Department of Communication
Spring 2017 Graduate Classes (updated Oct. 24, 2016)

**Substantive core classes**

**Com 560  Health Communication (cross-listed with HPM 561)**
6738  M  5-7:50pm  BA 225  Annis Golden
Students explore the role of communication in the delivery and receipt of health care, especially with respect to physician-patient encounters, organizations in the health care system, and the design and execution of health care campaigns. (Area/track: H/O/IP)

**Com 577  Culture and Communication**
1673  W  4:15-7:05pm  BI 152  BJ Fehr
An examination of interactional and ritual practices that differentiate cultural groups, and the way cultural identities and customs manifest themselves in interactional practices. (Area/track: IP)

**Elective classes**

**COM 503  Message Design & Social Influence**
9963  T  4:15-7:05pm  BB 362  Alyssa Morey
Survey of theory and research on persuasion and critical analysis of persuasive messages aimed at individuals, groups, or large publics. Students will develop analytic and critical writing skills and research techniques needed for graduate study in communication. (Area/track: H/P)

**Com 585  Conversation Analysis**
9965  M  5:45-8:35pm  BB 356  Alan Zemel
Examines published research in Conversation Analysis and audio and video recordings of interpersonal interaction. Develops a systematic approach to observing and analyzing interaction and discourse practices in everyday activities. Students record, transcribe, and analyze interactions. (Area/track: IP)

**Com 587  Field Research Methods**
7601  W  4:15-7:05pm  BB B5  Nicolas Bencherki
This course is about data collection and analysis techniques in conducting ethnographic (fieldwork) research in institutional settings. Topics of discussion will include how to collect observational, interview, and documentary data and how to create analytical reports based upon these data. This course will include observation and writing exercises that will give students some practical experience in doing fieldwork-based research. In the context of these exercises, we will discuss important methodological issues about writing fieldnotes, coding fieldnotes, and constructing analytical narratives out of coded data. This course will be offered to graduate students at the master's and doctoral levels. Doctoral students taking this course will have one or more additional assignments, including writing or revising a proposal for an ethnographic study. *Prerequisites: Pad 704 or Inf 710 are required of doctoral students registering for Inf 787.* (Area/track: H/IP/O/P)

**COM 650  Communication, Community, and Health**
9966  T  5:45-8:35pm  HU 041  Matthew Matsaganis
Evidence of renewed interest in the study of how the places we live in impact our health can be found across many disciplines, ranging from sociology and public health to geography and economics. This course emphasizes the contributions of communication to this line of research. Communication is an
important social process through which neighborhood health effects manifest, but also a mechanism through which individuals, families, and community-based organizations and institutions can make the neighborhoods they live in and serve healthier places. In this class, you will be introduced to the burgeoning multidisciplinary literature around neighborhoods and health as well as the salient theoretical, methodological, and policy debates. You will also be encouraged to discuss how, as communication researchers and professionals, can contribute to the development of community-based solutions to a variety of public health challenges. (Area/track: H/O)

Com 659 Corporate Communication: Theory and Practice
1670 Online Online Online Online Alan Belasen
This course explores corporate communication as a strategic area of management and as an academic field of study. The effectiveness of corporate communication is largely determined by the development of an optimal balance between a strong, centralized perspective and a network of decentralized operatives. This balance is vital for keeping communication programs and activities consistent throughout the organization while adapting the function to the special needs of the independent business units. While stressing the importance of integrating conventional functions of corporate communication into a more unified and coherent strategic framework of communications, the course also draws on research and theories that trace the evolution of the field. Topics include the function of corporate communication, building strong identity and managing corporate image using mass advertising and public relations, communication strategies to deal with shareholders and other important constituencies, developing internal communication programs, and responding to corporate crises. (Area/track: O/P)

Com 659 New Media & Engagement (blended/hybrid; cross-listed with INF 721)
6415 Th 4:15-7:05pm SS 133 Teri Harrison
New media technologies are being used to create an assortment of interactive methods for building and sustaining public engagement with organizations and institutions of all kinds. In this course, we consider the nature of interactivity itself, and its use in the development of engagement strategies across a range of types and contexts. With respect to types, we examine the creation of novel forms of new media-enabled public interactions from simple contact (e.g., “liking” as a public relations endeavor), to collective social action (e.g., political movements), “prosumer” behavior (e.g., incorporating internet users into manufacturing processes); participation (e.g., e-voting, e-petitions), and community development (e.g. civic engagement, deliberation). With respect to context, we consider business, political, and health-related new media strategies for fostering connection on an ongoing basis with constituencies. (Area/track: O/P)

Com 675 Communication, Self, and Society
10228 Th 5-7:50pm HU 112 Tim Stephen
Examines shifting historical conditions and their impacts on interpersonal communication, personality, and the self concept; on intimate relationships, family, and privacy; on community; and on our conceptualization of the mind and its vulnerabilities. Examines historical changes in media, social roles, and institutions from America’s colonial era to the digital age. The course samples theoretical writings that bear on the possibility that conceptualizations of communication phenomena (and communication practices themselves) are influenced by ongoing cultural evolution in specific areas of relevance, and that accounts of communication phenomena in all domains of inquiry benefit by being responsive to this meta-level perspective. (Area/track: IP)
Independent and Applied Courses (permission of instructor is required)

Com 693      Studies in Specialized Areas
Arranged       Staff
Supervised readings to give students mastery over the literature in the area of a student’s comprehensive examination. A list of supervised readings is developed by advisor and student for each individual student. Prerequisite: Consent of Director of Graduate Studies.

Com 696      Independent Study in Communication
Arranged       Staff
Guided research on topics in communication. May be repeated for up to six credits, with no more than three credits from the same instructor.

Com 697A, B  Guided Research Project
Arranged       Staff
Students work with a faculty advisor on an academic research project on a topic of interest to the student and faculty member, related to student’s elected track in the program. Final projects should contain a statement of research questions, proposed method for addressing the questions, data collection and analysis or other analytic activity, and project discussion. Students are expected to complete the guided research project in two semesters. In the first semester (COM 697A), students will identify relevant research literature and formulate a plan for carrying out the project. In the second semester (COM 697B), students will conduct the research and write the research report. Students who pursue this option generally anticipate the possibility or likelihood of further study at the doctoral level. Prerequisite: Completion of at least 18 credits, including program core courses and substantive area core courses.

Com 698      Research Practicum
1646 M 4:15-5:15pm HU 122 Barry Eisenberg
Supervised applications of communication theory in agencies of business and government. Cannot be taken until student has completed at least 24 graduate credits in communication. Requires a written final report and seminar attendance. Prerequisite: By advisor approval only.

Com 899      Doctoral Dissertation
Arranged       Staff
Required of all candidates completing the degree of Doctor of Philosophy in Communication. Load graded. Appropriate for doctoral students engaged in research and writing of the dissertation. Prerequisites: Completion of all course work toward the doctoral degree in communication and admission to doctoral candidacy.

Note:
Area/track refers to the tracks in which electives can count toward the fulfillment of the 12 credits of the core.

Key:

O = organizational
P = political
H = health
IP = interpersonal/intercultural