# SPRING 2017 COMMUNICATION

## Schedule & Course Descriptions (10/17/16)

### Foundation courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACOM 100</td>
<td>Human Communication: Language, Codes &amp; Social Action</td>
<td>1:15-2:35pm</td>
<td>LC 7</td>
<td>William Husson</td>
</tr>
<tr>
<td>4812</td>
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<tr>
<td>ACOM 203Y</td>
<td>Speech Composition and Presentation</td>
<td>2:45-4:05pm</td>
<td>BB 133</td>
<td>James Snack</td>
</tr>
<tr>
<td>1622</td>
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<tr>
<td>1623</td>
<td></td>
<td>1:15-2:35pm</td>
<td>PH 123</td>
<td>Jamie Campbell</td>
</tr>
<tr>
<td>5855</td>
<td></td>
<td>11:30am-12:25pm</td>
<td>ES 108</td>
<td>Bryanna Hebenstreit</td>
</tr>
<tr>
<td>6064</td>
<td></td>
<td>2:45-4:05pm</td>
<td>BB 151</td>
<td>Xi Zhou</td>
</tr>
<tr>
<td>6065</td>
<td></td>
<td>9:20-10:15am</td>
<td>BB 209</td>
<td>Yunmi Lee</td>
</tr>
<tr>
<td>6599</td>
<td></td>
<td>12:25-1:30pm</td>
<td>AS 015</td>
<td>Lin Lin</td>
</tr>
<tr>
<td>8292</td>
<td></td>
<td>10:25-11:30am</td>
<td>BB 209</td>
<td>Yunmi Lee</td>
</tr>
<tr>
<td>10240</td>
<td></td>
<td>5:45-7:05pm</td>
<td>LC 3B</td>
<td>David Mamorella</td>
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</table>

Introduction to human communication in terms of an examination of the communication needs, processes, and results that typically occur in different social settings.

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</thead>
<tbody>
<tr>
<td>ACOM 212</td>
<td>Argumentation and Debate</td>
<td>9:20-10:15am</td>
<td>BB 129</td>
<td>Victoria Barbeisch</td>
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<tr>
<td>8899</td>
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Study of and practice in the methods of argument. Special emphasis upon skills needed in oral argumentation.

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<th>Instructor</th>
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</thead>
<tbody>
<tr>
<td>ACOM 265X</td>
<td>Introduction to Communication Theory</td>
<td>2:45-4:05pm</td>
<td>LC 23</td>
<td>BJ Fehr</td>
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<tr>
<td>1624</td>
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</table>

Approaches to the study of human communication. Consideration of major research findings, methods, and conceptualizations in such areas as persuasion, interpersonal communication, group communication, organizational communication, and mass communication. Prerequisite(s): ACOM 100.

### Mass Communication & New Technologies courses

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<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Time</th>
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<th>Instructor</th>
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</thead>
<tbody>
<tr>
<td>ACOM 238</td>
<td>Introduction to Mass Communication</td>
<td>10:15-11:35am</td>
<td>LC 3A</td>
<td>Weina Ran</td>
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<td>6735</td>
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Survey of electronic and print media with emphasis on structural analysis, content analysis, and research with discussion on history/trends in all forms of media/mass communication.

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</thead>
<tbody>
<tr>
<td>ACOM 260</td>
<td>Media in Everyday Life</td>
<td>2:45-4:05pm</td>
<td>SS 116</td>
<td>Masahiro Yamamoto</td>
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<tr>
<td>10257</td>
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This course explores contemporary media and their economic, political, and sociocultural implications for individual consumers and society. Based on media literacy principles and theories, students will analyze, evaluate, and critique various genres of media, such as news, advertising, entertainment, and social media, interpret meanings embedded in messages, understand the structure and economics of the media industry, and examine their own media use habits. The goal of this course is to help students develop a constructive, critical attitude toward the media.

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<tbody>
<tr>
<td>ACOM 370</td>
<td>Theories of Mass Media</td>
<td>1:15-2:35pm</td>
<td>BA 213</td>
<td>Alyssa Morey</td>
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<tr>
<td>9947</td>
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The theories, research methods, and empirical research findings related to the effects of mass communication on individuals and society. Prerequisite(s): ACOM 238 and 265, or permission of instructor.
Com 374  Radio and the Public Imagination  9950  TTh  1:15-2:35PM  CH 151  Michael Barberich
Radio is an essential component in understanding the shape and texture of contemporary American culture and identity. This course explores the medium of radio, its history and its influence in shaping the ways Americans have imagined themselves through the 20th century and into the 21st century. The course also explores listening and the distinctiveness of radio as a medium of mass communication; the role of radio in creating belief in national identity; the creation of radio audiences; the emergence of broadcast journalism; sports and talk radio as cultural practices; the music industry, commercialism, and corporate influence in radio; and, finally, the persistence of radio despite the emergence of TV and computers. Prerequisite(s): A COM 265 and junior or senior standing, or permission of instructor.

