

# UNDERGRADUATE COURSE DESCRIPTIONS: Fall 2019 [as of 4/2/19]

## DEPARTMENT OF COMMUNICATION

\*Course Eligibilities are subject to change.

### 118: Introduction to Interpersonal Communication and Culture

Mon Wed Fri 1:25-2:15 PM

Dori-Hacohen Office: ILC N374

Lecture. 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.

**Course Eligibility\*:** Open to Freshmen, Sophomores, and Juniors.

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

### 121: Introduction to Media and Culture

Tue Thu 10-11:15 AM

West Office: ILC N324

Lecture. Even skeptics among us believe that in the U.S. and around the world, media make a difference in our democracy and our everyday lives. This course takes that belief to heart, asking about the social and cultural role of mass media in advanced, post-industrial Western societies (primarily in the U.S.). We consider how media and their surrounding economic and institutional framework affect cultural, political and ideological processes. We consider a range of media forms in historical context to understand how today's media systems came to be. We examine how scholars have understood media power and influence and, finally, we turn to sites of agency--how media makers and users produce and change media form, content and meaning.

**Course Eligibility\*:** Open to Freshmen, Sophomores, and Juniors.

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

### 122: Introduction to Media Industries and Institutions

Tue Thu 1-2:15 PM

Xu Office: ILC N334

Lecture. 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.

**Course Eligibility\*:** Open to Freshmen, Sophomores, and Juniors.

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

### 125: Introduction to Rhetoric & Performance Studies

Mon Wed 2:30-3:45 PM

Moreira Office: ILC S328

Lecture. 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.

**Course Eligibility\*:** Open to Sophomores and Freshmen only.

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

**140: Introduction to Film Studies**  
**Shimpach Office: ILC N332**

**Tue Thu 2:30-3:45 PM + Screening Tue 4-6 PM**

Lecture, lab (screening). 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.

**Course Eligibility\*:** Open to Sophomores & Freshmen only.

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

**191COMM: First Year Seminar**  
**Graduate Student Instructor**

**Various times (refer to course schedule)**

Seminar. This is a one-credit, graded introduction to the Communication major, designed to welcome first year students into the major and inform them of opportunities for their advancement in the department and beyond. The course introduces students to the five subject areas offered in the major and provides a brief overview of the field of communication as well as the major issues and topics that motivate the inquiries conducted in courses and in research. Finally, the course identifies and helps students access the opportunities to enrich their experience in their coming years at the University by learning about various campus resources and working closely with fellow students to produce applied projects.

**Course Eligibility\*:** Open to freshman Communication Majors.

**Course Notes:** Offered Fall semester only.

**197T: Advanced Transfer Student Workshop**  
**Neal-Joyce Office: ILC N325**

**Mon Wed 1:25-2:15 PM (through Oct. 21)**

Lecture. 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 take advantage of resources in the major and at the university. 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.

**Prerequisites:** Students must have a minimum of 30 credits in order to register for this course.

**Course Eligibility\*:** Open to transfer Communication students only.

**Notes:** This course will meet twice a week for the first six weeks of the fall 2019 semester. The last day of classes will be Monday, October 21.

**212: Cultural Codes in Communication**  
**Bailey Office: ILC S326**

**Gen Ed SB, DIV**  
**Lecture Mon Wed 11:15-12:05 PM; Sections on Friday**

Lecture. 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.

**Course Eligibility\*:** Open to Sophomores and Freshman only.

**Course Notes:** After each reading, there is a quiz on that reading, and after each lecture there is a quiz on that particular lecture.

\*Course Eligibility subject to change, check SPIRE

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| <b>226: Social Impact of Mass Media</b><br><b>Graduate Student Instructor</b> | <b>Mon Wed Fri 10:10-11 AM</b><br><b>Mon Wed Fri 11:15-12:05 PM</b> |
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Lecture. 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.

**Course Eligibility\*:** Open to Sophomore and Freshman COMM majors only.

**Course Notes:** COMM 121 is highly recommended before taking this course.

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| <b>231: Film &amp; Television Production Concepts</b><br><b>Anderson Office: ILC S320</b> | <b>Tue Thu 11:30-12:45 PM</b> |
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Lecture. 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.

**Prerequisite:** Open to COMM and Undeclared majors, or to students who have taken one of the following: COMM 118, 121, 122, 125, or 140.

