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

Prof. Gil Rodman
Office Hours: Th 4-6p and by appointment
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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:

<table>
<thead>
<tr>
<th>Paper #1</th>
<th>critical response</th>
<th>due 11 Oct</th>
<th>1250-1750 words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper #2</td>
<td>compare &amp; contrast</td>
<td>due 8 Nov</td>
<td>1750-2250 words</td>
</tr>
<tr>
<td>Paper #3</td>
<td>application/analysis</td>
<td>due 13 Dec</td>
<td>3000-3750 words</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Attendance/participation</td>
<td>20%</td>
</tr>
<tr>
<td>Blackboard Discussion Board participation</td>
<td>20%</td>
</tr>
<tr>
<td>Paper #1</td>
<td>10%</td>
</tr>
<tr>
<td>Paper #2</td>
<td>20%</td>
</tr>
<tr>
<td>Paper #3</td>
<td>30%</td>
</tr>
</tbody>
</table>
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”

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”  

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