory, political economy, representation, media effects, and audience studies that examine media as technologies, institutions, narratives, and their audiences; users.

Communication majors must complete 3 of the following 5 courses: 118, 121, 122, 125, and 140.

Comm 122 | Introduction to Media Industries and Institutions

TuTh | 1:00pm – 2:15pm

Weiai Xu

3 credits

This course is an introduction to the process of media production, with a special focus on the institutional forces (i.e. market structures, industry practices, law and regulation, citizen activism, and audience dynamics) that shape the content of electronic media. We will consider a variety of historical, technological, economic, cultural, legal, political, and ethical factors that influence the production, distribution, and consumption of media texts in digital environments. We will take a case study approach, using examples of the U.S. television, film, news, and music industries to examine the dynamic interplay between national media systems and global media markets.

Communication majors must complete 3 of the following 5 courses: 118, 121, 122, 125, and 140.

Comm 125 | Introduction to Rhetoric and Performance Studies

MW | 2:30pm – 3:45pm

Claudio Moreira

3 credits

This course provides an introduction to the major ideas and concepts of rhetorical and performance studies and their contributions to social action. Students will be introduced to the thinkers and movements in rhetoric and performance most significant to how we understand ourselves: the ways we represent and remember our pasts, live our presents (presence), and imagine our futures. Theories of rhetoric and performance will be connected to each other and to our communication practices to examine how theories can be deployed as part of the art of living our lives. Assignments in this course will also connect theory and practice: students will be quizzed on readings to assess knowledge of concepts and theory and will complete out of class assignments that require practical applications of concepts/theories to community contexts. Students will also be expected to be able to engage in

critical assessment: of the theories and their applications, as well as of their own (students') commitment to the work of education and personal growth.

Sophomores & Freshmen only.

Communication majors must complete 3 of the following 5 courses: 118, 121, 122, 125, and 140. This course was formerly numbered and titled COMM 197B Intro to Rhetoric & Performance Studies. If you have received credit for taking COMM 197B, you will not receive credit for taking this course.

Comm 140 | Introduction to Film Studies

Brendan McCauley

3 credits

TuTh | 2:30pm – 3:45pm

Lab Section: Tu | 4:00pm – 6:00pm

This course offers an introduction to the study of film as a distinct medium. It introduces the ways in which film style, form, and genre contribute to the meaning and the experience of movies. Topics include film as industrial commodity, narrative and non-narrative form, aspects of style (e.g. composition, cinematography, editing, and sound), and the role of film as a cultural practice. Examples are drawn from new and classic films, from Hollywood and from around the world. This course is intended to serve as a basis for film studies courses you might take in the future.

Sophomores & Freshmen only.

Communication majors must complete 3 of the following 5 courses: 118, 121, 122, 125, and 140. This course was formerly numbered and titled COMM 240: Modes of Film Communication. If you have received credit for taking COMM 240, you will not receive credit for taking this course.

Comm 205 | Advanced Transfer Student Workshop

Aaron Hoholik

1 credit

MW | 12:20pm – 1:10pm (thru Oct. 18)

This is a graded introduction to the Communication major, designed to welcome advanced transfer students (Junior status) into the program and address some of their specific needs. This course recognizes and respects that you are familiar with college; the objective is to help you become more familiar with UMass as seamlessly and efficiently as possible so you can feel less like a transfer student and be prepared to be a UMass Communication student. Through class discussions and applied projects, this course will introduce you to the major's subject areas, the college and university's expectations, the field of Communication, and the opportunities in and around campus, including Honors, Internships, Community Service, Study Abroad, and Campus Media. Open to transfer Junior Communication majors.

Instructor Consent Required. Open to Communication majors only. Open to Communication transfer students only. Students must have a minimum of 30 credits in order to register for this course.

Comm 208 | Defending Democracy

Ethan Zuckerman

4 credits

MW | 01:25pm – 02:15pm

Disc. F | Various times

Gen. Ed. SB

This course explores the significance of the public sphere - from pamphlets, newspapers and letters to radio, television, the internet and social media - and its relationship to participatory, democratic society. Moving back and forth between the history of the public sphere and contemporary debates about the tensions between media and democracy, students will learn why democracies prescribe protected roles of the media, how media manipulation plays a role in politics, and how media spaces serve as deliberative spaces. Students will write short reaction papers to the readings, which will be used to shape class discussions, and a longer final paper, focused on applying the theories of the public sphere to regulation of contemporary online spaces. (Gen. Ed. SB)

Comm 209H | LGBT Politics and the Media

Seth Goldman

4 credits

TuTh | 01:00pm – 02:15pm

This course aims to further understanding about 1) historical trends in media portrayals and public opinion about LGBT issues; 2) the effects of mass media on attitudes toward sexual and gender minorities; 3) the interplay of LGBT issues and electoral politics; and 4) the evolving role of sexuality and gender identity/expression in U.S. politics and society. (Gen. Ed. SB, DU)

This course is open to Commonwealth Honors College students only.

