
456. Propaganda and Persuasion. Introduction to theories of propaganda and persuasion. Examination of symbolic strategies designed to secure or resist social and institutional change. Attention given to case studies of social, political, economic, and religious reformation. Special consideration of the ethical ramifications of such efforts.

457. Introduction to Language and Social Interaction. An introduction to the study of the conversational basis of social reality. Presents an overview of interpersonal communication processes and the ways in which they influence the formation of identity, personal relationships, gender, interactional patterns, conflict, culture, and power. Readings and class material from a variety of authors in the communication discipline as well as related fields in the humanities and the social sciences.

504. 01.02. Introduction to Argumentation. Persuasive discourse as inquiry and advocacy grounded in practical inductive and deductive reasoning. Discovery, analysis, and testing of practical arguments. The nature and function of proof. Some emphasis on applied presentation. Prereq: CMN 456 with a C or better. WI. Inquiry Course.

507.01. 02. Introduction to Rhetorical Theory and Analysis. Major precepts of rhetorical theory. Application of those precepts in analysis and communication. Consideration of how precepts and issues of rhetorical theory apply to contemporary issues and problems. Prereq: CMN 456 with C or better. INQ.

519. Advertising as Social Communication. Social role of advertising, public policy debates concerning advertising, influence of advertising on culture, and methods of analyzing advertising messages. Prereq: CMN 455 with a C or better.

562. 01. 0. Collaborative Leadership in the 21st Century. This course grounds the study of interaction in groups via theories of inter-organizational collaboration. Students will leave this course with a very specific set of knowledge and skills related to dialogue, principled negotiation, constructive conflict, consensus decision making and appreciative inquiry. Lessons focus on the development of a responsible ethic regarding how to share power among diverse group members. This ethic prepares you to lead collaborative groups in organizations, communities, and as family members. Prereq: CMN 457 with a grade of C or better or permission.

567.01. 02. Gender, Race & Class in Media. The purpose of this course is to introduce students to contemporary critical scholarship on the construction of gender, race, and class in the media – particularly popular media. Subjects such as the portrayal of ethnic groups, ideal body image, blue-collar men, and gay, lesbian, bisexual and transgender groups are case studies. This course is one that introduces students to performing communication analysis. Prereq: CMN 455 with a C or better or permission.

572.01. Analysis of Language & Social Interaction. This course introduces students to major works in the study of language and social interaction. Topics covered explore how discursive activities construct identity, gender and ethnicity, race, culture and power. This course is devoted to intensive reading and writing of these central themes. Prereq: CMN 457.

596.01. 02. Special Topics in Media Studies: Analysis of Online Identity. This course will explore how digital media technologies inform strategies of self-presentation and practices of identity formation. We will draw on sociological theories of identity to examine how the internet and mobile media challenge traditional understandings of concepts such as anonymity, authenticity, reputation, and privacy and explore how the emergence of an “attention economy” has encouraged practices of “micro-celebrity” and “self-branding.” Students will be asked to think critically about the ways in which traditional identity markers – such as race, gender, and class – are undermined or privileged in digital environments. Prereq: CMN 455 with C or better, or by permission.

596.03. Special Topics in Media Studies: Multimedia Communication. This class is designed to teach students a basic suite of multimedia production skills to be used for communicating ideas, research, and other forms of student scholarship. Like a class in Public Speaking, which aims to help students develop a skill set and is informed by the study of rhetoric, students in this course will learn multimedia production with the ultimate aim of having students apply those skills towards engaging in forms of multimedia-enhanced discourse. Towards this end, students will learn: basic principles of videography & photography, video editing, photo editing, audio production, desktop publishing, elements of presentation design, data visualization, web publishing, and more. After learning basic skills, students will choose one form of multimedia communication to focus on, culminating in the production of a capstone project. The goal of the capstone project is for students to use multimedia to communicate a piece of their own scholarship, research, or other scholarly endeavor in a creative way. This could be a video essay, a mini-documentary, a podcast, a multimedia-enhanced research publication, an animated ‘explainer video’ , a narrated photo essay, or a range of other potential projects. This class does not require (or expect) any prior experience with media production. Students should be willing and eager to learn, as the class will cover a lot of ground quickly in establishing the basics of production. Students who have experience with digital video, photography, video editing, or any kind of multimedia production are strongly encouraged to enroll; the class has a flexible structure to enable those students with already developed skills to work on advancing their knowledge towards mastery. Prereq: CMN 455 with a C or better or by permission.

