

Course Descriptions
Courses Offered for Graduate Credit in
SPRING 2015

Department of Communication

A WORD OF INTRODUCTION

This brochure has been prepared as an aid to graduate students and advisers. Course descriptions have been provided by instructors in response to a request for brief descriptions of graduate (500-level) and advanced undergraduate/graduate (400-level) courses they will offer in Spring 2015.

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CMN 410, Sec. GR: "Workplace Communication Technology," Prof. Barley

4 hours

11:00-12:20 TR

1051 Lincoln Hall

CRN 52643

This course focuses on how information communication technologies are designed, implemented, adopted, and used within and across organizations. The class begins with a focus on technological trends and the experience of new technologies. Then, we will review the theories used to conceptualize the adoption and use of technologies in the workplace. Issues including knowledge management, telecommuting, and new organizational forms supported by technologies (e.g., virtual organizations and distributed work) will be addressed. Along the way, students will examine real-world cases and develop skills necessary for working in contemporary organizations.

Students taking this course for graduate credit will be assigned additional readings and a final research paper.

CMN 412, Sec. GR: “Advanced Organizational Communication,” Prof. Lammers

4 hours

12:30-1:50 TR

1064 Lincoln Hall

CRN 50650

This course focuses on macro-organizational communication issues. As such it consists of a study of *organizations* as units of analysis rather than individuals as units of analysis. For example, we might want to know why fast food organizations appear to use similar communication strategies, or why health care organizations are using fast food communication strategies. Each of these questions considers organizations rather than persons as units or foci of analysis. The questions we ask, the processes we study, and the answers we seek are therefore importantly different at this perspective or level. We now move from questions about human communication in organizations (micro-organizational behavior) to questions about the communication of organizations (macro-organizational communication).

The goal of the course this term is to explore theories (that is, explanations) and issues of such macro-organizational behavior. Most work in organizational communication has been an extension of interpersonal communication, and it remains dominated by an intra-organizational (rather than inter-organizational) focus. One of the possibilities for expanding the field of communication and increasing the strength of its explanations about human experience is in the area of inter-organizational relations. The experiences of individuals and their opportunities for efficacious communication, or for organizational efficiency and efficacy, can be understood as function of macro-organizational variables.

Several areas will be explored during the course.

- I. Macro Organizational theories: implicit communication
As our introductory and foundational unit, we begin with a view of the organization as a unit of analysis. In this unit we also examine macro theories of organization and their implications for communication.
- II. Interorganizational relations: organizations communicate with each other.
Once human behavior and communication becomes built-up into the patterns we call complex organizations, we need to examine the arrangements and connections among multiple organizations.
- III. Organizational strategy: leaders and management chooses paths for an entire organization.
Strategy refers to an overarching plan by which an organization seeks to achieve its long-term goals. It involves both internal and external assessments.
- IV. Organizational culture: The symbol life of an organization develops both within and through the permeable boundaries of organizations.
- V. Organizational ethics from a macro perspective. Ethics commonly refers to systems of values about moral behavior of individuals. But a macro perspective suggests that the systems are maintained by widely shared and enforced norms, rules, and regulations.

CMN 417, Sec. GR: “Contemporary Rhetorics,” Prof. Cisneros

4 hours
12:30-1:50 TR
1026 Lincoln Hall
CRN 50652

“I am interested in language because it wounds or seduces me.” – Roland Barthes

This course will explore the nature and scope of rhetorical theory roughly since the mid-twentieth century to the present day. The goals of this course are to develop a basic understanding of significant theories and problems animating the contemporary study of rhetorical discourse and to examine the role and relevance of these theories in public life.

For our purposes, “contemporary rhetorics” will describe that body of thought relating to the role of language, symbols (e.g., images, sounds, texts), and symbolic inducement in human belief, behavior, and culture. We will take an ecumenical approach to “rhetoric” and “theory,” exploring works by those who would and who would not profess rhetoric as their area of inquiry. Similarly, some of the writings we will study have as their explicit goal that of theorizing the role of discourse in society, whereas others get at theory from a roundabout way.

Our exploration of contemporary rhetorics will progress through the study of some of the most-discussed and most vexing problems of rhetorical theory. These topics include the relationship of rhetoric to its context, the function of rhetoric in conveying/creating truth, rhetoric and public morality, the role of reason in rhetoric, the relationship of rhetoric to public decision making, the rhetorical dimensions of power, rhetoric’s constitutive force, and the conditions of rhetorical agency. Exploring these “problem areas” through the writings of some of the most influential thinkers of rhetoric of the last century, we will hopefully get at some of the ways that language “wounds,” “seduces,” and does everything in between.