This course was formerly numbered COMM 290H. If you received credit for taking 290H, you cannot receive credit for taking this class.

Comm 212 | Cultural Codes in Communication

LEC: Benjamin Bailey

4 credits

MW | 11:15am – 12:05pm

Discussions: Fridays | Various times

Gen.Ed. SB, DU

In this course we explore ways in which communication and culture are intertwined, focusing on cultural and social variability in patterns of perception, interaction, and meaning making. Topical foci include implications of subjectivity for communication; types of meaning in language and interaction; cultural and ritual organization of talk; language socialization; interethnic and intercultural communication; and gender and interaction. (Gen.Ed. SB, DU)

Sophomores & Freshmen only

Comm 225 | Intro to Fashion Studies

Anne Ciecko

3 credits

TuTh | 10:00am – 11:15am

This introductory course offers an overview of the fundamentals of interdisciplinary fashion studies with an emphasis on cultural, professional, and interpersonal dimensions of fashion artistry, mediations, images, and styles. Integrating a consideration of the history of fashion as a global phenomenon, we will explore key concepts and terminology; designers and brands; industry trends and consumer behavior; personal style and individual identity; communities and subcultures; body image and psychology of fashion; fashion media and technology; and fashion institutions and related policies. Course materials and activities will include an array of readings and videos, mediated presentations and discussions, short written responses, basic and applied research, hands-on exercises and creative projects.

Comm 226 | Social Impact of Mass Media

3 credits

MWF | 11:15am – 12:05pm

MWF | 10:10pm – 11:00pm

This course explores the influence of the mass media on the social world, particularly the media's impact on audiences. We will investigate various approaches utilized to determine if, when, and how media influence viewers, listeners, and readers. We will examine this issue from both scientific and cultural studies perspectives. Some of the questions we will consider include: How does television violence impact society and individuals? Can watching sex on television and film lead to teenage promiscuity? Are political advertisements and news coverage creating a more or less informed voter? How do people make sense of the media in their lives? The focus of this course is to understand how these questions are studied and what, if any, conclusions can be drawn from such research.

Sophomores & Freshmen COMM majors only

For questions about this class during registration, before this class starts, you can contact Course Director Professor Seth Goldman skgoldman@comm.umass.edu.

Comm 231 | Film + TV Production Concepts

Kevin Anderson

3 credits

TuTh | 11:30am – 12:45pm

This class provides an overview of film and television production principles and processes from script to screen and also prepares students for later hands-on production courses. We will explore both the art and craft of film and digital motion picture production, including the roles and functions of the major creative and technical personnel in the scripting, pre-production, production, and post-production phases. Technical aspects such as digital vs. analog media, lighting and color, cinematography, production design,

editing concepts, sound recording, and storytelling and script-writing will be covered. In addition, students are given three options for producing a creative project for the course.

75 seats reserved for COMM majors. Students wishing to enroll who do not meet course eligibility should contact instructor. Open to COMM and Exploratory students, or to students who have taken either COMM 118, 121, 122, 125, or 140.

Comm 245 | The Folklore of Alcohol

Stephen Olbrys Gencarella

4 credits

MW | 2:30pm – 3:45pm

Gen Ed: SB

This course examines the vast store of folklore inspired by and directed at alcoholic beverages and their cultural reach. Folklore means traditional expressive practices ranging from the verbal arts (such as stories and songs) to material culture (such as crafts and medicine) to customary activities (such as rituals and beliefs). The range of folklore herein is both global and ancient; that is, it concerns the entire history of alcohol, which necessitates attention to the entire history of humanity in a global perspective. Virtually all kinds of alcoholic beverages will be examined. Specific lectures will address cultural patterns and differences concerning alcohol in the negotiation of identity, community, and society. (Gen. Ed. SB)

This course was formerly numbered COMM 297FA. If you received credit for taking 297FA, you cannot take this class.