**Course Eligibility\*:** Open to undeclared students, SBS Exploratory Track students, and Communication majors only.

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| <b>250: Interpersonal Communication [FOR NON-MAJORS ONLY!]</b><br><b>Graduate Student Instructor</b> | <b>4 credits</b> | <b>Mon Wed Fri 11:15-12:05 PM</b><br><b>Mon Wed Fri 1:25-2:15 PM</b> | <b>Gen Ed SB</b> |
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Lecture. 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.

**Course Eligibility\*:** Non-Communication majors only.

**Course Notes:** This course fulfills a Gen Ed SB requirement. Students who are planning to apply to the COMM major should not take this course, but instead should register for COMM 118.

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| <b>260: Public Speaking</b><br><b>Graduate Student Instructor</b> | <b>Mon Wed Fri 10:10-11 AM</b><br><b>Mon Wed Fri 11:15-12:05 PM</b><br><b>Mon Wed Fri 1:25-2:15 PM</b> |
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Lecture. 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.

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| <b>271: Humor in Society [4 credits]</b><br><b>Gencarella Office: ILC N356</b> | <b>Mon Wed Fri 1:25-2:15 PM</b> | <b>Gen Ed SB</b> |
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Lecture. 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 will include different theories of humor, the relationship between humor and play, the differences between humor and comedy, the use of humor in the redress of political and social tensions, the importance of the body in humor, and the role of humor in maintaining identity, especially in the negotiation of race, gender, class, ethnicity, religion, and sexual orientation. This course fulfills Gen Ed SB.

**Course Notes:** This course was formerly numbered COMM 297. If you have already taken COMM 297C you cannot take this course.

\*Course Eligibility subject to change, check SPIRE

**286: Race, Inequality and Representation**  
Jhally Office: ILC N312

[4credits]

MWF 2:30-3:45 PM

GenEd SB

Lecture. This course deals with issues of racial stratification and inequality in the United States, and the ways in which we understand them – the stories we tell ourselves about why the world is organized as it. It deals with both the reality of race as well as the way that reality is represented, and why, as a society, we refuse to seriously address its disastrous consequences.

**296F: Independent Study – Film Festival**  
Ciecko Office: ILC N328

1 credit

Wed 7:00-10 PM

Film Screening. This is a 1-credit Mandatory Pass/Fail course. Film screening. This festival colloquium will be held in conjunction with one or more semester-long film festivals.

**Course Eligibility\*:** COMM 296F is open to all undergraduate students, all majors. Since the festival screenings change each semester, COMM 296F can be taken multiple times.

**Course Notes:** This course is held in conjunction with a semester-long series of screenings and related events, primarily on Wednesday evenings. In the spring, contingent upon number of films programmed and schedule availability, students may have the opportunity to attend multiple film festivals. To earn 1 credit (mandatory pass/fail), students are required to attend a defined number of film festival events (TBD), and complete written surveys. In the spring semester, the festival colloquium is also a blended learning experience with a required online weekly interactive component.

**297FA: Spirit and Stories: The Folklore of Alcohol**  
Gencarella Office: ILC N356

Mon Wed 2:30-3:45 PM

Lecture. This course examines the vast store of folklore inspired by and directed at alcohol and its 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 in effect necessitates attention to the entire history of humanity in a global perspective. Specific lectures will address cultural differences concerning alcohol in the negotiation of race, ethnicity, class, nationhood, religion, gender, and political identity.

**310: Social Influence & Persuasion**  
Bae Office: ILC N366

Tue Thu 2:30-3:45 PM

Lecture. This course examines theories and key research findings in the field of persuasion and social influence through the lens of communication. We will examine theories in social psychology to understand the underlying process of persuasion and apply this knowledge to explain how attitudes and behaviors are spread through interpersonal and mass communication.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**Notes:** Taking COMM 121 or COMM 122 prior to enrollment in this course is highly recommended.

**331: Program Process in Television**  
Maxcy Office: ILC S314

Wed 10:10-11 AM Lecture + 3-hour Lab:  
Mon 1:25-4:25 PM  
Wed 1:25-4:25 PM  
Fri 9:05 AM-12:05 PM

Lecture, studio lab. This course introduces concepts and techniques of television production through weekly lectures and lab meetings. During the first six weeks, basic concepts and techniques are introduced in lecture. Students then break up into lab groups where, under the supervision of their lab instructor, they produce a short program that puts the concept of the week to work. During the rest of the course 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 live in the studio. COMM 331 is offered every fall and spring semester.

