

University of North Carolina at Charlotte

New “Graduate Course Proposal from the Department of Communication Studies”

Establishment of a Graduate Course in Communication Studies, COMM 6102 Professional Seminar in Communication

A. Proposal Summary and Catalog Copy

1. Summary

The Communication Studies Graduate Program proposes to add a graduate level class “Professional Seminar in Communication” The class will be a required course in the M.A. in Communication Studies Program.

2. Proposed Catalog Copy

COMM 6102. Professional Seminar in Communication (3G).

Examination of the academic study of communication. The course investigates the role of paradigms and use of the scholarly method. Students develop a scholarly project through a seminar approach. (*Fall*).

B. Justification

1. This will be a required course in the M.A. in Communication program. Discussion and research of the scholarly method as applied to the study of communication will strengthen graduates of the program by introducing them to the academic perspectives and practices of the discipline. This course will better prepare students for their work in contemporaneous and subsequent content-specific courses in the program.
2. No prerequisites. Graduate Standing.
3. Students earning an M.A. degree in Communication should have a strong academic foundation that will lead to disciplinary mastery. This course will better prepare Communication Studies graduate students for advanced graduate work or practice in their respective fields.
4. The proposed course will improve the scope and quality of the offerings in the Communication Studies M.A. program by providing students with a comprehensive understanding of the discipline and its scholarly practices. Such understanding will maximize students’ learning in their content-specific courses and capstone experience. The course proposed is of interest to Communication Studies students representing all specializations in the field. Additionally, this curriculum change aligns our graduate program more competitively with our aspirant, as well as peer, programs.

5. By adding this course, we are aligning our curriculum to reflect courses in the broader communication studies discipline.

C. Impact.

1. The proposed course will regularly serve graduate students enrolled in the M.A. in Communication Studies program. It will be a required course in that curriculum.
2. The course will be offered yearly.
3. It will minimally affect the content or frequency of other course offerings by occasionally reducing the number of graduate elective courses the program is able to offer. That effect is offset by the increased number of required course offerings in the program, including the course proposed here.
4. This proposal will increase the number of required course currently offered for the M.A. in Communication Studies.
 - a. We anticipate 15-17 students to be enrolled per section.
 - b. It will have a minimal effect on the enrollment of other courses.
 - c. The course has not been taught as a topics course.
 - d. The course will be a required course for students enrolled in the M.A. in Communication and an elective course for the Graduate Certificate Program in Communication Studies. Other areas of catalog copy are not affected.

D. Resources Required to Support Proposal

1. Personnel
 - a. No new faculty positions are needed.
 - b. Dr. Jonathan Crane, Dr. Christine Davis, Dr. Alan Freitag, Dr. Heather Gallardo, Dr. Daniel Grano, Dr. Min Jiang, Dr. Richard Leeman, Dr. Shawn Long, and Dr. Clifton Scott.
2. Physical Facility.

The current facility is adequate for the proposed curriculum.
3. Equipment and Supplies.

Current equipment and supplies are adequate for the proposed curriculum.

4. Computer.

Current computer resources are adequate for the proposed curriculum.

5. Audio-Visual.

Current audio-visual resources are adequate for the proposed curriculum.

6. Other resources.

No additional resources are required.

E. Consultation with the Library and Other Departments or Units

1. Library Consultation

Initiation of Library Consultation: 4/2/2008

2. Consultation with other departments or units: Other departments or units are not directly affected by the proposal.

F. Initiation and consideration of the proposal

1. Originating Unit: Communication Studies

1. In a graduate faculty meeting on December 6, 2007 the Department of Communication Studies graduate faculty endorsed this proposal.