Comm 248 | The Folklore of New England

Stephen Olbrys Gencarella

4 credits

MW | 04:00pm – 05:15pm

Gen Ed: SB

This course examines the folklore of New England and adjacent regions. It introduces students to the fundamentals of the study of folklore, including notions of tradition, the vernacular, expressive culture, performance, storytelling, material lore, customs, folk groups, community, and worldview. It surveys folklore genres including legend, myth, folktale, folk songs and ballads, proverbs, folk medicine, superstition, folk arts and crafts, rituals, holidays, festivals, and foodways. It illustrates these ideas and provides a history of the folklore of New England, including the precolonial and colonial periods as well as those of immigrant and recent groups to the region. Throughout the semester, we consider issues of gender, race, class, ethnicity, and related manifestations of social diversity - or lack thereof - in New England. We also analyze the role that folklore plays in creating, maintaining, challenging, and changing social norms and values. As such, this course assumes a critical perspective on folklore and on the concept of New England itself. (Gen. Ed. SB)

Comm 260 | Public Speaking

3 credits

MWF | Various Times

This course blends theory and practice in exploring public speaking. The theory of speech composition, presentation, and evaluation is discussed in relation to public discourse, civic engagement, and the ethics of persuasion. Students also practice and develop their own skills by giving several formal and impromptu speeches. Requirements include frequent in-class speaking assignments and related practices, including written analyses of speeches.

Sections 1-3 open to Comm majors only

Sections 4-5 open to all students

For questions about this class during registration, before this class starts, you can contact Course Director Professor Kimberlee Pérez (kimperez@umass.edu).

Comm 268 | Storied Encounters

Kimberlee Perez

3 credits

TuTh | 01:00pm - 02:15pm

This course approaches stories and storytelling through critical communication and performance studies. Stories and storytelling are sites of encounter: between speaker and listener, social/structural and personal, language and place. To consider "what stories do" means simultaneously engaging in practices of listening, analysis, and response. The stories we will look at include contemporary

non-fiction authors who lend their perspectives to pressing cultural issues and social in/justice. From the study of stories, participants will generate stories grounded in their own experiences with opportunities to share them.

Open to COMM majors who have completed at least one 100-level Communication course.

Comm 271 | Humor and Comedy in Society

Stephen Olbrys Gencarella

4 credits

MW | 5:30pm – 6:45pm

Gen Ed: SB

This course examines humor as a significant form of creative expression in social and political life. In recent decades, scholars of all persuasions from the humanities, social sciences, and even hard sciences have examined this subject through a critical lens, leading to the development of an interdisciplinary field known as humor studies. This course provides an introduction to that burgeoning field. Topics include theories of humor, the differences and relationship between humor and comedy, the use of both in the redress of political and social tensions, the importance of the body in humor and comedy, and their role in the negotiation of identity and community.

This course was formerly numbered COMM 297C. If you have taken COMM 297C you cannot take this course.

Comm 287 | Advertising as Social Communication

Sut Jhally

4 credits

MW | 02:30p – 04:30pm

This course looks at advertising from the viewpoint of social theory (that is, of how we can understand advertising's broad political, economic, social, and cultural role in modern society). The course will broadly examine the social role of advertising in consumer societies with a central focus its relationship to: the construction of individual identity, the quest for happiness; the evolving environmental crisis based on depleting resources and climate change; the process of globalization; the commercialization of childhood; the definition of health and wellness; and the crisis of financial debt.

COMM 287 is being offered in both an in-person and an online mode. Students in either section can choose to either come to the in-person class on Monday/Wednesday or can watch the lectures on-line, or some mixture of the two. ALL students have to take three in-person exams on campus during the semester (on dates to be announced).

Comm 296F | Independent Study Film Festival

Anne Ciecko

1 credit

W | 07:00pm – 10:00pm

This is a 1-credit colloquium course that can only be taken as Pass/Fail. In Fall 2023, Comm 296F will be held in conjunction with a long-running film festival at UMass: screenings, performances, workshops, and more, that extend across the academic semester. To earn 1 credit, students are required to attend at least 5 of the events and complete and submit surveys afterward, including a final retrospective survey at the end of the semester. The 2023 theme, showcasing international and intercultural film/media, as well as some local/student work, is TBD. Offerings over the course of the semester are expected to be a mixture of mostly live/in-person screenings and related events in SOM 137; some may be streamed synchronously on Wednesdays, and/or made available asynchronously throughout the week. Students may also be able to participate in Moodle forums dialogues and submit creative work for curatorial consideration.

