



SCHOOL OF COMMUNICATION

Illinois State University

Fall 2020 COM Graduate Seminar Descriptions

COM 402: Seminar in Rhetorical Communication Research Methods

Dr. Joseph Zompetti

Tuesdays, 6:30-9:20 pm

We will focus on the process, or method, of rhetorical criticism. We will begin by exploring the philosophy behind criticism, the purpose of criticism, and the meaning of criticism. We will next move to learning different methods of rhetorical & textual criticism and how those can be applied to interpreting different rhetorical texts. Students will gain experience in the different methods by analyzing texts of their choosing.

Who should take this course? The course is intended for students with no background in rhetoric as well as rhetorical veterans. For students not well-versed in rhetoric, we will begin the course with a brief introduction of rhetorical theories and methods of criticism. For the student with previous rhetorical experience, we will examine rhetorical methods for advanced study. Although we will be very direct and specific in our study of rhetoric, students interested in learning methods other than quantitative approaches should consider taking this course.

How will we study rhetorical criticism? The course is primarily reading and discussion-oriented, with much focus on application of rhetorical methods. Except for a couple of "lectures" in the beginning, everyone will participate by reading key primary and secondary sources on the rhetorical method & theory. We will examine several types of rhetorical and textual methods. Students will choose which texts we will examine.

How will the course test for "learning outcomes"? Ideally, students should be taking graduate courses for more than just a grade – they should identify and attempt to accomplish their own "learning outcomes." But, to help students in their pursuit for higher learning, many "short" papers reflecting different rhetorical methods will be conducted during the course.

Who is this Dr. Zompetti guy? While I take learning and the study of rhetoric seriously, I'm a laid-back instructor whose pedagogical philosophy is more akin to Paulo Freire than of a social-scientist. I am a professor in the School, and my research interests involve the rhetoric of power and resistance, social movements, magic, critical pedagogy, political communication, and argumentation theory.

COM 409: Seminar in Health Communication

Dr. Lance Lippert

Mondays, 6:30-9:20 pm

Health communication is an area of study that encompasses theories, research, and application of symbolic processes by which individuals and communities deal with issues related to wellness and illness through beliefs, practices, and policies. This class is designed to be an overview of significant concepts and issues that have emerged in health communication scholarship and practice. This course explores health communication research and practice including the examination of the role of communication in health

care delivery (relationships), health promotion, media representation, risk communication, as well as in promoting personal and psychosocial wellbeing. Although grounded in relevant communication and interdisciplinary theory, the goal of this course is to blend theory with practical application in various contexts and processes. The course cuts across multiple levels of communication, different communication channels, various contexts, and the use of diverse communication media and technologies.

Course concepts and content will be explored through various instructional strategies including: (1) textbook and professional journal readings (reading list), (2) lectures, discussions, class activities, case studies, and interviews with relevant health communication professionals and consumers, (3) semester project which will apply relevant literature and theory to practical health communication contexts, and (4) assessment in the form of several short position papers, a mid-term exam, and a final exam.

COM 410: Seminar in Family Communication

Dr. Lindsey Thomas
Wednesdays, 6:30-9:20 pm

The purpose of this course is to examine place and purpose of communication in a variety of familial relationships and contexts. As communication scholars, we foremost take a constitutive approach to family by exploring the ways in which communication (de)constructs and (de)legitimizes families. Thus, the course prompts critical consideration of the ways in which some relationships are readily recognized as family while others struggle to garner consideration. This class utilizes readings, discussion, and written assignments to explore and engage theory and research of family communication and relationships. Note: This course might engage reading and discussion of “dark side” relational phenomena including abuse, estrangement, health issues, and traumatic experience sensemaking.

COM 418: Seminar in Foundations of Mediated Communication (Media Ecology)

Dr. Andrew Ventimiglia
Thursdays, 6:30-9:20 pm

“Mediated communication” refers to communication that is not face-to-face. As such, it encompasses any communication involving some form of media technology (new and old media, high-tech and low-tech, mass and interpersonal). Thus, in this course we will explicitly and extensively address the complicated and ever-changing role of media technologies in the communication process.

Through course readings utilizing a range of historical and methodological approaches (and differently labeled as ‘media ecology,’ ‘media infrastructures,’ ‘media archaeology,’ and the like) this course will interrogate some governing tensions in mediated communication:

- How do media enable new possibilities for communication and when do they constrain or limit communication in unanticipated ways?
- How do media shape our thought processes (what is often called ‘technological determinism’) even as they are shaped by various ideological or political concerns (often called the ‘social construction of technology’ or SCOT approach)?
- How are media imagined as emancipatory, utopian, and radically revolutionary despite being grounded in often neglected material telecommunications infrastructures (undersea cables, hidden servers, satellites) that have real and potentially devastating ecological/environmental effects?