2. Other considering units.

1. None

3. Council on General Education

1. Not applicable.

G. Attachments

Appendix A: Library Consultation

Appendix B: Sample Syllabus

Appendix A:



Consultation on Library Holdings

To: Richard Leeman, Department of Communication Studies
From: Judith Van Noate, Humanities Librarian
Date: April 2, 2008
Re: COMM 6102

Date of initiation of consultation with Library Reference Personnel: February 2, 2008

Proposal No: COMM 12-10-07b

Request to add new Graduate course: COMM 6102: Professional Seminar in Communication
Course proposal attached

SUMMARY OF REFERENCE LIBRARIAN'S EVALUATION OF HOLDINGS:

Evaluator: Judith Van Noate Date: April 2, 2008

Check one:

- 1. Holdings are superior.
2. Holdings are adequate.
3. Holdings are adequate only if department purchases additional holdings.
4. Holdings are inadequate.

Comments: This course has been not been taught as a topics course. Students will use required texts for this course as well as some materials which will be placed on Library reserve. Because the course is research and writing intensive, it will require significant use of library databases. The library provides access to a number of full-text (and partial full-text) relevant databases: Communication and Mass Media Complete, Academic Search Premier, Business Search Premier, Philosopher's Index, Project Muse, Science Direct, Blackwell, Sage, Kluwer, JSTOR, Springer, Emerald. The library also has significant monographic holdings in the general area of communication studies. Overall, the library holdings are adequate.

_____ **Judith Van Noate** _____
Evaluator

_____ April 2, 2008 _____
Date

COMM 6102 Professional Seminar in Communication Syllabus

Instructor: Dr. Richard Leeman
Office: Colvard 5058
Phone: 704-687-2086
Email: rwleeman@uncc.edu

Texts: Omar Swartz, Communication Scholarship and Social Change
Edwin Black, Rhetorical Criticism: A Study in Method
Other readings on reserve

Purpose of the Course: To introduce the student to the scholarly study of communication. Such scholarship is comprised of two endeavors: the process of reading and researching the scholarship of others, and the generation of one's own scholarship. Each enterprise is separate but related. In this course we will investigate the process of finding, reading and critically analyzing the relevant works of others. We will also investigate the process of formulating a research question and the method by which one seeks to answer a research question in a scholarly fashion.

Assignments

Research question paper	10%
Literature Review	15%
Methodology paper	10%
Seminar paper draft	25%
Final paper	30%
Discussion Participation	10%

Attendance: This class will be conducted as a seminar. Your presence and contribution will be essential to successful completion of the course.

Academic Integrity: Honoring the UNCC Code of Student Academic Integrity: Students have the responsibility to know and observe the requirements of The UNCC Code of Student Academic Integrity. This code forbids **cheating, fabrication, falsification of information, multiple submission of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty**. Any special requirements or permissions regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type; and grades in this course therefore should be and will be adversely affected by academic dishonesty. Students who violate the code can be expelled from UNCC. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reductions of the course grade. In almost all cases the course grade is reduced to F. Copies of the code can be obtained from the Dean of Student's Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Week 1, August 26th

Introduction to Course

The Scholarly Enterprise, Symbolic Interaction

Readings

Kenneth Burke, Definition of Man. *Language as Symbolic Action*. Berkeley, CA: University of California Press, 1966, 3-23.

Burke, Kenneth. Terministic Screens. *Language as Symbolic Action*. Berkeley, CA: University of California Press, 1966, 44-62.

Week 2, September 2

Communication Research: Purpose

Readings:

Kramer, Michael and Loren D. Reid,. "Trends in Communication Scholarship: An Analysis of Four Representative NCA and ICA Journals over the Last 70 Years".Review of Communication; Jul2007, Vol. 7 Issue 3, p229-240.

Swartz, Omar. *Social Justice and Communication Scholarship*. Lawrence Erlbaum Publishers, 2006, chapters 1,2, 3, and 4.

Week 3, September 9

Research Question Paper Due

Discussion of Research Questions

Craig, R. T. (1989). Communication as a practical discipline. In B. Dervin, L. Grossberg, B. J. O'Keefe, & E. Wartella (Eds.), *Rethinking communication; Volume 1: Paradigm issues* (pp. 97-122). Newbury Park, CA: Sage.