Comm 296F is open to all undergraduate students, all majors. Since the festival screenings change each semester, Comm 296F can be taken multiple times.

Comm 310 | Social Influence and Persuasion

Soo Young Bae

4 credits

TuTh | 02:30pm -03:45pm

Social influence is a powerful driving force for human behavior. Understanding the fundamental mechanism of social influence is essential for strategic communication and decision making, whether you are in communication, data science, or management. In this course, we will learn why and under what conditions our attitudes and actions can be influenced by those around us. We will explore key theories and research findings in social psychology and economics, and apply persuasive communication techniques through case studies and hands-on projects.

Taking COMM 121 (Intro to Media + Culture) or COMM 122 (Intro the Media Programming + Institutions) prior to enrollment in this course is highly recommended.

Comm 318 | Comparative Communication Theory

TuTh | 02:30pm -03:45pm

Briankle Chang

3 credits

Current approaches to communication theory. Emphasis on a comparative approach to communication problems, and on a critical analysis of theoretical foundations. Theories considered include: systems theory, 20th-century rhetorics, reductionism, ethnographic studies, critical indicators, and critical cultural studies.

Prerequisite: COMM 118.

Comm 331 | Program Process in Television

W | 10:10am – 11:00am

Brendan McCauley

+ Lab Section: Various times

3 credits

Lecture, studio lab. This course introduces concepts and techniques of television production through weekly lectures and lab meetings. During the first seven weeks, basic field camera concepts and techniques, as well as other video production information, are introduced in the lecture. Students will join one of three lab groups. Under the supervision of their lab instructor, they produce a short program that puts the concept of the week to work. During the second half of the semester, students work on two major projects: first, a short, narrative piece shot in single-camera, post-production style; and second, a multiple camera piece shot in the production studio.

Comm 335 | Media and Education

TuTh | 10:00am – 11:15am

Allison Butler

4 credits

We live in a nation that marks education as a sign of, and route to, success. This course provides an overview of the American education system, its structure and how it is represented in and by the mainstream media. We will address the following questions: What is the purpose of education? Education is often constructed as "the solution;" what is potentially solved through education? How do we understand and make sense of education including, but not limited to, public, private, homeschool, and higher education? What message of education is constructed by the mainstream media? How do current events around education shape our understanding of our own communities as well as the larger world? Through analysis of classic educational philosophies, through contemporary work, we explore the complex reality of formal and informal schooling, teaching, and learning, with a focus on how this is depicted by the media. This course has a required civic engagement component where students will work with and on behalf of young people in the community and across Massachusetts.

This course was formerly numbered as COMM 397AR. If you have already taken COMM 397AR you cannot take this course.

Comm 339 | Media and Public Policy

TuTh | 01:00pm – 02:15pm

Martha Fuentes-Bautista

3 credits

This course provides students with media policy literacy and critical knowledge on evolving debates on media and technology policy in the United States, and its implication for democracy and the development of media systems. We will examine laws, policies and regulations affecting legacy and digital media, including universal service, net neutrality, free speech, access to information, advertising, online privacy, data protection and intellectual property. Students are introduced to practices of public interest advocacy and media technology policy-making, identifying stakeholders and vested interests in this process.

By the successful completion of this course, students will be able to: Explain how media law and media policy are constituted, and analyze substantive issues on the contemporary media and technology policy agenda in the U.S.; Understand the socio-political relations and political-economic context that surround key media policy debates; Recognize how different forms of regulation shape media institutions, identifying the tensions between commercialism and different public interest goals; Understand rights and

responsibilities of users/ consumers/ producers of media messages; Develop understanding and skills on different genres of policy writing and communication.

Comm 340 | History of Film I

Brendan McCauley

04:00pm – 6:00pm

3 credits

MW | 2:30pm – 3:45pm

+ Lab Section: M |

Lecture, lab (screening), discussion. A survey of key events and representative films that mark the history of motion pictures in the United States and other countries to 1950. In addition to identifying and providing access to major works, the course is designed to facilitate the study of the various influences (industrial, technological, aesthetic, social, cultural, and political) that have shaped the evolution of the medium to the advent of television.

Open to Seniors, Juniors & Sophomores only.

