

August 14, 2009

SYLLABUS, Pro-seminar in Mass Communication, Fall 2009

To: Students, JRM 8000

From: Professor Elli Lester Roushanzamir

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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:

1. *McQuail's Reader in Mass Communication Theory*, edited by Denis McQuail. Sage: 2002.
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, *Competing paradigms in qualitative research. Major Paradigms and Perspectives*, n.d.

Steven H. Chaffee, *What Communication Scientists Do. Handbook of Communication Science*, Sage, 1980s/n.d.

Stuart Hall, *The rediscovery of 'ideology': return of the repressed in media studies. Culture, Society and Media*, ed. By Stuart Hall, Dorothy Hobson, Andrew Lowe and Paul Willis. London: Hutchinson, 1980.

Shannon Weiss and Karla Wesley, *Postmodernism and its critics. Social Anthropology*, Spring 1977.

Weeks 4 & 5: Different Articles, Different Approaches

Social science, quantitative, qualitative

Critical cultural

Post-modern

Sept. 11, Sept 18

Stephen A. Banning, Third person effects on political participation. *Journalism & Mass Communication Quarterly*, Winter 2006.

Lina Khatib, Communicating Islamic fundamentalism as global citizenship. *Journal of Communication Inquiry*, 27:4.

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 Journalism & Mass Communication [link to newsletter, top left]

Weeks 6 & 7: Mass Media Effects

Sept. 25 & Oct. 2

McQuail, part X

Hadley Cantril, The Invasion from Mars. Summary pub. In Newcomb, Hartley, et al., *Readings in Social Psychology*, 1947.

Paul Lazarsfeld, Bernard Verelson & Hazel Gaudet, Radio and the printed page as factors in political opinion and voting. *Mass Communications*. N.d.

Elisabeth Noelle-Neumann, The Spiral of Silence: a theory of public opinion. *Journal of Communication*, Spring 1974.

Jack M. McLeod & Byron Reeves. *On the Nature of Mass Media Effects*. Television & Social Behavior: beyond violence & children. Ed. S. Be. Withey and R. P. Abeles.n.d.

Weeks 8 & 9: Mass Media Audiences McQuail, Part IX

Oct. 16 & Oct 23

Raymond Bauer, The Audience. *Handbook of Communication*. Ed. Sola Pool, et al. 1973

Jack M. McLeod, et al. Evaluating Media Performance by Gratifications Sought and Received. *Journalism Quarterly*, Spring 1982.

Alan M. Rubin Audience Activity and Media Use. *Communication Monographs*, March 1993. [vol 60]

Guido H. Stempel III and Thomas Hargrove, Mass Media Audiences in a Changing Media Environment. *Journalism and Mass Communication Quarterly*, 73:3, Autumn 1996.

[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

A.C.H. Smith, Introduction, *Paper Voices* book, n.d.

Reid, Leonard N., Karen Whitehill King, and Peggy J. Kreshel, Black and White Models and their activities in modern cigarette and alcohol ads. *Journalism Quarterly*, Winter 1994. ** Of interest; Note the journal title. ** Of interest, not required: Karen Whitehill King, et al., changes in the visual imagery of cigarette ads, 1954-1986. *Journal of Public Policy & Marketing*, Spring 1991

Elli Lester Roushanzamir, Chimera Veil of 'Iranian Woman' and processes of U.S. textual commodification: how U.S. print media represent Iran. *Journal of Communication Inquiry*. Cite to come.

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

Warren Breed, Social control in the news room. *Mass Communication*, ed. Wilbur Schramm, 1960.

Gaye Tuchman, Making News by Doing Work: routinizing the unexpected. *American Journal of Sociology*, 1973/74.

David Pearce Demers, Effect of Corporate Structure on Autonomy of top editors at U.S. Dailies. *Journalisms Quarterly*, Autumn, 1993.

William B. Blankenburg, Measuring morality in newspaper management. *Journal of Mass Media Ethics*, 10:3, 1995.

Christina P. Deatheridge & Vincent Hazleton, Effects of organizational worldviews on the practice of public relations: a test of the theory of public relations excellence. *Journal of Public Relations Research*, 1998.

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

Dec. 4 & Dec. 8

Hanno Hardt, Newswriters, Technology and Journalism History. *Critical Studies in Mass Communication*, vol. 7, 1990.

John E. Newhagen and Sheizaf Faraeli, Why Communication Researchers Should Study the Internet: a dialogue. N.d. www.usc.edu/dept/vol1/issue4/cover.html

Brenda Chan, Imagining the homeland: the internet and diasporic discourse of nationalism. *Journal of Communication Inquiry*, 29:4.

Adam J. Schiffer, Blogswarms and press norms: news coverage of the Downing Street memo controversy. *Journalism & Mass Communication Quarterly*, 83:3.

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

Everett M. Rogers, Communication and development: the passing of the dominant paradigm. *Communication Research*, April, 1976.

Edward W. Said, Introduction. *Covering Islam: hoe the media and the experts determine how we see the rest of the world*. New York: Pantheon, 1981.

Nicola Simpson Khullar, The role of the United Nations in communications research
Affect or effect? *Journal of International Communication* 11:2

Web address:

<http://www.internationalcommunicationsjournal.com/issues/volume-11-no-2/the-role-of-the-united-nations-in-communication-research-affect-or-effect.asp>

Also:

<http://www.icrsurvey.com/resources.aspx>

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