ACOM 375  Computer-Mediated Communication  7600  Online  Online  Online  Alan Zemel
Possibly the most important technological innovation of the latter half of the 20th century, computer-mediated communication is revolutionizing interaction in the global village. This course explores how social life is accomplished in a variety of Internet CMC systems, including threaded email forums, instant messaging, chat rooms, videoconferencing, and World Wide Web pages. Prerequisite(s): ACOM 265 or permission of instructor. (Also listed under Mass Communication)

ACOM 378  Social Media: Theory and Practice  8144  Online  Online  Online  Lauren Bryant
8906  Online  Online  Online  Lauren Bryant
This course introduces students to the theory and practice of social media in an online learning context. The course includes communication theory, readings on social media and the practical application of social media skills to better understand the relationship between society and social media platforms. Students will have the opportunity to use different social media technologies to design, execute and promote user-generated communication campaigns in virtual communities and networks. Prerequisite(s): ACOM 265 and junior or senior standing. (Also listed under Applied Communication)

ACOM 378  Risk Communication  9955  T  4:15-7:05pm  BA 213  Piotr Szpunar
The dual aim of the course is to provide students with an understanding of how risk and crisis communication is done and a knowledge base from which to critically assess such practices. This course addresses and assesses current thinking about the practice and make up of risk and crisis communication, including how risk and crisis are perceived by the public and how they are theorized by practitioners and critics. The course will critically engage with a variety of contexts – (cyber)security, social conflict, policing, environmental disasters – and examine a breadth of actors and technologies that are involved in communicating risk and crisis to the public: government officials, journalists and mass, digital and social media. Students will apply what they learn to current and past events/campaigns. Prerequisite(s): ACOM 265, and junior or senior standing. (Listed under multiple categories)

ACOM 378  Digital & Social Media in Strategic Communication  9958  TTh  4:15-5:35pm  BB 119  Masahiro Yamamoto
The course addresses such topics as search engine optimization, social media publishing, audience research, online press releases, email marketing, Web analytics, online advertising, and video production. Students will write blog posts, create videos, and manage social media. Non-profit organizational context is emphasized. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor. (Listed under multiple categories)

ACOM 378  Politics on Film  8372  W  2:45-5:35pm  LC 3B  William Husson
This course will focus on cinematic representations of politics. There is a long and rich tradition of films that shed light on the workings of politicians, political institutions and political events. These include biographical dramas of notable figures in political history, stories about governance and campaigning, and courtroom dramas that adjudicate partisan disputes over public policy. In telling their stories, these films typically address broader issues of justice, fairness, civic engagement, and the nature of argument and public discourse. How these and other issues are represented in politically themed cinema will be the primary topic of investigation in this course. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor. (Listed under multiple categories)
### Organizational Communication & Public Relations courses

**ACOM 204**  
Group Communication  
8898  
TTh  
10:15-11:35am  
ES 147  
Virginia Yonkers  
The theory and practice of small group interaction. Examination of both group dynamics and cognitive processes, as they relate to group deliberation.

**ACOM 304**  
Conference and Group Leadership  
6936  
TTh  
8:45-10:05am  
ES 147  
Virginia Yonkers  
Advanced study of small group deliberation, with special emphasis upon theories of group leadership as they apply in business and professional group communication settings. *Prerequisite(s): ACOM 204 and 265, or permission of instructor.*

**ACOM 369**  
Theories of Organizational Communication  
7599  
T  
4:15-7:05pm  
HU 123  
Nicolas Bencherki  
Theoretical models and empirical studies of communication within complex organizations. In-depth case study of one or more organizations. *Prerequisite(s): ACOM 265, or permission of instructor.*

**ACOM 372**  
Persuasion in Media  
8904  
TTh  
2:45-4:05pm  
CH 151  
Michael Barberich  
The purpose of this course is to challenge traditional assumptions about persuasion with the everyday practice of persuasion in our mediated world, and vice versa. At the end of the course the student should have acquired an understanding of effective techniques of persuasion and propaganda, an appreciation for how these are applied in practices such as advertising and public relations campaigns, and an appreciation of the problems of persuasion that challenge contemporary corporations. *Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor.*