**Course Eligibility\*:** Open to Senior, Junior and Sophomore Communication majors only.

**Course Notes:** During the first six weeks basic concepts and techniques are introduced in lecture. Students then break up into lab groups where, under the supervision of their lab instructor, they produce a short program that puts the concept of the week to work. Journalism Majors and Film Certificate Students by permission of the instructor, [djmaxcy@comm.umass.edu](mailto:djmaxcy@comm.umass.edu)

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| <b>335: Media &amp; Education</b><br>Butler Office: ILC N322 | <b>[4 credits]</b> | <b>Tue Thu 10-11:15 AM</b> |
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Lecture. 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.

**Prerequisites:** COMM 121 or 122

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

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

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| <b>339: Media &amp; Public Policy</b><br>Fuentes-Bautista Office: ILC N372 | <b>Mon Wed 2:30-3:45 PM</b> |
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Lecture. This course examines policies, laws and regulations affecting legacy and digital media, including media ownership, universal service, intellectual property, advertising, online privacy, free speech, media diversity and digital content creation. Students are introduced to practices of public interest advocacy and media technology policy-making in the U.S.

**Prerequisites:** COMM 122 or 222

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| <b>340: History of Film I</b><br>Norden Office: ILC N320 | <b>Mon Wed 11:15-12:05 PM + Screening Mon 12:20-2:15</b> |
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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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

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| <b>375: Writing as Communication</b><br>Graduate Student Instructor | <b>Mon Wed Fri 10:10-11 AM (2 sections)</b><br><b>Mon Wed Fri 11:15-12:05 PM (2 sections)</b><br><b>Mon Wed Fri 12:20-1:10 PM (2 sections)</b><br><b>Mon Wed Fri 1:25-2:15 PM</b><br><b>Mon Wed 4-5:15 PM</b> |
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Lecture. 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. Fulfills Junior Year Writing requirement.

**Prerequisites:** You must have fulfilled your CW Gen. Ed. Requirement to enroll in this course.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

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| <b>394EI: Performance &amp; Politics of Race</b><br>Pérez Office: ILC S316 | <b>Tue Thu 11:30-12:45 PM Integrative Experience (IE)</b> |
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Lecture. 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.

**Course Eligibility\*:** Open to Senior and Juniors only.

**394PI: Peer Advising & Leadership Seminar**  
**Butler Office: ILC N322**

**Wed 9:05-11 AM Integrative Experience (IE)**

Lecture. Open only to students who formally applied and were accepted as peer advisors during Spring 2018. 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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**Course Notes:** This course is an "IE" (Integrative Experience) course formerly numbered COMM 391P. If you have already taken this course as COMM 391P, you CANNOT take this course. Open only to students who applied and were accepted as peer advisors during Spring 2018- No exceptions!

**397B: Introduction to Studio Directing**  
**Maxcy Office: ILC N314**

**Thu 10-2 PM**

Lecture. Students will learn basic concepts and techniques of studio television production, with a focus on directing live programs in a full-scale studio facility on the UMASS campus. The course includes lecture presentations, production exercises, script-writing projects, and studio production projects. Finally, each student will write, produce, and direct a live studio production.

**Course Eligibility\*:** Open to Senior, Junior and Sophomore Communication majors only.

**Course Notes:** Journalism Majors and Film Certificate Students by permission of the instructor, djmaxcy@comm.umass.edu

**397DD: Introduction to Argumentation, Deliberation, and Dialogue**  
**Cooks Office: ILC N338**

**Mon Wed 2:30-3:45 PM**

Lecture. This course will provide students with an introduction to the principles and practice of argumentation, deliberation and dialogue with the larger goal of practicing advocacy as humane and humanizing communication. Students will learn how arguments are constructed and employed, as well as methods for engaging ethically with differing constructions of fact and reason. The course approaches concepts and tools from cultural and critical perspectives, with an eye toward inclusion of alternative points of view. The activities, assignments and readings for the course promote deep listening, critical self reflection and thoughtful practice with others for the purposes of facilitating and participating in difficult conversations where interests, perceptions and sometimes goals are in tension.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**397GM: Global Media Flows**  
**Avle Office: ILC N358**

