

Spring 2015

COMMUNICATION THEORY (JOUR 515 EA)

Instructor: Tatyana Dumova, Ph.D.
Course: Wednesday 6:00-9:00 P.M.; Academic Hall Room 408
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Office Hours: M 4:30-6 P.M., 9-10:15 P.M.; W 4-6 P.M., 9-10:15 P.M.

Course Description

This course surveys contemporary theories in the field of communication including theories of mass communication, media and society, media content, new media, social construction of technology, and the impact of media on audiences. Theories and models originating both in the social sciences and the humanities are examined.

Course Rationale & Objectives

This course will provide you with a comprehensive overview of the major theoretical approaches to studying communication that have evolved over the last several decades. By taking this course, you will be able to:

- Deepen your knowledge of communication theories, models, theoretical perspectives, approaches and frameworks;
- