

COMM 701 - Introduction to Communication Graduate Studies

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COURSE DESCRIPTION, OVERVIEW AND OBJECTIVES

COMM 701. Introduction to Communication Graduate Studies.
Overview of historical, theoretical, conceptual, and philosophical foundations of the field of communication.

In this course we will cover the basics of the historical, theoretical, conceptual, and philosophical foundations of the field of communication. We will also be learning about the construction of a brief literature review, and about key features of scholarly writing.

Learning Objectives: At the conclusion of your graduate studies you should be able to:

1. Communicate effectively using appropriate technologies for diverse audiences;
2. Plan, evaluate and conduct basic (quantitative and qualitative) communication research;
3. Use communication theories to understand and solve communication problems;
4. Apply historical communication perspectives to contemporary issues and practices; and
5. Apply principles of ethical decision making in communication contexts.

COURSE REQUIREMENTS

Midterm writing assignment	15%
First presentation	5%
Course paper presentation	30%
<u>Seminar paper</u>	<u>50%</u>
Total Grade	100%

Required texts:

ERES chapters, on D2L.

On-line resources:

APA style guide - <https://owl.english.purdue.edu/owl/resource/560/01/>

OWL Purdue Writing Lab - <https://owl.english.purdue.edu/owl/>

COURSE POLICIES

Because they may interfere with the navigational systems of your professor, all cell phones need to be turned off & securely stowed.

Late assignments will generally not be accepted, unless you can document the reason in an acceptable manner.

The University has strict policies regarding Academic Integrity. It is your responsibility to read, understand, and abide by those policies (on the University web site).

Office Hours: Please make use of office hours. Students who use office hours to discuss difficult aspects of classes tend to manage those problems and succeed. Students who wait until a problem has snowballed usually have too big a mountain to climb at the end of the semester, and sometimes end up having to dropping a class.

DRAFT 11 Sept 2017

Date	Topic	Readings
11 Sept	Intro & Overview to the Seminar.	Miller chapt 1; Historical overview. P. Lieberman 1988 "Voice in the Wilderness: How Humans Acquired the Power of Speech." <i>The Sciences</i> 28(4): 23-29. Craig, R. T. (1999). Communication theory as a field. <i>Communication theory</i> , 9(2), 119-161.
18 Sept	Conceptual & Philosophical foundations	Miller, chapt 2-3. W. Ong 1982 "Some Psychodynamics of Orality." Chapt. excerpt from <i>Orality and Literacy</i> . W. Ong, 1982, 'Writing restructures consciousness,' excerpt from <i>Orality and Literacy</i> .
25 Sept	Interpretive and Critical perspectives Dr. Melissa Maier	Miller, chapt 4-5. J. Carey 1967 "Harold Adams Innis and Marshall McLuhan," <i>The Antioch Review</i> 27: excerpt pp. 5-23.
2 Oct	Organizational Comm.	Taylor & Cooren (1997) What makes communication 'organizational' Pacanowsky, M. E., & O'Donnell-Trujillo, N. (1983). Organizational communication as cultural performance. <i>Communications Monographs</i> , 50(2), 126-147. Weick, Intro. to organizing.
9 Oct	Media Studies	Carey, James W. 1988. "A Cultural Approach to Communication." In <i>Communication as Culture: Essays on Media and Society</i> , 13-36. New York: Routledge. Hall, Stuart. 1980. "Encoding/Decoding." In <i>Media Studies: A Reader</i> , ed. Paul Morris and Sue Thorton, 51-61. New York: NYU Press.
16 Oct	Interpersonal Comm.	Review article proposal due. articles TBA
23 Oct	No Seminar	midterm writing assignment due
30 Oct	Public Relations	Botan, C. H., & Taylor, M. (2004). Public relations: State of the field. <i>Journal of communication</i> , 54(4), 645-661. Benoit, William L. (1997). Image Repair Discourse and Crisis Communication, <i>Public Relations Review</i> , 23(2): 177-186. Jasinski, on 'Identification.'

Date	Topic	Readings
6 Nov	Language & Social Interaction	Excerpts from Wittgenstein, <i>Philosophical Investigations</i> (1953). Austin, J. (1961). "Performative Utterances." E. Goffman 1964, "The Neglected Situation." H. Sacks, Rules of conversational sequence (lect 1) Heritage, J. (2008). Conversation analysis as social theory. <i>The new Blackwell companion to social theory</i> , 300-320.
13 Nov	TBA	TBA
20 Nov	individual scheduled mtgs RE: course paper progress	TBA
27 Nov	Seminar paper workshop	TBA
4 Dec	Seminar paper workshop	TBA
11 Dec	Final student Presentations & Wrap-up discussion	Communication theory as field (<i>redux</i>)
19 Dec	Seminar Paper Due by 5pm.	