Comm 348 | Intercultural Communication

Alena Vasilyeva

3 credits

This course examines how language and culture (broadly defined) are implicated in our everyday communication. We will examine how preconceived beliefs, taken for granted cultural norms, and the language we speak shape how we experience the world and thus shape our reality. The class will consider several approaches to the study of language, culture, and communication, including sociolinguistics, ethnography of communication, language socialization, conversation analysis, and politeness theory. We will analyze how various aspects of culture are being constantly constructed and re-constructed through communication. We will examine how a person communicatively accomplishes such cultural identities as being a woman or being powerful, as well as implications of divergent communicative norms and practices for interacting across cultural boundaries.

TuTh | 11:30am – 12:45pm

Comm 351 | Career and Professional Development Workshop

Marianne Neal-Joyce

1 credit

This course prepares you for professional entry into a variety of fields connected to the study of Communication. This course will review and practice practical and theoretical career and professional planning. This course has two interconnected goals: 1) Personal, professional development and 2) Understanding of career options connected to the study of Communication.

Open to Junior Communication majors. Senior Comm majors by permission of instructor, majoyce@umass.edu

M | 02:15pm – 03:55pm

Comm 372 | Studying Social Interactions

Gonen Dori-Hacohen

3 credits

Interactions, either face-to-face or over the phone, are the basis of social life. The goal of this course is to learn how to study interactions. The course combines theoretical topics with data sessions of real interactions. We will discuss how to collect data, how to transcribe it, and how to analyze it based on the common structures of human interaction. Structures such as turn-taking, repairs, and story-telling will be covered.

MWF | 01:25pm – 02:15pm

Comm 373 | Global Media Flows

Seyram Avle

3 credits

From Hollywood to Bollywood, Korean Dramas to Netflix Originals, media finds transnational and diasporic audiences around the world and are remade, re-used, and remixed. This course will unpack theories of globalization and other processes facilitating the cross-border flow of various media. Case studies and assignments will be focused on the production, distribution, and reception of

MW | 11:15am – 12:30pm

entertainment media from different parts of the world. In addition to reading responses and a midterm paper, students will complete a group project on a country and media product of their choice.

Comm 375 | Writing as Communication

Instructors TBD, 8 sections

3 credits

MW | Various Times

Junior Year Writing

Exploration of the types of writing associated with the discipline of communication. Development and improvement of the student's writing, research, and critical thinking skills.

You must have fulfilled your CW Gen. Ed. requirement to enroll in this course.

Comm 390DI | DIY Media & Social Change

Joel Saxe

3 credits

TuTh | 11:30am – 12:45pm

Do-it-yourself media has radically transformed our cultural landscape. Creativity, passion, and determination allows anyone to be a maker. While the term originates in the 1970s UK punk and US hip hop movements, and has been incorporated into mainstream commercial culture, its independent, grassroots spirit has been a critical element in contemporary movements for social change. Over the last decade, online media has allowed the explosion of creative-maker content and the mobilization of political opinion in ways that challenge previous paradigms of public communication and social change.

Comm 394DI | Youth, Democracy and the Entertainment Industry

Joel Saxe

3 credits

TuTh | 02:30pm – 03:45pm

Integrative Experience

The entertainment industries (EI) target young people for their tremendous market force and cultural sway. How do the imperatives of market-driven media culture correspond with principles of democracy? This course will engage dialogue, reading, research, and writing oriented towards mapping the matrix between youth, the entertainment industries, and the play of democracy. How do we make sense of and become active agents in the politics, representations, political economy, and utopian possibilities of culture and the industries that have become its purveyors? This course satisfies the Integrative Experience requirement for BA-Comm majors.

This course was formerly numbered COMM 397SS. If you received credit for taking 397SS, you cannot take this class.

Comm 394IE | Performance and the Politics of Race

Kimberlee Perez

3 credits

TuTh | 11:30am – 12:45pm

Integrative Experience

This course looks at the ways race, racial identities, and interracial relations are formed through and by communication practices in present-day U.S. America. Though focusing on U.S. America in the current historical moment, the course takes into account the ways history as well as the transnational flows of people and capital inform and define conversations about race and racial identities. Race will be discussed as intersectional, taking into account the ways race is understood and performed in relation to gender, sexuality, class, and nation. The course will focus on the performance and communications of race, ranging from everyday interactions, personal narratives and storytelling, intra- and inter-racial dialogue, and staged performances.

This course serves as an Integrative Experience (IE) requirements for BA-COMM majors.

