

CJC GRADUATE COURSES – SPRING 2021

NOTE: Courses listed as “**Advanced**” courses are intended for doctoral students. Master’s students need permission from their advisor and the instructor to register in any courses designated Advanced-level.

Academic Writing—R. Rodgers

MMC 6936 — 3 credits.

Sec #:3459, Class #: 30721, ONLINE, 100% Synchronous, Thursday, Periods 6 – 8.

Sec #:3458, Class #:22082, Weimer 1098, Thursday, Periods 6 – 8.

Academic Writing is a graduate course that will focus on producing high-quality academic writing for theses or dissertations or for publication in peer-reviewed scholarly journals. This course aims to pare a huge subject down to its essentials to include using correct citation formats and avoiding plagiarism; mastering the basic rules of grammar and usage that promote strong structure for writing; developing a manuscript argument with a sound purpose statement; presenting a thorough review of the relevant literature; establishing a sound theoretical framework; providing a thorough description of the research methods employed; presenting study findings in a clear and logical manner; and developing an engaging discussion.

Audience Analysis—A. Coffey (**Advanced**)

RTV 6508 — 3 credits.

Sec #:31H6, Class #:30746, ONLINE, 100% Synchronous, Fridays, Periods 6-8.

Sec #:31H5, Class #:19448, Weimer 1098, Fridays, Periods 6-8.

The study of audiences and their behavior from both theoretical and practical perspectives, using both quantitative and qualitative methods. Understand, interpret, and use industry data, audience research software, and audience theory. Understand the role technology and economics play in the audience formation process. Students learn to think strategically and theoretically in approaching, conceptualizing, and carrying out audience analysis and behavior studies.

Capstone Project Defense—E. Calienes (**Required Pro Master’s**)

MMC 6973 — 3 credits.

Sec #:246G, Class #:17199, Weimer 1090, Thursdays, Periods 7 – 9.

(additional online section TBD)

This course provides a structure to kickoff Pro Master’s Capstone project. It includes lectures and guest speakers. Students will work towards completion of a proposal for their Capstone projects.

Collaborative Research—S. Chan-Olmsted (**Advanced**)

MMC 6428 — 3 credits.

Sec #:8246, Class #:28534, ONLINE, 100% Synchronous, Tuesdays, Periods 4 – 6.

Experience in conducting team research. Student-faculty teams select and work through projects with intent to produce scholarly work for conference presentation, publication, or research grant proposal.

Computational Methods—J. Shin (**Advanced**)

MMC 6936 — 3 credits.

Sec #:32FE, Class #:17110, Weimer 1098, Mondays, Periods 3 – 5.

(additional online section TBD)

CJC GRADUATE COURSES – SPRING 2021

Description pending

Computer Mediated Communication—K. Xu

MMC 6936 — 3 credits.

Sec #:6803, Class #:30743, ONLINE, 100% Synchronous, Tuesdays, Periods 10 – E1.

Sec #:6802, Class #:22992, Weimer 1098, Tuesdays, Periods 10 – E1.

Since the 1970s, computer-mediated communication (CMC) has developed for more than 40 years. Starting as a direct comparison to face-to-face communication, CMC theories have offered important insights for our understanding of how certain features in computing environments deliver messages, how people form bonds with each other online, and how unique networks are created through computing systems. The concept of “mediation” has challenged some of the most basic assumptions of how we form relationships with each other. This course will cover topics such as interpersonal and hyper-personal models of communication, spatial and social presence, online deception, VR & AR, media addiction, location-based mobile media, and future CMC development.

Content Analysis Methods—W. Wanta (Advanced)

MMC 6423 — 3 credits.

Sec #:134G, Class #:30428, ONLINE, 100% Synchronous, Thursdays, Periods 3 – 5.

Sec #:134F, Class #:25344, Weimer 1098, Thursdays, Periods 3 – 5.

Sampling, category construction, calculation of intercoder reliability, and analysis of data. Evaluation of content analysis methods and opportunity to undertake project using this methodology. Focus on analysis of mass media messages but includes content analysis of other communication content.