599. Internship. Designed to integrate classroom study and supervised practical experience in a work setting. Each student is required to write a series of reports focusing on aspects of the work experience that are related to coursework in the Communication Department. Assignments are variable, depending on number of credits (1-4). Students must submit a written proposal to both the work supervisor and faculty sponsor before starting. May be repeated for a maximum of 4 credits. Prereq: Intro courses (455, 456, 457) passed with C or better, declared CMN major, and 2.0 GPA. Cr/F.

602.01. Theory of Interpersonal Communication. Analysis and criticism of contemporary perspectives on interpersonal communication. Theories, concepts, issues, and research models are examined as they contribute to our understanding of social interaction. Prereq: CMN 455, 456, 457, and two 500-level analysis courses or by permission. Writing Intensive.

630.01. Psychology of Communication. Recasts human psychology as a communicative accomplishment, offering a critique of the individualist tradition. Emphasis on the ways in which identity, knowledge, values, and beliefs are constructed in daily social engagements and the pragmatic, political, and moral implications of this view. Implications for our major cultural institutions such as education, health, and politics. Prereq: CMN 455, 456, 457 and two 500-level analysis courses or by permission. Writing Intensive.

634.01. Media and Politics. The goal of this course is to study the role of the media in American politics, and what media evolution means for future politics. Topics such as political campaigns, media effects, news reporting, framing terrorists, etc. are studied in depth. Timely topics such as “are the media liberal or conservative?” are debated in class. Research projects and papers study questions related to important social issues such as women in the media. Prereq: CMN 455, 456, and 457 with a C or better and a C- or better in two 500-level courses. Only open to Communication, CMN: Media Practices, and CMN Business Application majors. Writing Intensive.

CMN 697.03. Seminar in Rhetorical Studies: Gendered Rhetorics. This course will focus on an exploration of the social and rhetorical construction of gender through contemporary contexts. We will examine popular and political discourse and discuss how such discourse structures and disciplines our everyday experiences of biological sex (male/female) and gender (how society shapes our understanding of those categories). By considering how socially perceived “masculinity” and “femininity,” or social expectations of appropriate behavior for men and women, we will analyze how these perceptions influence identities and social practices within the contexts of education, leadership, politics, sports, consumerism, work, and family. Prereq: CMN 455, 456, 457 and two 500-level courses, (each with a different 400-level prereq) or by permission. Writing intensive.

CMN 702.01. Seminar in Interpersonal Studies: Analyzing Interaction in Sports. This course will explore communication in sports and games and settings of training for sport. Students will explore interaction in sports by participating appropriately in actual play and settings of training. Students will engage with the constructive nature of rules, the problems of managing how to communicate what we feel in our bodies and issues in the analysis of movement. Students of this course will learn how sports and training as specific settings are constructed and managed by athletes and coaches. Course Goals: This course applies ethnemethodology and phenomenology to explore communication in settings of sport. It is expected that students will have, or have the ability to develop, enough expertise with one specific sport in order to instruct one class session on the actual play of one element of a specific sport (non-traditional sports are encouraged). Students will participate as both participants and expert teachers in the active participation in class time in order to experience the communication practices described by this course. Using these experiences as a basis at the completion of this course students will be able to describe: how general problems of experience come into play in settings of sport, how specific organizational structures of training and play are enacted in sports, how rules constitute sports settings and practices of correction and motivation employed by coaches and athletes in settings of training. Students will conduct a major research project collecting video recorded data on sport of their in order to explore these questions of experience, structure and training. Prereq: CMN 455, 456, and 457 with a C or better and a C or better in two 500-level courses, (each with a different 400-level prereq) or by permission. Writing intensive.