Swartz, Omar. *Social Justice and Communication Scholarship*. Lawrence Erlbaum Publishers, 2006, chapters 7, 8, 9, and 11.

Conducting a review of the Literature

Week 4, September 16

Paradigms, Purpose and Communication Scholarship

Also: Styles: APA, Chicago, MLA

Academic Integrity

Reading

Edwin Black *Rhetorical Criticism: A Study in Method*. New York: Macmillan, 1965

Week 5, September 23

Paradigms, Purpose & Communication Scholarship (con.t)

Readings

Stokes, Ashli Quesinberry. "Metabolife's meaning: A call for the constitutive study of public relations." *Public Relations Review*, 31 (2005): 556-565.

Gossett, Loril and Julian Kilker. "My Job Sucks," *Management Communication Quarterly* 20 (2006): 63-90.

Ayish, Muhammad I. and Dean Kruckeberg. "Abu Dhabi National Oil Company (ADNOC),:" in *The Evolution of Public Relations: Case Studies from Countries in Transition*, 2nd ed. Judy Van Slyke Turk and Linda H. Sanlan, eds. (Gainesville, FL: The Institute for Public Relations, 2004), 39-47.

Davis, C. S. Competing narratives: How peer leaders use narrative to facilitate change in community mental health groups. *Small Group Research: An International Journal of Theory, Investigation, and Application*

Week 6, September 30

Review of Literature Papers Due

Discussion: Reviews of Literature

Week 7, October 7

Validating Scholarly Claims in Communication:: Methodologies

Readings:

Powell, H. L. & Segrin, C. (2004). "The effect of family and peer communication on college students' communication with dating partners about HIV and AIDS." *Health Communication*, 4 (2004): 427-449.

Jiang, M. Authoritarian deliberation: Public deliberation in China. New Media and the Social Reform. Proceedings of the 2008 Global Communication Forum, Shanghai, China, 21-22, June, 2008. Shanghai: School of Media and Design, Shanghai Jiao Tong University.

Afifi, W.A., Morgan, S.E., Morse, C., Reichert, T., Stephenson, M., Harrison, T.R., and Long, S.D. "Examining the decision to talk about organ donation: A test of the theory of motivated information management." *Communication Monographs* 73 (2006), 188-215.

Scott, C. W., & Myers, K. K. (2005). The socialization of emotion: Learning emotion management at the fire station. *Journal of Applied Communication Research*, 33, 67-92

October 14: No class—Fall Break

Week 8, October 21

Validating Scholarly Claims in Communication

Readings

Crane, J. "Come On-a My House: The Inescapable Legacy of Wes Craven's *The Last House on the Left*." In X. Mendik (Ed.), *Shocking Cinema of the Seventies*. London: Noir, 2002. 166-177.

Grano, Daniel A. "Ritual Disorder and the Contractual Morality of Sport: A Case Study in Race, Class, and Agreement." *Rhetoric and Public Affairs* 10 (2007): 445-73.

Leeman, Richard. "Speaking as Jeremiah: Henry McNeal Turner's 'I Claim the Rights of a Man.'" *Howard Journal of Communication* (2006): .

Freitag, Alan and Picherit-Duthler, Gaele. "A Hierarchical Model for Employee Benefits Communication Based on Media Richness Theory." *Public Relations Journal* 2 (2008): 1-17.