Critical/Cultural Studies—R. Grant

MMC 6936 — 3 credits.

Sec #:3456, Class #:22080, Room TBD, Wednesdays, Periods 3 – 5.

(additional online section TBD)

This course will introduce students to the theoretical underpinnings of critical and cultural approaches to studying media. The course will trace the origins of critical/cultural and explores these developments to various schools of thought. Themes covered will include political economy, critical race theory, feminist media studies (both US centered and transnational), media globalization studies and cultural histories, to name a few. Students will engage with a broad range of readings that map the interventions of the field and of the critical/cultural scholars who contribute to the study of media. Required Text: Durham, Meenakshi G. & Kellner, Douglas M. (2012). Media and cultural studies: KeyWorks (second edition). Malden, Mass.: Blackwell.

Data Visualization —C. Skelton

MMC 6135 — 3 credits.

Sec #:61F2, Class #:23516, ONLINE, 100% Asynchronous.

This course introduces you to the basics of effective data visualization and storytelling. you will learn how to find stories in data sets, effective visual communication, the legal and ethical implications of data visualization, basic statistics, and understanding how to evaluate the reliability and validity of data sets.

Digital Storytelling

MMC 6936 — 3 credits.

CJC GRADUATE COURSES – SPRING 2021

Sec #:4243, Class #:21127, Room TBD, Tuesdays, Periods 7 – 9 with K. Crane.

Sec #:TBD, Class #:TBD, ONLINE, Day/Time TBD, with K. Crane.

Sec #:36AE, Class #:20100, Room TBD, Wednesdays, Periods 6 – 8 with J. Hernandez.

Sec #:36AF, Class #:31626, ONLINE, Wednesdays, Periods 6 – 8 with J. Hernandez.

This course will follow the tenets of journalism and introduce students to the fundamentals of news judgment, reporting and writing with a purpose of gaining a deeper understanding of the art of multimedia storytelling. By using a combination of text, still photos, video, audio, graphics, mobile apps, social media and other emerging digital storytelling tools, students will build on this rich storytelling medium with research and analysis of current and evolving industry trends while producing multi-dimensional stories for a digital environment.

eHealth— J. Alpert

MMC 6806 — 3 credits.

Sec #:3289, Class #:30971, ONLINE, 100% Synchronous, Thursdays, Periods 3 – 5.

Sec #:3288, Class #:29104, Weimer 3334, Thursdays, Periods 3 – 5.

This course explores the important role technology plays in health services. The course reviews innovative eHealth applications across multiple levels of communication channels and explores the implications of eHealth as it relates to health promotion, risk communication, health information dissemination, coordination of care, and health care management.

Experimental Design —S. Kalyanaraman (Advanced)

MMC 6936 — 3 credits.

Sec #:1H70, Class #:31086, ONLINE, 100% Synchronous, Tuesdays, Periods 7-9.

Sec #:1H69, Class #:17084, Weimer 3334, Tuesdays, Periods 7-9.

The seminar in experiments (MMC 6936) introduces the purpose, design, and execution of experiments for discovery in communication science.

Mass Comm & Society (Comm, Tech, & Society)—J. McNealy

MMC 6660 — 3 credits.

Sec #:8612, Class #:30629, ONLINE, 100% Synchronous, Wednesdays, Periods 3-5.

Sec #:8611, Class #:17460, Weimer 1098, Wednesdays, Periods 3-5.

We live in a world of rapid technological innovation, creating significant changes in how we communicate and interact with forms of media. In fact, the technologies related to communication both create and amplify culture surrounding how we see, hear, read and use information, and have clear implications for politics, economics, policy, etc. This course studies the impacts of communication technology on individuals and society, and the impact that society has these technologies. It examines current issues related to the diffusion of new technologies in society as well as the obstacles to widespread use. Students in this course will analyze the various theories related to the use of emerging communications forms, and consider the factors related to successful deployment of communication technology. Students will be required to look beyond “good/bad” classification of new communication technology and conduct in-depth interrogations the issues that surround them.