CMN 702.02. Seminar in Interpersonal Studies: Public Dialogue and Deliberation. This course will explore deeply the theory behind the practice of public dialogue and deliberation. It will consider the distinctions and appropriateness of different types and aims of public discourse, and how to best facilitate conversations important in the public sphere. The course is a capstone course, anchoring civil discourse as vital to democracy. Students will design, organize, and implement a public dialogue on campus, facilitating discussions on a relevant topic. Students will marry practice with deep consideration of issues of equity, diversity, voice, representation, neutrality, and power. The course will require some outside commitments to facilitate a public dialogue. Students will gain bona fide experience as event designers, technicians, and facilitators. At least one prerequisite course focused on dialogue and/or equity is strongly encouraged. Prereq: CMN 455, 456, and 457 with a C or better and a C or better in two 500-level courses, (each with a different 400-level prereq). Writing intensive.

CMN 702.03. Seminar in Interpersonal Studies: Communication, Pathology, and Identity. This course is centered on the idea that identity is a byproduct of social discourses and that of social interaction. We will explore the influence of certain ways of talking and acting on our sense of who we are and on our relational lives. Specifically, we will explore the discourses of education, healthcare, politics, organizational life, and mental health. These discourses (our taken-for-granted ways of talking and acting) have enormous ramifications for how we think about ourselves, about what we are capable (or not) of doing and achieving, and of the disciplinary nature of our social institutions. All of these discourses have unintended pathologizing effects. Through our readings, discussions, and assignments, we will come to see the prevalence of these and evaluate them individually as an easy (but not satisfying) answer for addressing larger social, cultural, and global issues. Prereq: CMN 455, 456, and 457 with a C or better and a C or better in two 500-level courses, (each with a different 400-level prereq). Writing intensive.
CMN 703.01. Seminar in Rhetorical Studies: Rhetoric of the Photograph. In this class, we will explore the enormous rhetorical powers of photographic images -- whether combined with text or not - to inform, educate, delight, and, of course, persuade viewers. We will learn how to consider the formal and rhetorical dimensions of photographic production, studying how they engage with people who come into contact with them. Displays examined range among oratory, photographs, advertisements, films, architecture, monuments, and statuary, public demonstrations, and presentations of self. Attention is given to questions about identity and belonging, authenticity and simulation, and public memory. Prereq: CMN 455, 456, and 457 with a C or better and a C- or better in two 500-level courses (each with a different 400-level prereq). Writing Intensive.

742.01. Dialogue and Teamwork. This course is about team building, alternative conflict resolution, and creative problem solving. We will explore the idea that, contrary to prevailing cultural assumptions, a significant factor in our achievements at work and play can be traced not to our individual attributes but rather to the relationships that we develop in our conversations with others. We will examine the dialogic basis of these relationships, drawing upon the tradition of philosophical and practical activities that highlight the social basis of thought. Prereq: CMN 455, 456, and 457 with a C or better and a C- or better in two 500-level courses (each with a different 400-level prereq). Writing Intensive.

CMN 772.01 Seminar in Media Studies: Surveillance and Society. This course considers the significance of surveillance in its broadest sense -- as a form of social control. New communication technologies have facilitated the expansion and intensification of surveillance in contemporary life, particularly in the spheres of government, commerce, online interaction, and security. This course tracks the historical development of surveillance, from its origins in embodied social experience and recordkeeping through the rise of the modern democratic state, corporate and social media. This historical trajectory provides a backdrop against which major theoretical perspectives on surveillance are introduced, drawing special attention to the impact of surveillance on the social construction of identity, the classification of populations, and the naturalization of social categories. Prereq: CMN 455, 456, and 457 with a C or better and a C- or better in two 500-level courses (each with a different 400-level prereq). Writing Intensive.

