

Communication 6001 (COM 6001)
Introduction to Graduate Studies in Communication
Fall 2001

Prof. Gil Rodman

Office Hours: Th 4-6p and by appointment
CIS 3040 // 974-3025 // gbrodman@mindspring.com

course description and objectives

As its title implies, this course is an introduction to many things, including:

- the field of communication (i.e., communication as a discipline, as the focal point for scholarly work, etc.)
- the department, the faculty, and the ways that our various research and teaching practices relate to the field as a whole
- the pleasures and perils of living the academic life (as a graduate student and beyond)

This course doesn't pretend to be a comprehensive survey of the field (no one semester course could accomplish such a thing anyway) or even of the department (as none of us could adequately sum up everything we do in a handful of readings and a single 90 minute presentation), but it should provide you with enough of a sense of who we are and what we're about to move forward with your graduate program in productive fashion.

required course materials

(1) Photocopied essays.

There are no books for this course -- only articles. These will be distributed via a photocopying "tree" that we'll set up during our first class meeting.

(2) Reliable access to the World Wide Web.

We'll conduct a significant amount of course discussion and business online using an instructional software package called "Blackboard." In theory, the Blackboard interface should function with any web browser that supports frames, Java, and Javascript. Versions 4.0 or later of Netscape, Internet Explorer, and Opera (my browser of choice) should all work fine -- though it's possible that one or more of these will have minor problems handling certain pages and/or features. AOL's browser (versions 4.0 or later) should also handle Blackboard properly, but you have to configure it to cope with Java first (if you want/need this information, let me know and I'll send you a copy of Academic Computing's instructions on how to do this).

papers

You will write three papers over the course of the semester as follows:

Paper #1	critical response	due 11 Oct	1250-1750 words
Paper #2	compare & contrast	due 8 Nov	1750-2250 words
Paper #3	application/analysis	due 13 Dec	3000-3750 words

Further details re: these assignments will be made available on separate handouts.

Blackboard Discussion Board participation

The primary purpose of the Discussion Board is to provide an informal space that's always available for discussion of the issues raised by the assigned readings and our class sessions. I expect everyone to participate in these discussions on a more or less regular basis. While there's no hard and fast rule here for what constitutes "enough" participation, if the bulk of your contributions consist of one-line replies to other people's longer messages (e.g., "Well said, Chris. Thanks.") or if more than 7-10 days go by between your posts, you're probably not pulling your weight here.

Additionally, the Blackboard site may occasionally be used to make important course-related announcements (e.g., "please add everything on the third floor of the USF library to next Thursday's reading") or to pass word on about other topics that may be of interest to the class (e.g., calls for papers, upcoming conferences, recently published articles and books, etc.). So check the site frequently.

grading policy

I'm not a big fan of grades at the graduate level. Presumably, your main reason for being here is that you have a genuine desire to learn something about communication, not whether you can maintain a 4.0 GPA. Assuming you show up for class consistently, participate in our discussions (both in class and online) on a regular basis, and complete the assigned papers in satisfactory fashion, you should get an A. That being said, in cases where people are clearly slacking off, I reserve the right to go deeper into the alphabet when I fill out my final grade sheet (and I've actually done so in the past). Under such unfortunate circumstances, your grade will be calculated as follows:

Attendance/participation	20%
Blackboard Discussion Board participation	20%
Paper #1	10%
Paper #2	20%
Paper #3	30%

N.B.: As of late August, the schedule below seemed to work for all the guest speakers concerned -- but real life is never as tidy as the syllabus makes it out to be, so the specific speakers and readings listed below are subject to change. Insofar as I have advance notice of such changes, I'll make sure y'all do too.

6 September

James Carey, "A Cultural Approach to Communication"

John Durham Peters, "The Problem of Communication"

Kathy M. Newman, "Poor, Hungry, and Desperate? or Privileged, Histrionic, and Demanding?: In Search of the True Meaning of 'Ph.D.'"

Elizabeth Bell, Kim Golombisky, G'han Singh, and Krista Hirschmann, "To All the Girls I've Loved Before: Academic Love Letters on Mentoring, Power, and Desire"

13 September

guests: Jay Baglia, Angie Day

20 September

guest: Carol Jablonski

area: Media and Rhetorical Analysis

David Zarefsky, "Four Senses of Rhetorical History"

Bruce Gronbeck, "The Rhetorics of the Past: History, Argument, and Collective Memory"

Samuel L. Becker, "Rhetorical Studies for the Contemporary World"

Carol Jablonski, "Declining Honors: Dorothy Day's Rhetorical Resistance to the Culture of Heroic Ascent"

27 September

guest: David Payne

area: Rhetorical Studies

readings t.b.a.

4 October

guest: Ken Cissna

area: Interpersonal Dialogue

Floyd W. Matson and Ashley Montagu, "The Unfinished Revolution"

Martin Buber, "Elements of the Interhuman"

Rob Anderson and Kenneth H. Cissna, "Criticism and Conversational Texts: Rhetorical Bases of Role, Audience, and Style in the Buber-Rogers Dialogue"

guest: Fred Steier

area: Organizational Communication and Social Ecology

Frederick Steier, "From Universing to Conversing: An Ecological Constructionist Approach to Learning and Multiple Description"

additional readings t.b.a.

11 October **Paper #1 due**
guest: Michael LeVan
area: Philosophy of Communication
readings t.b.a.

18 October
guest: Loyd Pettegrew
area: Integrated Marketing Communication as Fly in the OrgCom Ointment
readings t.b.a.

guest: Eric Eisenberg
area: Organizational Communication
readings t.b.a.

25 October
guest: Jane Jorgenson
area: Interpretive Perspectives on Gender and Organizations
Michael Pacanowsky and Nick O'Donnell-Trujillo, "Communication and Organizational Cultures"
Matts Alvesson, "Gender Relations and Identity at Work: A Case Study of Masculinities and Femininities in an Advertising Agency"
Jane Jorgenson, "Interpreting the Intersections of Work and Family: Frame Conflicts in Women's Work"

1 November **NO CLASS [NCA]**

8 November **Paper #2 due**
guest: Navita James
area: Social Construction of Race, Racism, and Identity; Media Studies
readings t.b.a.

guest: Stacy Holman Jones
area: Performance Studies
readings t.b.a.

15 November
guest: Elizabeth Bell
area: Performance and Feminism
Richard Bauman, "Performance"
Frederick C. Corey and Thomas K. Nakayama, "Sextext"
Elizabeth Bell, "Weddings and Pornography: The Cultural Performance of Sex"

guest: Marcy Chvasta
area: Performance Across the Curriculum
Ronald J. Pelias and James VanOosting, "A Paradigm for Performance Studies"
Jeff Parker Knight, "Literature as Equipment for Killing: Performance as Rhetoric in Military Training Camps"
Dean Scheibel, "Faking Identity in Clubland: The Communicative Performance of 'Fake ID'"
additional reading t.b.a.

22 November

NO CLASS [Thanksgiving]

29 November

guest: Mark Neumann

area: American Culture and Documentary Studies

readings t.b.a.

“guest”: Gil Rodman

area: Cultural Studies and Media Studies

Lawrence Grossberg, “Cultural Studies: What’s in a Name (One More Time)”

Gilbert B. Rodman, “The Net Effect: The Public’s Fear and the Public Sphere”

additional reading t.b.a.

6 December

guests: Elissa Foster, Cheyanne Nesgoda

readings t.b.a.

13 December

NO CLASS [potluck]

Paper #3 due