In order to understand these foundational dimensions of mediated communication, we will read classic works by the twentieth-century theorists who established the study of media as a worthwhile academic endeavor (Walter Ong, Harold Innis, James Carey, Neil Postman), while also reading cutting-edge contemporary work in media and communication studies (Lisa Parks, Tung-Hui Hu, Shannon Mattern,

Wendy Hui Kyong Chun, John Durham Peters) in order to understand rapid changes in the area of digital media/online communication. By participating in this seminar, you will gain a conceptual framework/theoretical lens for understanding the role of media/communication technologies play in shaping individuals, societies, and cultures.

COM 422: Proseminar in Communication Philosophy and Theory

Three sections to choose from:

Dr. Kevin Meyer

Section 1 (Wednesdays, 6:30-9:20 pm)

Dr. Phil Chidester

Section 2 (Mondays, 6:30-9:20 pm)

Section 3 (Wednesdays, 6:30-9:20 pm)

Introduction to the role of theory, in communication processes and its relation to research. All first-year graduate students must take this.

COM 424: Seminar in Persuasion

Dr. Steve Hunt

Tuesdays/Thursdays, 9:35-10:50 am

The primary goal of this course is to provide students with a solid grounding in theories, principles, and strategies of persuasive communication and social influence as they apply to everyday contexts in which influence attempts take place. Students should gain familiarity with findings from empirical investigations on persuasion, social influence, and compliance-gaining, and will learn about strategies and techniques of persuasion relating to a wide variety of real-life communication contexts, situations, and settings. You will also learn how to investigate the persuasion process within your area of interest (e.g., interpersonal, organizational, health, mass media, legal, political, instructional, etc.) Finally, you will develop a better understanding of the many ways that persuasion theories and skills can be used as a tool for civic and political engagement.

Instructional strategies will include: (1) readings in books and professional journals, (2) lectures and discussions by the instructor and members of the seminar, (3) term paper which will review and apply extant literature to a particular persuasive context, and (4) assessment in the form of a midterm exam.

COM 460: Seminar in Mass Communication (Sports)

Dr. Joseph Blaney

Tuesdays/Thursday, 12:35-1:50 pm

This seminar examines the role of mass-mediated social construction of sporting culture writ large. Individual athletes, teams, and leagues all benefit from, and must be attendant to, images of individuals and organizations constructed by ubiquitous channels delivering sporting content. Students will learn about the importance of this highly observed area of culture.

COM 463: Seminar in Mass Media Effects

Dr. Megan Hopper

Tuesdays/Thursdays, 5:00-6:15 pm

This course will provide students with a broad introduction to theory and research on mass communication and human cognition, emotion, and behavior. The seminar will (1) introduce students to some of the major theoretical approaches to research on the social psychological effects of mass media on the individual, and (2) expose students to current research that applies these theoretical approaches. Throughout the course of the semester, students in this course will encounter topics that have received a great deal of attention in the literature on mass communication uses and effects. Students will work together to plan and create a series of media literacy lessons for students in K-12 and/or undergraduate college students about one of the media effects topics that we will examine in class.

COM 473: Seminar in Qualitative Communication Research Methods

Dr. John Baldwin

Two sections to choose from:

Section 1 (Tuesdays/Thursdays, 11:00-12:15 pm)

Section 2 (Thursdays, 6:30-9:20 pm)

This course is an introduction to qualitative research methods including open-ended questionnaire, in-depth interview, conversation/ discourse analysis, rhetorical research, media analysis, and ethnography of communication. This course is designed to provide you with knowledge and skills necessary to evaluate qualitative research as it appears in scholarly writing and to perform qualitative research in the academic or organizational context with the rigor appropriate to that context. You will read sources detailing a variety of methods and conduct original research, both in-class exercises and as part of a major research project. Some methods have their own form of data analysis and write-up. However, since content analysis, journaling, and grounded theory are relevant to many of the areas, we will study these in more detail after coverage some of the methods.

COM 474: Seminar in Interpersonal Communication (Interpersonal Communication through the Lifespan)

Dr. Aimee Miller-Ott

Tuesdays/Thursday, 11:00-12:15 pm

In this course we will examine major developmental periods in life (e.g., adolescence, emerging adulthood, early parenthood, midlife, retirement) and the unique relational experiences and communication phenomenon that scholars have studied during those times from various theoretical perspectives. For instance, how do young children manage conflict with peers? How do adolescents navigate romantic relationship challenges? How do emerging adults negotiate relationships with parents if returning to live at home with them after graduating college? How do adults manage stress associated with caring for young children while also providing support to their aging parents? We will explore these questions among others in this course.