Comm 394PI | Peer Advising and Leadership Seminar

Allison Butler

3 credits

W | 09:05am – 12:05pm

This course draws together theory and research from the discipline of Communication, skills and interdisciplinary understandings developed through students' various general education courses, and their own insights as students, emerging leaders, and collaborators in the Peer Advising Program. The seminar and its related activities are designed to serve two complementary goals: 1)

honing students' skills and expanding their understandings of the connections between a whole student approach and undergraduates academic success, and 2) building leadership competence and sensibilities that will extend well beyond the context of advising, preparing students to become insightful, skilled, and ethical leaders in a complex social world. We will examine modes of communication (including one-to-one communication, small group facilitation, social media use, and public speaking), identities (including race, culture, sexuality, gender, and social class), and late adolescent/adult development (including transitions into and out of college, shifting priorities across the lifespan, and the weave of cognitive, social, and emotional development). This is a service learning course designed to scaffold students' development as visionary professionals and engaged citizens able to analyze individual, group, organizational, and societal phenomena in nuanced and socially responsible ways. Satisfies the Integrative Experience requirement for BA-Comm majors.

Open to Senior and Junior Communication majors who have been accepted to the Peer Advising program. This course is an 'IE' (Integrative Experience) formerly numbered Comm 391P. Instructor permission only.

Comm 408 | Survey of Digital Behavior

TuTh | 11:30am – 12:45pm

Weiai Xu

3 credits

Algorithms and data increasingly power our private and civic life. Companies, nonprofits, and governments have invested heavily in data mining? The bulk collection of user behavior data from web platforms to understand public opinion and to forecast trends. A lot of fashionable terms, such as artificial intelligence and big data, are being thrown around these days. The public and regulators also become increasingly wary of the dark side of algorithms? the skepticism has culminated after the Cambridge Analytica scandal and the revelation of alleged foreign propaganda in the US through social media. This course gives a practical understanding of how data mining and algorithms work. You will learn R, a programming language and obtain marketable computational skills in data analytics and visualization, as well as evidence-based critical perspectives on the algorithmic society we live in.

Comm 414 | Studying Everyday Talk

MW | 02:30pm – 03:45pm

Benjamin Bailey

Integrative Experience

4 credits

This course combines reading and discussion with application of theoretically informed methods in the study of everyday social interaction. We will: 1) Read and discuss representative studies of social interaction and communicative behavior in cultural context. 2) Do graduated classroom and field exercises to assemble methodological tools and accumulate data for your final paper. The final paper will be based on accumulated data - especially recordings and transcripts - from your field site. Satisfies the Integrative Experience requirement for BA-Comm majors.

Pre-Requisite: COMM 118 or COMM 212. This course serves as an Integrative Experience (IE) requirement for BA-COMM majors.

Comm 425 | Fashion Studies Adv. Seminar Narratives

M | 04:00pm – 06:45pm

Anne Ciecko

3 credits

This course blends interdisciplinary theory, analysis, research, applied practice, and creative exploration of the interconnections between fashion and storytelling. Topics to be considered include narrative reconstructions and contested fashion histories and biographies of fashion "icons"; character and identity in costume design and onscreen fashion; storytelling capacities of fashion shows, red carpets, magazine editorials, advertising campaigns, fashion films, and social mediations -- for designers, brands, influencers, and audiences/consumers; and digital storytelling and the creation of what I call "sartories." Course content will reflect a commitment to diversity and global perspectives. Class includes readings, discussion, screenings, and hands-on activities. Students will develop portfolios, with the opportunity to customize final projects based on interests and academic and career goals.

Prerequisite: COMM 297FS. Introduction of Fashion Studies taken during a previous semester (cannot be taken concurrently) OR permission of the instructor. Contact ciecko@umass.edu

Comm 430 | Stories of Race**MW | 02:30pm – 03:45pm****Roopali Mukherjee****3 credits**

This course examines contemporary issues of race, including the erasure of Indigenous people in a settler society, anti-Black racism, and the racialization of the Covid-19 pandemic, as well as how these issues of race intersect with constructions of gender, sexuality, class, and migration. We will approach these issues through stories, a prevalent and familiar mode of communication. Stories of race in the United States abound, and through these stories, our understanding of race continues to evolve. Dominant stories of race assign and affix individuals and communities of people with particular meanings that often recycle tropes and stereotypes, as in Asians are like this or Black people are like that. Using a performative lens, we will turn to Black, Indigenous, People of Color storytelling practices as an alternative entry point into the stories of race. We will examine fiction, short stories, poetry, plays, and other forms of storytelling as communicative strategies that generate alternative stories about the history and culture of race in the United States. Our primary texts will be paired with selected readings from performance, postcolonial, ethnic, feminist, and queer studies.