CMN 421, Sec. GR: "Persuasion Theory & Research," Prof. Bigsby

4 hours

12:30-1:50 TR

4053 Lincoln Hall

CRN 50654

This course is a survey of classic and contemporary thinking on persuasive communication and is grouped into three units. The first deals with foundational concepts (e.g., what is an attitude?) and research problems (e.g., how should we measure persuasion?). The second unit focuses on understanding and evaluating specific theories of persuasion and important variables (e.g., source factors, message factors). The third and final unit considers societal level persuasive messages (e.g., advertising, campaigns). The overarching goal of this course is to impart an understanding of the major issues and concerns in the study of persuasion.

CMN 429, Sec. GR: "Race and the Mass Media," Prof. Bigman-Galimore

4 hours

9:30-10:50 TR

1051 Lincoln Hall

CRN 52652

This course presents an overview of racial stereotypes in the mass media and the effects of stereotypical imagery on viewers. We will discuss the structural and social origins of stereotypical media from multiple perspectives. However, the majority of the course will focus on published scholarship that systematically assesses the content and effects of racial representations from a social scientific perspective. Intersections between race, ethnicity, class, and gender will also be explored.

CMN 450, Sec. GR: "Gender and Rhetoric," Prof. Finnegan

4 hours

1:00-1:50 MWF

4053 Lincoln Hall

CRN 52658

This course uses the tools of rhetorical analysis to examine the relationship between gender and citizenship in U. S. public discourse from the founding to the present-day. Students study historical and contemporary primary sources (speeches, tracts, pamphlets, etc.) in order to discover how they frame men's and women's experiences as citizens. Specific topics include: movements for social change (including suffrage, temperance, pacifism, civil rights, and women's liberation); changing views of home, work, and family; "public" vs. "private" spheres; and gendered rhetorical styles in politics. This course is discussion-driven and writing-intensive.

Graduate students taking the course will complete a final paper project, write a scholarly book review, and engage in ongoing engagement with secondary scholarly sources during the semester.

CMN 463, Sec. GR: "Organizational Health Comm," Prof. Lammers

4 hours
9:30-10:50 TR
1024 Lincoln Hall
CRN 50661

This course focuses on the organizational aspects of health communication, a frequently overlooked but increasingly important dimension of communication in the delivery of medical services. The course considers four aspects of organized communication and health:

1) background on financing and the system and organization of personal medical services in the United States; 2) the organizations involved in providing personal medical services in the United States and their interrelationships; 3) learning about the U.S. system through international comparisons; and 4) communication between organizations and the public on health issues. The general purpose of the course is to place patient provider communication in the context of organizational issues developing in American health care. Although there are no prerequisites for graduate or undergraduate students to enroll in the course, previous course work in health communication and organizational communication would be helpful.

The course will be taught through a combination of readings, lectures, discussions, and (possibly) guest presentations. Students' learning in this course is evaluated by means of four examinations (each worth 25% of the total grade). Exams will consist of multiple choice and short answer questions and will be supported with study guides.

CMN 464, Sec. GR: "Health Communication Campaigns," Prof. Quick

4 hours
2:00-3:20 MW
1024 Lincoln Hall
CRN 54587

In this class we will cover many of the prominent theories employed in current and past health campaigns. In addition to examining current theoretical trends, we will also look at the nuts and bolts of creating, disseminating, and evaluating a health campaign. Topics to be covered include: health behavior change models; message strategies; evaluation design; audience segmentation; message implementation strategies; evidence of effects. The course will rely heavily on discussion, group work, and lecture. After examining several recent campaigns, undergraduate students will design their own health campaigns while graduate students will write a seminar paper. This course is of particular interest to students interested in health campaigns or media effects on health attitudes, intentions, and behavior. However, while the focus of this seminar is health, most of the theories, strategies, and design issues are applicable to all communication campaigns designed to change beliefs, attitudes, or behaviors.

CMN 465, Sec. MHG: “Social Marketing Health & Behavior Change,” Prof. Huhman

4 hours

11:00-12:20 TR

4053 Lincoln Hall

CRN 52902

Social marketing applies marketing concepts and practices to bring about behavior change for a social good. Social marketing is an approach to planning and implementing projects and programs that emphasizes a customer-centered mindset to learn what people want and need to change their behavior. The course is designed to give students a thorough orientation to the discipline of social marketing and its application to a range of problems with an emphasis on issues in health contexts. Topics will include audience research, segmentation strategies, communication channels, and marketing mix, and the application of behavior theory. Graduate students do focused work on theory application and logic model development. Students will acquire practical skills in the design, implementation, and evaluation of health intervention initiatives that use social marketing.

CMN 476, Sec. GR: "Commercialism and the Public," Prof. Stole

4 hours

2:00-3:20 TR

1024 Lincoln Hall

CRN 54589

The course discusses the influences of advertising and commercialism upon our political culture and social institutions and explores how individuals, as consumers and citizens, negotiate this commercial impact. Each semester, class readings and discussion focus on six or seven specific issues. Past issues have included advertising in schools and universities; the relationship between advertising and mass media; the public relations industry; political advertising; pharmaceutical advertising; marketing to children; commercialism and the environment; tobacco advertising; advertising and body image, and product placement in mass media.