**ACOM 378**  
Strategic Communication Challenges  
8143  
TTh  
10:15-11:35am  
BB 119  
Michael Barberich  
Strategic communication creates commitment to an organization's mission and helps execute its initiatives. This course provides practice in applying strategic communication skills to an existing communication challenge. Students will gain experience in managing communication challenges in real-time scenarios to improve organizational value and effectiveness. Working in small teams, students will design, construct and present communication that delivers on stated objectives, leverages limited resources and achieves measurable outcomes for an organization. Through course assignments, students will create samples of work appropriate for a portfolio in corporate communication. *Prerequisite(s): ACOM 265 and junior or senior standing.*

**ACOM 378**  
Marketing Communication and Media Campaigns  
8914  
TTh  
8:45-10:05am  
CH 151  
Soyoen Cho  
The overall objective of the course is to design, construct, and present a campaign plan for a business or organization. To accomplish this, this course provides overview and application of marketing communication and campaign principles and strategies. Students will learn creating campaign objectives, performing a situation analysis, creating a target audience profile, and developing an integrated media plan that combines traditional and interactive media. *Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor.*

**ACOM 378**  
Digital & Social Media in Strategic Communication  
9958  
TTh  
4:15-5:35pm  
BB 119  
Masahiro Yamamoto  
(*Description under Mass Comm*)

**ACOM 378**  
Risk Communication  
9955  
T  
4:15-7:05pm  
BA 213  
Piotr Szpunar  
(*Description under Mass Comm*)
ACOM 415  Persuasion and Public Relations  
8145    TTh   5:45-7:05pm  CH 151    Lissa D’Aquanni  
9962    MW   2:45-4:05pm  BA 123    Alana Elia  
This course combines the study of theories of persuasive communication with the practice of persuasive communication campaign. Through readings, lectures, and classroom activities, students will become acquainted with the nature of persuasion, and then apply the concepts in practical exercises. The goals are to develop an understanding of the nature of persuasion, theoretical approaches to influence, managing campaigns, measurement and research design in persuasion, free and paid communication modalities, and using mass media in public relations campaigns. Prerequisite(s): ACOM 265, and junior or senior standing.

Interpersonal/Intercultural courses

ACOM 201  Interpersonal Communication  
9941    MW   2:45-4:05pm  BA 219    Erting Sa  
Introduction to those aspects of communication which typify interpersonal relationships. Included are experientially acquired insights into, and theoretical considerations of, interpersonal communication.

ACOM 367  Theories of Interpersonal Communication  
8900    MWF  10:25-11:20am  CH 151    Amy Williams  
The theories, research methods, and representative research findings related to experimental and observational studies of interpersonal communication. Prerequisite(s): ACOM 201 and 265, or permission of instructor.

ACOM 371  Theories of Intercultural Communication  
6736    TTh  11:45am-1:05pm  CH 151    BJ Fehr  
7868    TTh  10:15-11:35am  LC 3C    CiCi Cui-Laughton  
Communication between people from different cultures and/or subcultures, including racial and ethnic groups. Focus is upon appropriate theories, concepts, research findings, and practice in intercultural settings. Prerequisite(s): ACOM 265, or permission of instructor.

Health Communication courses

ACOM 340  Health Communication  
9946    MW   2:45-4:05pm  CH 151    Archana Krishnan  
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. Prerequisite(s): A COM 265 or permission of instructor.

ACOM 378  Communication, Technology and Health in the 21st Century Cities  
9953    M    2:45-5:35pm  HU 039    Matthew Matsaganis  
In this course students will be introduced to the relevant multidisciplinary literature, but will focus on how communication and technology shape urban residents’ health. Additionally, students will work with the instructor and their peers in class to (a) identify pressing health-related issues that nearby urban communities are facing and (b) develop and propose research-based solutions. Specific topics that will be addressed in class include: the built environment and urban health, the health-related effects of climate change, smart cities and quality of life, the role of communication technologies in urban health, communication disparities and health inequalities, media and health, food deserts and urban food production, methods for diagnosing and addressing urban health challenges.
ACOM 465  Communication Campaign Practicum  
3727  MW  5:45-7:05pm  PC 355  Alana Elia
This course is available to juniors and seniors. In this course, students take on the roles and responsibilities required to conceptualize and design a sustained communication campaign involving multiple messages using a variety of media. This year, the course will focus on the issue of recruiting organ and tissue donors, with a group of UAlbany staff and members of the New York State Task Force to Increase Organ and Tissue Donation serving as the client. Students work in teams to conceptualize and design the campaign. Based on a needs assessment and the establishment of campaign objectives, students propose a campaign focusing on a set of selected themes and messages. Students also engage in the design and crafting of messages and communication activities for particular media.  
Prerequisite(s): A COM 265 or permission of instructor. (Also listed under Applied Communication)