Comm 444 | Film Styles & Genres**M | 01:25pm – 02:15pm****Shawn Shimpach****Lab M | 02:30pm – 05:15pm****3 credits**

Why do we put certain films into categories? What constitutes a film genre, how do we recognize it, and what do we do with it? This course examines these questions and more by considering a specific genre over the course of the semester. We will learn to think of genre as a way of comparing and contrasting different films. Genre will also be thought of as a way of creating expectations and measuring experience and meaning. The power of film genre is that it allows us to understand film as a text and film as a social practice at the very same time.

Prerequisite: COMM 140, 240 or 340

Comm 445 | Screenwriting**TuTh | 11:30am-12:45pm****Bruce Geisler****3 credits**

An examination of the art, craft, and business of screenwriting from theoretical and practical perspectives. Topics include screenplay format and structure, story, plot and character development, dialog and scene description, visual storytelling, pace and rhythm, analysis of professional and student scripts and films.

This course was formerly numbered as COMM 493E. If you have already taken COMM 493E you cannot take this course.

Comm 446 | Film Documentary**Tu | 02:30pm – 04:30pm****Bruce Geisler****Dis Tu | 04:45pm-05:35pm****3 credits**

We will view, analyze, and discuss films from the recent past and present from a filmmaker's perspective, along with some limited hands-on work in pre-production techniques. Students will view, analyze, and critique works from modern documentary masters such as Betsy West & Julie Cohen ("RBG"), Michael Moore ("Where to Invade Next"), Questlove ("Summer of Soul"), Robert Kenner ("Food Inc."), and others to further their understanding of the documentarian's art and craft.

Prerequisite: Any of the following courses: COMM 140 (formerly 240), 231, 340, 342 or 445 (formerly 493E.)

Comm 447 | Advanced Documentary Production**Th | 03:00pm – 06:00pm****Robbie Leppzer****3 credits**

This course is a workshop-style class in digital film production, in which we will take a deep dive into advanced techniques and aesthetics of cinematography, lighting, sound recording and editing. Through hands-on exercises and production of two short films, students will develop a solid practice in the technical skills needed to create visually and aurally compelling moving images and

sound. Students will learn how to manage and organize large amounts of raw footage, edit sequences and create engaging story structures using Adobe Premiere.

Comm 490STA | Advanced Digital Cinematography

Th | 11:30am – 02:30pm

Robbie Leppzer

3 credits

This course is a workshop-style “hands-on” class in digital film production, in which we will take a deep dive into advanced techniques and aesthetics of cinematography. Utilizing a state-of-the-art high-end professional 4K camera, students will learn how to master technical settings, including exposure, aperture, shutter speed, focus, ISO, depth of field, white balance, gamma assist, recording formats and codecs. Visual composition, lenses, camera support and various filming techniques will be examined, along with workshops on lighting and basic audio recording and editing in Adobe Premiere. Through hands-on exercises and production of two short films, students will develop a solid practice in the technical skills needed to create visually compelling moving images. With an emphasis on documentary techniques, students with an interest in all film genres will be welcome.

Comm 491S | Introduction to Semiotics

TuTh | 04:00pm – 05:15pm

Briankle Chang

3 credits

Semiotics is the study of meaning within society. It deepens our understanding of culture, communication and philosophy, and provides us with a theoretical and practical framework for analyzing the world. The course will introduce and develop the semiotic approach, using literature, politics, film, TV, music, and our everyday surroundings and conversations.

Comm 493L | Experimental Film & Video

Th | 02:30pm – 05:30pm

Kevin Anderson

3 credits

This course explores the genre of Experimental Film and Video with a critical eye toward the history and current articulations of this form of production in both feature film and short form movies and videos. The course begins with an introduction to the genre, then explores Experimental Film; video according to three different categories: Experimentation with Narrative, Experimentation with Structure/Form, and Experimentation with the line between Fact and Fiction. Students will emerge from this course with a solid foundation in the history and theory of experimental film/video as evidenced by writing projects, research papers, and student-produced experimental media projects.

Comm 493Z | Documentary Production Workshop

Tu | 04:00pm – 06:30pm

Rawn Fulton

3 credits

A hands-on workshop in the production of documentary films. Students will learn about the art and craft of non-fiction filmmaking and create two to three short documentaries using high definition video and Adobe Premiere editing suites.