**Mon Wed 2:30-3:45 PM**

Lecture. 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 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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**397SC: Sidewalks & Screens**  
**Baykurt**

**Tue Thu 1-2:15 PM**

Lecture. Starting from debates over digital media and publicity/public participation in the city, this class examines the ways media technologies shape, and are shaped by, the built environment. Drawing on historical and ethnographic case studies, it will focus on the city as media, symbols as well as embodiments of particular ideas and values, and the impact that media technologies have had on how people experience urban life. In addition to reading responses and a midterm paper, students will complete a group research project that ethnographically analyzes an urban institution, issue, or a movement of their choice.  
**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**397SE: Social Media in Everyday Life**  
**Ong Office: ILC N354**

**Tue Thu 1-2:15 PM**

Lecture. Taking a comparative and grounded approach, this class explores the diverse and transformative consequences of social media as they become ubiquitous and taken for granted in our everyday lives. It takes as a starting point people's everyday engagement with social media and analyzing the cultural patterns and social outcomes of practices such as memes, selfies, Facebook friending, social media fundraising, and digital mourning. Drawing from global case studies from QQ and WeChat in China to dating apps in the Philippines to webcam in Trinidad, the class analyzes how "logics" and values of social media infrastructures interact with old and enduring cultural norms that reshape contemporary sociality, kinship and intimacy.  
**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**397SS: Youth, Democracy & the Entertainment Industry**  
**Saxe Office: ILC N355**

**Tue Thu 2:30-3:45 PM**

Lecture. The entertainment industries are inordinately focused on young people as they represent tremendous market force. How do the imperatives of this market-driven media culture correspond with principles of democracy? Topics to be considered include commercialism + youth identity, culture jamming, global youth protests, race; class inequities, generation debt, urban youth, strategies for organizing youth resistance - all with an eye towards visioning a media system truly guided by principle of democracy. Assignments will integrate arts and media making through projects in visual illustration and blogging.  
**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**397TV: TV Studio Operations, Production Design**  
**Maxcy Office: ILC S314**

**Tue 10-2 PM**

Lecture, studio. This course explores the links between technical operations, creative production design, and actual production in the live, multiple-camera HD studio environment. Though loaded with technology, the television studio is, from the first instance through the last, a creative environment with tools aimed at production of meaningful content. This course will explore and put to work the concepts and techniques fundamental to multiple-camera studio production in the HD studio environment. These include conceptualization, visualization, and writing for multiple-camera, wide-screen production; and production design, including staging, set design, photography, lighting, sound, and graphic design. Students will learn and practice skills including light placement and mixing, videography using the HD studio camera, sound pickup and mixing, and graphics. Students will realize all of this work in collaborative, final studio production projects.  
**Course Eligibility\*:** Open to Senior, Junior and Sophomore Communication majors only.

**414: Studying Everyday Talk [4 credits]**  
**Bailey Office: ILC S326**

**Tue Thu 11:30-12:45 PM**

**Integrative Experience (IE)**

Lecture. 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 observations, transcripts, and interviews and analyses from your field site/activity. Satisfies the Integrative Experience requirement for BA-Comm majors.  
**Prerequisites:** COMM 118 or COMM 212  
**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**441: Principles and Techniques of Film Style Production**  
**Anderson Office: ILC S318**

**Tue 2:30-6:30 PM**

Lecture, Studio. A hands-on introduction to single-camera filmmaking using digital video camcorders and non-linear editing. Production assignments will foster student skills in the art of visual storytelling: from pre-production, shot composition and lighting to continuity editing and post production audio.

**Prerequisites:** COMM 231 and COMM 331

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**Notes:** Students who do not meet the prerequisites, may seek permission of the instructor to enroll (kta@umass.edu).

**444: Film Styles & Genres**  
**Shimpach Office: ILC N332**

**Mon 1:25-2:15 PM + Lab Mon 2:30-5:15 PM**

Lecture. 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.

**Prerequisites:** COMM 140, 240 or 340

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**445: Screenwriting (2 separate sections)**  
**Geisler; Norden**

**Tue Thu 11:30-12:45 PM**

**Mon Wed 2:30-3:45 PM**

Seminar. 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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**Course Notes:** Other students, with permission of instructor. This course was formerly numbered as COMM 493E. If you have already taken COMM 493E you cannot take this course.

