SYLLABUS, Pro-seminar in Mass Communication, Fall 2009

To: Students, JRMC 8000

From: Professor Elli Lester Roushanzamir

Office Hours: Office Location: 217 Journalism Building, Hours TBA, [phone] 706-542-5007 [email] elli.roushanzamir@gmail.com

Date & Time: Fall Term, 2009, Friday, 9:05-12:05

Methods of Evaluation:

Participation: 10%

1. Midterm Exam: 30%
   Test knowledge of course content based on readings and class discussion.

2. Application of theory to research & practice: 30%
   Students, working individually or in pairs, will be assigned a mass communication theory or concept. As outlined in the two parts below, the student will [1] summarize the basic tenets of the theory and provide a synthesis of how the theory or concept is used currently, and [2] lead discussion that extends the theory or concept into timely research or practice. The discussion, based on your choices below, will involve the class in applying the theory or concept to research and/or social practice.

   Be prepared to direct a discussion of your chosen theory or concept. Summarize the theory or concept in its historical context, describe how it has come to be applied today, and speculate about the kind of research it could inform as we move forward. Identify a recent research article that falls within this theory or concept. Also of interest: how does the theory or concept contribute to some kind of social practice (e.g. health communication campaign, investigating how to predict social outcomes, etc)?

   Turn in: Brief 5-page theory summary paper (also distribute to classmates).
   Talking points of discussion including summary, definitions, applications, speculations (in the form of a power point presentation or outline). This paper should also include a complete citation for the recent research article.

3. Research Proposal, 15-20 pgs: 30% final grade
   Here is an opportunity to apply general material to a specific interest of your choice. Identify a research topic and question. Specify what mass communication theory informs your approach to answering the question. Conduct a literature review citing seminal theoretical works but focusing on more contemporary research. Finally suggest a methodology for answering your question and explain why that method is appropriate for your theory as well as your topic. Turn in a print copy of this proposal which, you may find forms the nucleus of a seminar paper in subsequent classes or Master’s thesis.
Text Books:
2. Course Pack at Bel-Jeans on Broad Street

Culture of Honesty: All members of the University community are responsible for knowing and understanding the policy on academic honesty. You can read UGA’s complete statement & policies about academic integrity on the web at:
http://www.uga.edu/ovpi/academic_honesty/sect01.htm

Statement of Purpose:
*The pro-seminar introduces and helps orient students to a particular culture, i.e. that of mass communication broadly construed, its disciplinary boundaries, its history and scholarly developments, its leading lights, its mores & social norms, and etc.

*The pro-seminar offers an opportunity for students to meet many of the Grady College graduate faculty and to learn about their research and professional interests.

Note: The instructor reserves the right to make adjustments to the syllabus and will, in that event, post notice online & make an announcement in class

Week 1: August 21
Introductory Matter, i.e. begin with Table of Contents & read through page 20, i.e. Part 1, McQuail

Weeks 2 & 3: Paradigms of Knowledge, Mass Communication Theory & Methods
Paradigms & Normative theories
McQuail Part V
August 28 & Sept. 4
Egon G. Guba and Yvonna S. Lincoln, Compteing paradigms in qualitative research. 
Major Paradigms and Perspectives, n.d.

Stuart Hall, The rediscovery of ‘ideology’: return of the repressed in media studies. 

Weeks 4 & 5: Different Articles, Different Approaches
Social science, quantitative, qualitative
Critical cultural
Post-modern

Sept. 11, Sept 18


Elli Lester Roushanzamir, Peering through the crack & good-bye to all that: 30 years of TV, telephones, sports, drugs, etc. *Qualitative Inquiry*, January 2009.

http://aejmc.org/index.php Association for Education in Journalisms & Mass Communication [link to newsletter, top left]

Weeks 6 & 7: Mass Media Effects

Sept. 25 & Oct. 2

McQuail, part X


Weeks 8 & 9: Mass Media Audiences McQuail, Part IX
Oct. 16 & Oct 23


[Periodically J&MCQ devotes complete issues to topics including the Audience, Media Effects, etc.]

**FRIDAY OCTOBER 30 FALL BREAK**

**Weeks 10 & 11:** Mass Media Content McQuail Part VIII
Nov. 6 & Nov. 13


**Weeks 12 & 13:** Organizational Communication McQuail Part VII
Nov. 20


**Weeks 14 & 15:** Newer Technologies McQuail Part IV  
International Communication McQuail Part VI

Dec. 4 & Dec. 8


-----------------------------**Intl. Comm. Not required: Information only**-----------------------------


Web address:  

Also:  
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Find here white papers, reports & links from International Communication Research many which show the link between practice & research.