Week 9, October 28

Methodology Papers Due

Discussion of Methodology Papers

Week 10, November 4

The Nature of Scholarly Writing

Studies in Health Communication

Readings:

- Mosavel, Maghboeba; El-Shaarawi, Nadia, "I Have Never Heard That One": Young Girls' Knowledge and Perception of Cervical Cancer." *Journal of Health Communication*, 12 (2007): 707-719.
- Goodyear-Smith, Felicity; Petousis-Harris, Helen; Vanlaar, Colleen; Turner, Nikki; Ram, Stephen. "Immunization in the Print Media - Perspectives Presented by the Press." *Journal of Health Communication*. 12 (2007): 759-770.
- Ellingson, Laura L. "The Performance of Dialysis Care: Routinization and Adaptation on the Floor." *Health Communication* 22 (2007): 103-14.
- Real, Kevin and Rimal, Rajiv N. "Friends Talk to Friends About Drinking: Exploring the Role of Peer Communication in the Theory of Normative Social Behavior." *Health Communication* 22 (2007): 169-80.

Week 11, November 11

Studies in Mass Media

Readings:

- Condit, C.M. (1994). Hegemony in a Mass-mediated Society: Concordance about Reproductive Technologies. *Critical Studies in Mass Communication*, 11, 231-256.
- Stein, S. (2002). The "1984" Macintosh ad: Cinematic icons and constitutive rhetoric in the launch of a new machine. *Quarterly Journal of Speech*, 88, 169-192.
- Albarran, Alan B. et al., "What Happened to our Audience?" Radio and New Technology Uses and Gratifications Among Young Adult Users." *Journal of Radio Studies* 14 (2007): 92-101.
- Krcmar, Marina, et al. "Can Toddlers Learn Vocabulary from Television? An Experimental Approach." *Media Psychology* 10 (2007): 41-63.

Week 12, November 18

Studies in Organizational Communication

Readings:

- Lutgen-Sandvik, P. (2003). The cycle of employee emotional abuse: Generation and regeneration of workplace mistreatment. *Management Communication Quarterly*, 16, 471-501.
- Myers, K., & Oetzel, J. (2003). Exploring the dimensions of organizational assimilation: Creating and validating a communication measure. *Communication Quarterly*, 51, 436-455.
- Tracy, S. J. (2000). Becoming a character for commerce: Emotion labor, self subordination and discursive construction of identity in a total institution. *Management Communication Quarterly*, 14, 90-128.

Week 13, November 25

Draft of Final Paper Due

Discussion of Final Paper Drafts

Week 14, December 2

Studies in Public Relations

Readings:

- Elliott, Greg; Charlebois, Sylvain. "How Mosaic-Esterhazy applied a crisis communication strategy when it suddenly had the world's attention." *Public Relations Review* 33 (2007): 319-325.
- Glynn, Carroll, et al. "When Oprah Intervenes: Political Correlates of Daytime Talk Show Viewing." *Journal of Broadcasting & Electronic Media* 2 (2007): 228-244.

- Machill, Marcel et al. "The Influence of Video News Releases on the Topics Reported in Science Journalism." *Journalism Studies* 7 (2006): 869-888.
- Chaudhri, Vidhi; and Jian Wang. "Communicating Corporate Social Responsibility on the Internet: A Case Study of the Top 100 Information Technology Companies in India." *Management Communication Quarterly* 21 (2007): 232-247.

Week 15, December 9

Studies in Rhetoric

Readings:

- Blair, Carole, Marsha S. Jeppeson and Enrico Pucci, Jr. "Public Memorializing in Postmodernity: The Vietnam Veterans Memorial as Prototype." *Quarterly Journal of Speech* 77 (1991): 263-288.
- Kahl, Mary L. and Leff, Michael. "The Rhetoric of War and Remembrance: An Analysis of President Bill Clinton's 1994 D-Day Discourses." *Qualitative Research Reports in Communication* 1 (2006): 15-21.
- Jamieson, Kathleen Hall. "Justifying the War in Iraq: What the Bush Administration's Uses of Evidence Reveal." *Rhetoric & Public Affairs* 10 (2007): 249-273.
- Zarefsky, David. "Henry Clay and the Election of 1844: The Limits of a Rhetoric of Compromise." *Rhetoric & Public Affairs* 6 (2003): 79-97.

Week 16, December 16

Final Papers Due

Discussion of Final Papers