Mass Comm Statistics—F. Waddell

CJC GRADUATE COURSES – SPRING 2021

MMC 6455 — 3 credits.

Sec #:36A2, Class #:27408, ONLINE, 100% Asynchronous.

Sec #:36A1, Class #:20099, Weimer 3334, Mondays, Periods 1 – 3.

Mass communication statistics provides an introduction to the fundamentals of descriptive and inferential statistics in communication science. Topics covered include central tendency/dispersion, index reliability, factor analysis, chi-square, t-test, ANOVA, regression, and path analysis, among others. Ethical issues germane to the replicability and reproducibility of data are also discussed.

Mass Comm Statistics 2—F. Waddell

MMC 6457 — 3 credits.

Sec #:027G, Class #:27414, ONLINE, 100% Asynchronous.

Sec #:027F, Class #:22381, Room TBD, Fridays, Periods 1 – 3.

Increasingly, the study of mass communication requires not just the ability to demonstrate the effects of media exposure, but also evidence for why and for whom the effects of a media message occur. To answer questions related to “why” and “for whom,” it is necessary that students are familiar with analytical approaches derived from and created by mass communication scholars. To that end, advanced mass communication statistics (MMC 6936) provides an introduction to analyses that are fundamental to the study of media and communication including path analysis and structural equation modeling with media-related variables and discipline specific hypotheses. Topics to be covered from the perspective and methodological approach of communication studies include parallel mediation, serial mediation, moderated mediation, measurement models, path analysis, and structural equation modeling.

Mass Comm Teaching—J. Hmielowski

MMC 6930 — 3 credits.

Sec #:044A, Class #:17516, in G030, Mondays, Periods 3 – 5.

The course is designed for both those with college teaching experience and those without teaching experience to develop and practice some of the skills involved in being an effective teacher. The course includes teaching theory and discussion of factors that affect teaching and learning in higher education. You will teach class on a topic related to teaching in higher education, such as designing multiple choice tests, working with students with learning disabilities, and incorporating technology into teaching. You also will create materials for an undergraduate communications course, including a course syllabus, assessment criteria, and lesson plans. The final project is preparing a teaching portfolio for use in applying for university faculty positions.

Mass Media/Health —K. Walsh-Childers (Advanced)

MMC 6417 — 3 credits.

Sec #:02C7, Class #:30267, ONLINE, 100% Synchronous, Tuesdays, Periods 3 – 5.

Sec #:02C6, Class #:21989, Weimer 1098, Tuesdays, Periods 3 – 5.

Mass communication and health communication theories examined as they related to intended and unintended effects on individual behavior and on public health policy. Focus on effects other than those associated with mass mediated public health campaigns.

Media Psychology —Y. Lee (Advanced)

CJC GRADUATE COURSES – SPRING 2021

MMC 6936 — 3 credits.

Sec #:14E6, Class #:30720, ONLINE, 100% Synchronous, Mondays, Periods 6 – 8.

Sec #:14E5, Class #:17545, Weimer 1098, Mondays, Periods 6 – 8.

How do people with different motivations approach media? How do people's emotions affect the way they use media? How do people process mediated messages? Moreover, how does the media affect users? Media psychology examines how we interact with media from a psychology perspective. Instead of focusing only on the user or the media, media psychology examines media use and effects as an interaction between media, content message, and users. This course is structured into three general sections: 1) Motivation and adoption of media. 2) Media processing theories. 3) Media effects. The course is designed to help you gain an understanding of the theories and methods in the field. As an advanced course, you will go through the complete process of designing and conducting a media psychology study. Students should have basic knowledge of (or have strong motivations to learn) quantitative research methods to succeed in this course.

Public Relations Ethics—M. Ferguson (Advanced)

PUR 6206 — 3 credits.

Sec #:046A, Class #:25925, ONLINE, 100% Synchronous, Tuesdays, Periods 3 – 5.