Comm 494BI | Countercultural Films

W | 02:30pm – 04:30pm

Bruce Geisler

Dis W | 4:45pm-5:45pm

3 credits

Integrative Experience

An exploration of the counter-cultural movements of the 1960s and 70s and later, hosted by someone who was there and lived to tell the tale. Through the medium of documentary and fiction films, we will delve into the musical, sexual, artistic, political and spiritual upheavals that rocked America and Europe back then and that continue to reverberate today. This course satisfies the Integrative Experience requirement for BA-Comm majors.

Comm 494CI | Communication, Ecology and Sustainability

Th | 10:00am – 11:15am

Leda Cooks

Integrative Experience

3 credits

As forms of communication contribute to the growing integration of the planet, the planet itself is threatened by unprecedented environmental and economic crises. This course will examine ecology and sustainability through the mediating logic of communication technologies, institutions and texts, as well as insights drawn from a variety of disciplines. Students will develop an interdisciplinary theoretical and practical framework that will allow them connect their everyday life to the dynamics of the socio-environmental world. We will apply key concepts to real world situations through reflection assignments, in class discussion, presentations, reading responses, and a research project that may be community-based. Satisfies the Integrative Experience requirement for BA-Comm majors.

This course was formerly numbered COMM 497AK. If you received credit for taking COMM 497AK, you cannot take this class. This course serves as an Integrative Experience (IE) requirement for BA-COMM majors.

Comm 494KI | News and Public Opinion

Soo Young Bae

4 credits

TuTh | 01:00pm – 02:15pm

Integrative Experience

This course is designed to offer a framework for understanding the processes involved in news production and its impact on public opinion. We will examine various social forces that shape news content, including individual, political, economic, and institutional factors. We will also examine research and theory on the implications of today's new media environment, with a focus on its relationship with citizens' engagement in public life.

This course was formerly numbered COMM 497NP. If you received credit for taking COMM 497NP, you cannot receive credit for taking this class. This course serves as an Integrative Experience (IE) requirement for BA-COMM majors

Comm 494LI | Social Life of Algorithms

Burcu Baykurt

3 credits

TuTh | 11:30pm – 12:45pm

Integrative Experience

Algorithmic systems are at the center of today's digital world, and mediate communication processes in areas as diverse as social media, journalism, healthcare, and governments. How do algorithmic systems capture, represent, and transmit information about everyday interactions? How do they shape, and are shaped by, social, cultural, and political life? What kind of new issues and concerns arise from their ubiquitous use? This course provides a critical introduction to algorithmic systems, and how they relate to issues of communication, power and inequalities in society. In addition to reading responses and a midterm essay, students will complete a research project on an algorithmic system of their choice to unpack how they are constructed and used in everyday life.

This course serves as an Integrative Experience (IE) requirement for BA-COMM majors

This course was formerly numbered COMM 497SL. If you received credit for taking COMM 497SL, you cannot receive credit for taking this class.

Comm 494NI | Nonverbal Communication

Alena Vasilyeva

3 credits

TuTh | 02:30pm – 03:45pm

Integrative Experience

This course examines the role of different kinds of nonverbal behaviors (i.e., body orientation and posture, gaze direction, gestures, space, etc.) in establishing a joint focus of attention, coordinating turn-taking, conveying meaning, sustaining institutional realities, telling stories, and navigating interpersonal relationships. We will investigate nonverbal behaviors both in ordinary face-to-face conversations and in a variety of professional settings, including courtrooms, doctors' offices, and the workplace. Satisfies the Integrative Experience requirement for BA-COMM majors.

It is highly recommended that students have taken COMM 118. This course was formerly numbered 492N. If you have taken 492N, you cannot receive credit for 494NI.

Comm 540 | Internet Governance & Information Policy

Martha Fuentes-Bautista

Th | 4:00pm – 6:30pm

3 credits

This class introduces students to actors, institutions and public interest battles fought nationally, regionally, and globally for the control of the Internet. It considers the interaction between law, technological design, and policy solutions in shaping infrastructure, code, and content of the global web. Topics covered in the course include history of Internet policy; the relationship between technical architecture and law; digital inequalities and social inclusion; freedom of expression and intellectual property; surveillance, privacy, and cybersecurity; trade policy, data protection and social media governance in the era of datafication. Readings and online discussions with research partners, policy advocates and experts will expose students to diverse perspectives and first-hand information on these debates.

Open to junior and senior COMM students and senior and Masters SPP students, others by permission of instructor.
