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.

**Com 659 Corporate Communication: Theory and Practice**
1670 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.

**Com 659 New Media & Engagement (cross-listed with INF 721)**
7143 Th 4:15-7:05pm BA 224 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 on-going basis with constituencies.
Com 670 Health Literacy: Patients, Organizations and Societies
(cross-listed with HPM 569)
9888 T 5:45-8:35pm HU 116 Matthew Matsaganis
In a society where the health system has grown increasingly complex and difficult to navigate, and where people may have instant access to information from multiple sources, health literacy has become a major issue. It impacts individuals’ communication with their health providers, communication among health and human service providers that serve diverse ethnic populations, but also the development of public health and health communication campaigns and interventions targeted towards increasingly diverse communities. This course is designed to introduce students to the concept of health literacy, the significance of health literacy as a determinant of health outcomes, the measures developed to assess health literacy, and the multiple factors that shape health literacy.

Com 675 Communication, Self, and Society
9131 Th 5-7:50pm BA 231 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.

Independent and Applied Courses (permission of instructor is required)

Com 693 Studies in Specialized Areas
Arr Arr Arr 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
Arr Arr Arr 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
Arr Arr Arr 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
1678 M 4:15-5:15pm HU 022 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 advisement only.

Com 899 Doctoral Dissertation
Arr Arr Arr 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.