**446: Film Documentary**  
**Geisler Office: ILC S318**

**Tue 2:30-4:30 PM + Discussion Tue 4:45-5:35 PM**

Seminar, Discussion. We will view, analyze, and discuss films by modern documentary masters such as Michael Moore ("Sicko"), Chris Paine, ("Revenge of the Electric Car"), Seth Gordon ("The King of Kong - A fistful of Quarters"), Pamela Yates ("Granito") and many others to further the understanding of the documentary craft and art from a filmmaker's perspective. Students will also do preproduction (research and treatment) for their own short documentary, along with shorter hands-on exercises in writing narration, interview techniques, etc.

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

**Course Eligibility\*:** Open to Seniors and Juniors only.

**Course Notes:** This course was formerly numbered as COMM 493F. If you have already taken COMM 493F you cannot take this course. Open to Seniors & Juniors only, or by permission of the instructor at geisler@comm.umass.edu.

**491S: Introduction to Semiotics**  
**Chang Office: ILC N364**

**Tue Thu 5:30-6:45 PM**

Seminar. 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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**493L: Experimental Film & Video**

**Thu 2:30-5:30 PM**

**Anderson Office: ILC S320**

Seminar. 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; 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.

**Course Eligibility\*:** Open to Seniors and Juniors.

**493M: Fashion, Media, Culture, Style**

**Mon 4-6:45 PM**

**Ciecko Office: ILC N328**

Seminar. This course examines "Fashion" (and the aesthetics of the clothed body and projected identity) as a socio-cultural and mediated phenomenon. This interdisciplinary seminar in critical fashion studies incorporates diverse texts, case studies, theoretical perspectives, analytical tools, hands-on projects, and at least one field trip.

**Course Eligibility\*:** Open to Seniors and Juniors only.

**Course Notes:** 10 seats reserved for Communication majors.

**494BI: Countercultural Films**

**Wed 2:30-4:30 PM + Discussion W 4:45-5:45 PM**

**Geisler Office: ILC S318**

**Integrative Experience (IE)**

Seminar, Discussion. 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.

**Course Eligibility\*:** Open to Seniors & Juniors only, or consent of instructor.

**Course Notes:** Or by permission of instructor geisler@comm.umass.edu. This course was formerly numbered COMM 493C. If you received credit for taking COMM 493C, you cannot receive credit for taking this class.

**494FI: Food as Communication**

**Mon Wed 11:15-12:30-PM Integrative Experience (IE)**

**Cooks Office: ILC N364**

Lecture. This course examines the ways food is made meaningful through discourse and performance. While the need for food to satisfy hunger and strengthen the body is universally understood, what counts as food, its relative abundance or scarcity, and its relationship to the body, identity and culture are socially created and highly symbolic. Still, for most people what we eat and why we choose to eat it seems common sense. Meanings attached to what is edible or inedible, good or bad, nutritional or unhealthy, gourmet or junk food are highly subjective and deeply cultural. Throughout your university career you have had the opportunity to take courses that provided you with a variety of lenses for examining the ways people use language to make meaning of their worlds. How might you use some of the theories of concepts from these courses to examine your own food beliefs and practices and the consequences of those practices on your own and others' lives and livelihoods? Assignments in this course include self-reflection papers, class presentations, reading responses and individual research or community-based group project. This is a team-based learning course and satisfies the integrative Experience requirement for Comm and BDIC majors.

**Course Eligibility\*:** Open to Communication seniors and juniors only.

**494MI: Music, Culture & Communication**

**Tue Thu 11:30-12:45 PM**

**Integrative Experience (IE)**

**Geddes Office: ILC N362**

Lecture. This course takes the view that our experience of music is mediated by biology, society and culture. As such it tells us a lot about who we are in relation to our cultural and physical environment. Like other forms of communication, music can be studied in terms of its texts, institutions, and audiences. Unlike other forms of communication, music is best understood from an interdisciplinary perspective that deals with the physics of sound, human biology, and musicology. In addition to asking the question, "What does the music mean?" I urge you to ask: What is the chain of biological, physical, social, and cultural events that render music meaningful and popular? What sorts of networks and emotional affiliations make musical performance/consumption possible, whether it be a concert, film, public transport, shopping mall, Walkman, funeral, file sharing, etc.? How do the modes of listening vary across these fields? How do boundaries shift with the globalization of music, especially with the advent of digital distribution on the Internet?