CMN 772.02. Seminar in Media Studies: Media and Global Populism. Global Populism and the Media. The rise of nativist populism in established democracies across the globe has inspired considerable shock, contradicting dominant narratives of linear social progress. This course examines how the current moment of populist upheaval relates to contemporary mainstream political and media discourse. This course explores how the media at large contribute to the "climate of opinion" (Krämer 2014) that is a precondition for populism: the commonsense and natural idea of who constitutes "the people" as well as a definition of what qualifies as legitimate forms of national life. In the first part of the course, we explore the definitions of populism and the media's role in its emergence. What are the roots of the populism that has been cultivated in the course of relatively normal politics and public discourse in recent history? What makes populism different from other strains of democratic politics? How have populists historically used new media to reach and influence the public? What distinguishes different forms of populism and how do they overlap with authoritarian and democratic politics? The second part of the course will examine the role of media in different populist movements across the globe, from the Philippines and India to Europe and the United States. Students will conduct original research on these different national contexts. What do these movements have in common? What do the tell us about the future of democracy in an increasingly interconnected world? Prereq: CMN 455, 456, and 457 with a C or better and a C- or better in two 500-level courses (each with a different 400-level prereq). Writing Intensive

CMN 772.03. Seminar in Media Studies: Vlogging. Vlogging has exploded in popularity over the past few years. As a means of self expression, sharing information, instruction, marketing, or expressing opinions, vlogging at its best and most effective is not just a casually produced, brief account of one’s day. Creating an engaging, substantive vlog post is not as easy as it looks. Noted vloggers (including many YouTubers) spend hours carefully constructing their vlog posts, and much of the same methodology, production values, and story crafting traditionally used in a short documentary, or a topical television "news magazine" segment are used in popular vlogs today. We'll watch and discuss vlog posts by some of the best in the business, including a wide variety of subject matter, from college vlogs to travel vlogs, news & opinion vlogs, etc. Each student will choose from the myriad topics and styles that exist in the "vlogosphere". There will be a requirement of a minimum of one vlog post per week, in light of the need for consistency in production in order to build an audience. We’ll practice key video production and post production methods, which in addition to using cameras and editing software, will also include writing, practice using a teleprompter, and working at developing an on camera presence and persona. Over the course of the semester, students will develop and enhance their ability to produce sophisticated content which includes strong narrative communication. two 500-level courses (each with a different 400-level prereq). Writing Intensive.

772.04. Seminar in Media Theory: From Pokemon to K-Pop: East Asian Media & Popular Culture. From K-pop to Pokemon, from TV drama to video games, this course introduces you to the media and popular cultural scene of East Asia through case studies. Some of the topics include youth culture and video games in China; night market and popular culture scene of East Asia through case studies. After that, we will closely examine the current media and pop culture scene of East Asia through case studies. Some of the topics include youth culture and video games in China; night market and popular culture in Taiwan; Japan’s anime culture and cat café; cell phone novelists and new labor practices in South Korea; and the global circulation of Japanese Manga. By the end of the semester, you should be able to have a basic understanding of East Asian societies and cultures, critically analyze cultural trends and media events using the theories learnt in this class, and be able to engage in productive conversations with people from these societies. Prereq: CMN 455, 456, and 457 with a C or better and a C- or better in two 500-level courses (each with a different 400-level prereq). Writing Intensive.

795. Independent Study. Advanced individual study in rhetoric, media, or interpersonal communication. Project to be developed with supervising instructor. May be repeated up to a maximum of 8 credits. Prereq: CMN 455, 456, and 457 with a C or better and a C- or better in two 500-level courses (each with a different 400-level prereq). Writing Intensive.

796.01. Comm-Entrary Journal. Serve on the editorial board of a student run communication journal. Elective credit, which does not count toward the major. May be repeated for a maximum of 2 credits. Prereq: CMN 455, 456, 457. CMN majors only. Cr/F.

799H. 01 Honors Thesis. Written thesis based on substantial and original research under the direction of a full-time member of the communication faculty. Thesis must be in the form and style of a publishable, scholarly work. Restricted to seniors seeking honors in major.