CMN 496, Sec. CJG: "Language and Cognition," Prof. Jacobs

4 hours

3:30-4:50 TR

4053 Lincoln Hall

CRN 50664

This course explores (1) how the nature of human communication is shaped by the human ability to learn and use language, and (2) how the nature of human communication is shaped by the properties of the linguistic instruments humans have constructed. Topics include: animal communication; concepts and logic; grammar; language development; human biology and evolution; writing; computing machinery; plans, strategies, and inference as related to language.

CMN 496, Sec. RMG: "Political Economy of Communication," Prof. McChesney

4 hours

12:30-1:50 TR

1024 Lincoln Hall

CRN 50674

Political Economy of Communication is a course for advanced, mature and highly motivated students. The course is devoted to helping students develop their talents and skills for abstract reasoning and critical thinking. The course highlights six recently published books that address major social problems in the United States and the world, and that often have a strong communication dimension. Students must successfully take 12 weekly exams to establish they have read the assigned books thoroughly or they will fail the course.

CMN 496, Sec. SJG: "Argumentation Theory and Evaluation," Prof. Jacobs

4 hours

2:00-3:20 TR

4053 Lincoln Hall

CRN 50668

This course explores normative principles for reasoned discourse and reasonable decision-making. Topics include the nature of cogent reasoning, trustworthy evidence, reliable methods of justification, and ethical duties of advocacy. Special attention is given to fallacious patterns of argument as used in scientific, political, commercial and other forums for debate.

CMN 529, Sec. CB: "Causality in Communication Research," Prof. Bigman-Galimore

4 hours

2:00-4:50 pm T

4007 Lincoln Hall

CRN 52001

Focuses on issues surrounding causality in communication research, with an emphasis on classic and innovative social scientific research designs, data analysis, and research ethics. Discussion will also explore the role of technology and examine controversies surrounding causality in the academy and public sphere.

CMN 529, Sec. FL: "Folklore: Communication & Culture," Prof. Davis

4 hours
2:00-4:50 pm W
TBA
CRN 50678

This course explores the uses of the past in the present through the lens of folklore, a special but pervasive mode of communication framed as tradition. We will explore some of the history of folklore scholarship and look at its methods of study, analysis and interpretation, from the collection of "folklore texts" to the ethnography of communities.

We will be reading books and articles by: Roger Abrahams, Richard Bauman, Keith Basso, Benjamin Botkin, Linda Degh, Barbara Kirshenblatt-Gimblett, Henry Glassie, Zora Neal Hurston, Edward Ives, John Szwed, Barre Toelken, among others. We will also be listening to audio and video recordings of performers of tradition.

Writing for the course will involve short weekly "reaction" papers and a final research paper, the topic to be decided in consultation with the professor.

CMN 529, Sec. IS: “Consumers, Consumption, and Commercialism,” Prof. Stole

4 hours
5:00-7:50 W
4103 Lincoln Hall
CRN 52000

During the past two decades, consumer studies have moved from obscurity into the mainstream of many academic disciplines. Thus “consumer studies” cannot be claimed as the “property” of any particular field but, rather, an interdisciplinary scholarly endeavor.

This seminar uses the lenses of advertising and mass media to explore the rise and development of consumer society. By tracing the birth of modern advertising and the many consumer issues that emerged in tandem, we’ll study their political, economic, and cultural impact. The goal is to create a fundamental framework for evaluating the modern proliferation of commercial expressions and contemplate their imprint on consumers and consumer society.

Few developments can be explained through structural forces alone. Thus, an equally important task will be to explore how people as citizens and consumers have negotiated their roles in an increasingly commercialized world. Through readings and class discussions we’ll evaluate books for their relevance to our understanding of these issues.

Particular attention will be paid to research methods and strategies and seminar participants will be encouraged (but obviously not obligated) to utilize archival sources (at the University of Illinois campus or elsewhere) as they write a research paper that’s part of course requirement.

CMN 529, Sec. LK: "Communication and Relational Uncertainty," Prof. Knobloch

4 hours

2:00-4:50 W

4007 Lincoln Hall

CRN 50677

An array of questions arise for individuals who are negotiating close relationships ("Why did he do that?" "What should I say?" "How invested is he / she?" "Do I still want to be involved in this relationship?" "What does the future hold?"). Communication is key to how people navigate the questions they have about participating in close relationships. Individuals possess a variety of communication options for dealing with uncertainty: They can constructively seek information, destructively seek information, constructively avoid information, or destructively avoid information. People's choice of how to manage their questions has important consequences for the well-being of their relationships. Indeed, how individuals communicate under conditions of uncertainty may determine whether their relationships develop or dissolve.