COM 478: Seminar in Public Relations Research: Case Studies (Social Media Campaigns – Theory, Application, and Cases Across Strategic Communication)

Dr. Becky Hayes

Thursdays, 6:30-9:20 pm

This course is focused on the real-world analysis of public relations through the use of academic research, industry publications, and industry- and student-developed case studies. This semester's focus will be on campaigns, specifically those driven primarily (but not only) by social media. Campaigns are coordinated and strategic programs of action to achieve specific organizational goals, and are common across the fields of communication. First focused generally to provide a grounding in and understanding of industry and academic public relations and related areas content, we will then move to look at social media as a unique communication channel facilitating campaigns in PR, health communication, branding, crisis communication, and other areas. We will be using social media analytics to examine active and past campaigns. Classes will be both instructor and student-led, and assessment will be based on participation, reflection questions, an analytics project, presentation of topics and/or articles in class, and case studies.

COM 483: Seminar in Communication Education: Instructional Communication

Dr. Cheri Simonds

Tuesdays, 6:30-9:20 pm

Instructional communication highlights the central role of communication in the teaching and learning process. Teachers from all disciplines (and for all age groups) use communication in the classroom to foster student connections, learning, and emotional development. This course explores the theories, research, and practice that identify communication skills and competencies in the educational setting. This course will help students become more competent and confident in their teaching endeavors.

This course explores the theories, research, and practice that identify communication skills and competencies in the educational setting. Although grounded in instructional communication theory, the course will also include an applied element. Two broad units of material will be covered in the seminar: (a) an applied approach to communication for teachers and trainers, and (b) an examination of how theory and research inform practice.

300-Level Classes Applicable for the Graduate Program

Course	#	Sect	Course Name	Days	Start Time	End Time	Professor
COM	302	1	Rhetorical Criticism	TR	3:35 PM	4:50 PM	HALL, A
COM	302	2	Rhetorical Criticism	TR	11:00 AM	12:15 PM	HALL, A
COM	303	1	Controversy Contemp Society	TR	2:00 PM	3:15 PM	ZOMPETTI
COM	306	1	Documentary Storytelling	TR	12:35 PM	1:50 PM	SIMONDS, B
COM	317	1	Digital Post Product	TR	2:00 PM	3:15 PM	SIMONDS, B
COM	318	1	Social Dynamics of Comm Tech	MW	5:30 PM	6:45 PM	CARR
COM	320	1	Mass Media Cult Crit	TR	11:00 AM	12:15 PM	HUXFORD
COM	320	2	Mass Media Cult Crit	TR	3:35 PM	4:50 PM	BRATSLAVSKY
COM	323	1	Th & Rsch Sm Grp Com	MWF	11:00 AM	11:50 AM	CRAIG
COM	323	2	Th & Rsch Sm Grp Com	MWF	1:00 PM	1:50 PM	MEYER
COM	325	1	Intpersonal Com Thry	TR	12:35 PM	1:50 PM	MILLER-OTT
COM	329	1	Organizational Comm	TR	11:00 AM	12:15 PM	SMITH
COM	329	2	Organizational Comm	TR	9:35 AM	10:50 AM	SMITH
COM	351	1	ADV Writing for Mass Media	M	6:30 PM	9:20 PM	MCHALE
COM	360	1	Mass Med: Thry & Eff	MWF	11:00 AM	11:50 AM	CHIDESTER
COM	361	1	Mass Med: Law	TR	9:35 AM	10:50 AM	VENTIMIGLIA
COM	361	2	Mass Med: Law	TR	11:00 AM	12:15 PM	VENTIMIGLIA
COM	366	1	Web Production & Des	MW	8:00 AM	9:15 AM	GLASCOCK
COM	367	1	Ethic Probs Mass Med	TR	2:00 PM	3:15 PM	HOPPER
COM	370	1	Psychology of Language	TR	3:35 PM	4:50 PM	BALDWIN
COM	371	1	Political Comm	MW	4:00 PM	5:15 PM	ZOMPETTI
COM	373	1	Internal PR	MW	4:00 PM	5:15 PM	SMUDDE
COM	375	1	Communication & Leadership	TR	12:35 PM	1:50 PM	SMITH
COM	390	1	Special Topics in Comm (Black Feminist Theory)	TR	2:00 PM	3:15 PM	HALL, A
COM	390	2	Special Topics in Comm (Af. Am. Visual Rhetoric)	MWF	10:00 AM	10:50 AM	CRAIG

*It is your responsibility to confirm with your advisor that the instructor listed in the right column is teaching the course and that this course counts toward graduate credit. You can only take courses approved for graduate credit and taught by graduate faculty members.