Aims to study public relations ethics and social responsibility practiced in organizations. It focuses on different ethical and social responsibility models and their effects on the organization and stakeholders. The course has two components: readings and critiques of classic and current research and case studies development.

Public Relations Management—M. Nall

PUR 6607 — 3 credits.

Sec #:8259, Class #:30745, ONLINE, 100% Synchronous, Wednesdays, Periods 7 – 9.

Sec #:8258, Class #:19169, Weimer 1090, Wednesdays, Periods 7 – 9.

Application of strategic management to development of public relations plans and programs. Emphasis on theoretical framework for relationship management in public relations.

Qualitative Research—H. Chen

MMC 6426 — 3 credits.

Sec #:0637, Class #:30431, ONLINE, 100% Synchronous, Tuesdays, Periods 7 – 9.

Sec #:0636, Class #:17430, Weimer 1098, Tuesdays, Periods 7 – 9.

MMC 6426 provides a survey of qualitative research philosophies and methods. Its focus is on the use of qualitative research to understand phenomenon generally considered within the domain of communication. We spend the majority of the time comparing and contrasting five approaches to qualitative research – narrative, phenomenology, grounded theory, ethnography, and case study to illustrate the variations on qualitative research available. While philosophical foundations are referenced from time to time, the course places primary emphasis on the application of qualitative research methods. Of special interest are decisions and activities that the qualitative researcher must accomplish, such as selecting a phenomenon for study, determining research objectives and

questions, selecting a qualitative research design, choosing data sources, conducting a long interview and a field observation, analyzing qualitative data, evaluating qualitative research, and writing a report of the results.

Race, Sports, and Culture—H. Lowe

MMC 6936 — 3 credits.

Sec #:1195, Class #:17520, in CLB C130, Wednesdays, Periods 6 – 8.

(additional online section TBD)

CJC GRADUATE COURSES – SPRING 2021

This course will examine the century-long relationship of sports and media — and how it not only accelerated the pace of integration in America, but also reinforces social values; sometimes challenges social norms; and draws on race, class and gender to identify sports values with cultural values.

Research Methods in Mass Communication—B. Johnson

MMC 6421 — 3 credits.

Sec #:13HE, Class #:30268, ONLINE, 100% Synchronous, Wednesdays, Periods 7 – 9.

Sec #:13HD, Class #:17407, in Weimer 1098, Wednesdays, Periods 7 – 9.

MMC 6421 provides an overview of common mass communication research methods. Both qualitative and quantitative research methods, including in-depth interviews, focus groups, content analysis, surveys, and experiments will be discussed. In addition, students will be introduced to statistical software used to analyze data.

CJC GRADUATE COURSES – SPRING 2021

Science Writing —C. Reid

MMC 6936 — 3 credits.

Sec #:2101, Class #:30764, in NPB 1101 Mondays, Periods 9 – 10 & in NPB 1102, Wednesdays, Period 9.

TBD

Translational Science Communication—J. Krieger (Advanced)

MMC 6936 — 3 credits.

Sec #:4C59, Class #:30722, ONLINE, 100% Synchronous, Fridays, Periods 3 – 5.

Sec #:4C58, Class #:20337, in Weimer 1098, Fridays, Periods 3 – 5.

This seminar focuses on how principles of communication science can inform the development of strategies that enhance the accessibility, understandability and usability of science in the public sphere.

Visual Storytelling Workshop —T. Sorel

MMC 6936 — 3 credits.

Sec #:6789, Class #:22963, Room TBD, Tuesdays, Periods 3 – 5.

(additional online section TBD)

This course will assist students in developing hands on technical skills for the creation and dissemination of content for digital production, including photography, video production, audio recording, and visualizations. Through this professional graduate workshop, students will gain the skills needed to develop or enhance a career in the fields of journalism, marketing, public relations or a digital communication. Students will become proficient with DLSR cameras, lenses and video editing using Adobe Premiere.