This seminar will examine how individuals communicate when they are experiencing relational uncertainty. No prior coursework is necessary for the seminar, but a familiarity with interpersonal communication theory would be helpful.

CMN 529, Sec. MK: "Language, Culture, and Identity," Prof. Koven

4 hours

5:00-6:20 TR

4103 Lincoln Hall

CRN 51998

We will discuss how language-use-in-context links speakers to a range of social and cultural realities. From this, we will see how talk not only reflects such realities, it also constitutes them. Specifically, we will examine how people not only use language to describe and refer to themselves and others, but to enact those identities.

We will cover a range of "micro" and "macro" approaches to the study of talk. That is, we will explore both how people display and infer identities within specific interactions, as well as how people may understand such identities through multiple, broader frameworks, to include race/ethnicity, class, generation, peer-group, gender, nation-state, diaspora, etc.

We will be concerned with developing analytic frameworks that can be applied to talk in a variety of social and cultural contexts. Students will have the opportunity to collect and analyze their own materials. No previous background is required for this course. Students must be willing, however, to read, synthesize, and discuss material from a range of disciplines. We will read work in semiotics, pragmatics, communication, sociolinguistics, social psychology, and anthropology.

CMN 529, Sec. RM: "Critical Communication Research," Prof. McChesney

4 hours

5:00-7:50 T

4007 Lincoln Hall

51999

Critical Communication Research is a graduate seminar designed to acquaint students with the critical tradition in communication research. The course emphasizes a rigorous examination of a wide range of cutting-edge recent monographs in the field, and a strong emphasis on students generating high-quality research questions and papers, possibly contributing to theses or dissertations.

CMN 529, Sec. SP: "Seminar in Small Group Communication," Prof. Poole

4 hours

2:00-4:50 M

4007 Lincoln Hall

CRN 52670

The object of this seminar is to consider both theoretical and pragmatic issues in current research on small group communication. Group communication is an important constituent of organizational communication, interpersonal communication, health communication, and social influence. The course is designed to familiarize participants with key theories, problems, and issues in group communication research and how they relate to the larger field of group research. Topics covered include: group decision-making and deliberation; argument and influence in groups; teamwork, multi-team systems, and team effectiveness; group culture; dialectical views of groups; and groups in organizations and society. The course will also explore specialized methods for group communication research and diagnosis of groups. Finally, we will consider the implications of what we are learning for teaching group communication courses and for practitioners, preparing you to teach the basic group communication course.

CMN 538, Sec. CF: "The Problem of the Public," Prof. Finnegan

4 hours
2:00-4:50 W
4103 Lincoln Hall
CRN 50680

Most formulations of communication assume the existence of something called "the public." As citizens, we behave as if there is a public in which our participation matters. As teachers, we teach as if there is a public to be addressed and influenced by our students. As researchers, we study rhetoric and politics as if it exists in a public space that we are capable of locating, grasping, and describing. As activists, we work as if it is possible to change norms of public engagement. But what precisely is this thing we call "the public"? In the 1920's John Dewey wrote about "the public and its problems." This seminar tweaks Dewey's framework to suggest that the public is the problem. That is, if we wish our work to speak to or about "the public," scholars of communication must come to terms with ongoing contestation over the term itself.

This seminar will engage a range of critical and theoretical literature so that students may familiarize themselves with this foundational construct of rhetorical and communication theory. Questions we will engage include: How best should we conceptualize "the public"? Is it a space? A mode of communication? An attitude? A habit? How are we to understand what happens "in public"? What is the role of media and digital culture in framing our experiences of publicity? What modes of citizenship are enabled or disabled by the ways we choose to be "in public"? How do race, class, gender, and sexuality influence our sense of what constitutes "the public"? In exploring these and other questions, a number of interesting tensions will emerge, including those between public/private, facts/norms, consensus/dissent, civil society/the state, and rational/spectacular.

Assignments include a series of short response papers, an annotated bibliography, and a take-home exam.

The course is ideal for master's and doctoral students interested in rhetoric, argumentation, political communication, media, and/or communication theory. Students do not need previous coursework in rhetoric to take this course.

CMN 574, Sec. 1: "Communication Research Methods," Prof. Caughlin

4 hours

9:30-10:50 TR

TBA

CRN 62090

The primary goal of the course is solid understanding of the logic of social science in communication research. The main focus of the course will be on the processes of defining research problems, designing research that addresses research problems, and understanding the logic of research design. A secondary goal will be to examine some research techniques that are fundamental to social scientific research on communication. Students will be expected to learn the basic concepts of communication research, to begin learning to design research that is tailored to important research questions, and to become an informed reader of communication research.