\*Course Eligibility subject to change, check SPIRE

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**Course Notes:** This course was formerly numbered COMM 497O. If you have already taken COMM 497O you cannot take this course. This course serves as an Integrative Experience (IE) requirement for BA-COMM majors.

**494NI: Nonverbal Communication**  
**Vasilyeva Office: ILC N368**

**Tue Thu 10-11:15 AM**

**Integrative Experience (IE)**

Seminar. 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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

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

**497DA: Death in the Digital Age**  
**Alvarez Office: ILC N331**

**Tue Thu 2:30-3:45 PM**

Seminar. The advent of Web 2.0, the emergence of social and locative media, and the so-called Internet of things, have reconfigured our personal and social lives. Likewise, digital media have reconfigured our relationship to, and understanding of, death and dying rituals and practices. This course examines the many ways in which digital technologies have shaped the values and meanings we attach to the end of life. We do so by looking at such phenomena as digital memorials and cyber-cemeteries, disenfranchised grief, digital afterlives, cybersuicide, and online communities mobilized around human tragedies. Throughout the semester, students will be invited to seek out and explore other such phenomena, and make sense of these via theories and concepts they learn in class. Ultimately, it is hoped that in learning more about death, students will gain a deeper appreciation of life.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**497DB: Survey, Digital Behavioral Data**  
**Xu Office: ILC N334**

**Tue Thu 2:30-3:45 PM**

Lecture. 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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**497DL: Communication, Technology & Work**  
**Avle Office: ILC N358**

**Mon Wed 4-5:15 PM**

Seminar. This course will examine the different ways that communication and digital technologies are shaping notions of work and labor. We will engage with ongoing debates on topics such as the sharing economy (e.g. Uber/Lyft driving), microwork (e.g. Amazon Mechanical Turk), microcelebrity (e.g. YouTube stars and Instagram influencers), tech entrepreneurship both in Silicon Valley and other parts of the world, as well as the work that goes into making popular consumer technologies like the iPhone. By the end of the course, you should have a critical understanding of the economic and social forces underlying shifts in digital labor, communication, technology, and work. The coursework includes digital assignments, reading responses, and a research paper.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

\*Course Eligibility subject to change, check SPIRE

**497KP: K-pop as Global Media Culture**  
Lee Office: ILC N331

Mon Wed Fri 10-11:10 AM

Seminar. This course examines the globally-spreading popular music phenomenon, K-pop (Korean popular music), as a media cultural and popular music phenomenon. We put K-pop in multiple contexts such as the changing nature of popular media entertainment today, transnational cultural exchanges, shifting representations of race, ethnicity, gender and sexuality in pop culture, nationalism and international politics in East Asia, the rise of social media and fandom. Navigating various aspects of K-pop, we are introduced to diverse concepts and theories concerning the production, circulation, and consumption of, and representation and identity in popular music, mainly informed by media and cultural studies. The class consists of multiple components of class formats: lecture, listening to music samples, watching music videos and documentaries, student presentations, writing a paper and making a YouTube video as a group.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**497MT: Media, Technology & Culture**  
Chang Office: ILC N364

Tue Thu 1-2:15 PM

Seminar. This course examines how media technologies shape the way we communicate and how the way we communicate in turn shapes the development of media technologies as evolving cultural practices. We will read technologies not as machines or tools invented to perform preconceived functions, but as forms of tech, understood as way of making things. So, in this course, we will try to understand how media users cause media to improve their efficiency as much as how media users themselves are changed as they continue to communicate.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**497NP: News & Public Opinion**  
Bae Office: ILC N366

Tue Thu 1-2:15 PM

Seminar. 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.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.

**497SL: The Social Life of Algorithms**  
Baykurt

Tue Thu 4-5:15 PM

Seminar. Originally a technical term in computer science, "algorithms" have recently become objects of public concern. This class unpacks the social, political, economic, cultural, and ethical dynamics that shape the construction and uses of algorithms in social life. Drawing on case studies from interactions on social media, bias in search results, the quantified-self movement, digital politics, gig economy, and smart cities, the class analyzes the implications of computational processes that treat culture as data. The coursework includes digital assignments, reading responses, and a semester-long research project/paper.

**Course Eligibility\*:** Open to Senior and Junior Communication majors only.