

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	20%
First presentation	15%
Course paper presentation	15%
<u>Seminar paper</u>	<u>50%</u>
Total Grade	100%

Required texts:

ERES chapters.

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.

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
14 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.
21 Sept	Conceptual & Philosophical foundations	Miller, chaps 2-3. Motley, M. T. (1990). On whether one can (not) not communicate: An examination via traditional communication postulates. <i>Western Journal of Communication</i> , 54(1), 1-20.
28 Sept	Interpretive and Critical perspectives	Miller, chaps 4-5.
5 Oct	Media Studies & Prof. Elizabeth Fakazis	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.
12 Oct	Interpersonal Comm. & Prof. Sylvia Mikucki-Enyart	Brashers, D. E. (2001). Communication and uncertainty management. <i>Journal of Communication</i> , 51(3), 477-497. Berger, C. R., & Calabrese, R. J. (1975). Some explorations in initial interaction and beyond: Toward a developmental theory of interpersonal communication. <i>Human Communication Research</i> , 1, 99-112. Petronio, S. (1991). Communication boundary management: A theoretical model of managing disclosure of private information between marital couples. <i>Communication Theory</i> , 4, 311-335.
19 Oct	Organizational Comm.	Review article proposal due. Cheney, G. (1983). On the various and changing meanings of organizational membership: A field study of organizational identification. <i>Communications Monographs</i> , 50(4), 342-362. 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. Yanow, D. (2006). Talking about practices: On Julian Orr's talking about machines. <i>Organization Studies</i> , 27(12), 1743-1756.

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
26 Oct	Public Relations & Prof. Jim O'Connell	Ledingham, J. A. (2003). Explicating relationship management as a general theory of public relations. <i>Journal of Public Relations Research</i> , 15(2), 181-198. Van Ruler, B., & Vercic, D. E. J. A. N. (2005). Reflective communication management, future ways for public relations research. <i>Communication yearbook</i> , 29, 239. McCombs, M. E., & Shaw, D. L. (1993). The evolution of agenda-setting research: twenty-five years in the marketplace of ideas. <i>Journal of communication</i> , 43(2), 58-67.
2 Nov	Language & Social Interaction	E. Goffman 1959 "Performances," excerpts from <i>The Presentation of Self in Everyday Life</i> . Austin, J. (1961). "Performative Utterances." Heritage, J. (2008). Conversation analysis as social theory. <i>The new Blackwell companion to social theory</i> , 300-320.
9 Nov	Seminar paper workshop	
16 Nov	Student presentation & Seminar paper workshop	J. Carey 1967 "Harold Adams Innis and Marshall McLuhan," <i>The Antioch Review</i> 27: excerpt pp. 5-23. 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> . E. Eisenstein 1983 "Some Features of Print Culture." Excerpt from <i>The Printing Revolution in Early Modern Europe</i> .
23 Nov	Student presentation & Seminar paper workshop	
30 Nov	Student presentation & Seminar paper workshop	
7 Dec	Final Presentations	
14 Dec	Final Presentations & Wrap-up discussion	Communication theory as field (<i>redux</i>)
21 Dec	Seminar Paper Due by 10pm.	