Political Communication courses

ACOM 378  Professional Communication Practice  
5943  TTh  8:45-10:05am  SL G12  Weina Ran
This course will provide students with supervised experience in applying theories of organizational communication, editing, rhetoric, and graphic design to "real-world" challenges. Students will become familiar with a variety of standard communication genres, and develop materials appropriate for a job-hunting portfolio. Team-based projects may include developing print and/or online materials for local non-profit organizations. No previous experience in design is needed; some background in MS Word and/or design software will be helpful. This course is appropriate for any communication major/minor, but may be of special interest to students pursuing a career in marketing, public relations, nonprofit administration, or political communication. Prerequisite(s): ACOM 265 and junior or senior standing, or permission of instructor. (Also listed under Applied Communication)

ACOM 378  Politics on Film  
8372  W  2:45-5:35pm  LC 3B  William Husson
(Also listed under Mass Comm)

ACOM 378  Communicating Terror: Political Violence & Media  
9954  TTh  1:15-2:305pm  BA 219  Piotr Szpunar
This course begins from two basic assumptions about terrorism: it is a historical, political and ill-defined concept that takes many forms and it is a mediated phenomenon. The course will analyze the various ways that media, broadly defined, have been connected to terrorism, focusing on the media used in acts deemed terrorist (e.g., the mass media, the airplane, the bomb, the body and the Internet), how terrorism is represented in popular media, and the media deployed in counterterrorism efforts. The aim of the course is to go beyond popular narratives of terrorism and foster a broader understanding of the history, politics and unequal social consequences of framing an increasing amount of actors, actions and utterances as terrorist. Prerequisite(s): ACOM 265 and junior or senior standing.

ACOM 382  Introduction to Political Communication  
9960  TTh  5:45-7:05pm  BA 219  Libby Post
Course introduces students to fundamental areas of political communication, including campaigns, elected officials, the news media, popular culture, and citizen involvement in the political process. Prerequisite(s): A COM 265 or permission of instructor.

Applied courses

ACOM 378  Professional Communication Practice  
5943  TTh  8:45-10:05am  SL G12  Weina Ran
(Description under Political Comm)
ACOM 378  Social Media: Theory and Practice
8144  Online   Online   Online   Online   Lauren Bryant
8906  Online   Online   Online   Lauren Bryant

(Description under Mass Comm)

ACOM 378  Risk Communication
9955  T   4:15-7:05pm   BA 213   Piotr Szpunar

(Description under Mass Comm.)

ACOM 378  Digital & Social Media in Strategic Communication
9958  TTh   4:15-5:35pm   BB 119   Masahiro Yamamoto

(Description under Mass Comm)

ACOM 390  Internship in Communication (part-time, for 1-3 credits)
1625  By arrangement only   Bill Husson

COM 392  Internship in Communication (full-time)
1626  By arrangement only   Bill Husson

ACOM 393Z  Seminar for COM 392 Internship in Communication
1626  Online   Online   Online   Bill Husson

Note: Students must register for both ACOM 392 and 393Z to earn 15 credits for the full-time internship

ACOM 393Z  Seminar for COM 392 (Legislative Gazette Interns Only)
3937  M   9-10am   ARR   Alan Chartock

Note: Students must register for both ACOM 392 and 393Z to earn 15 credits for the full-time internship

ACOM 465  Undergraduate Teaching Practicum
3942  By arrangement only   Michael Barberich

Students work with an instructor to assist in teaching a communication course they have already taken
with that instructor or in which they otherwise have background or experience. Possible activities may
include serving as course mentors or tutors, assisting with course exercises, planning presentations for
class, supervised grading, and/or other projects to be negotiated. Prerequisite: Membership in Lambda
Pi Eta, or the Department Honors Program, or permission of instructor.

ACOM 465  Communication Campaign Practicum
3727  MW   5:45-7:05pm   PC 355   Alana Elia

(Description under Health Comm)

Com 499  Senior Honors Project
By arrangement / only for students who have been admitted to the COM Honors Program.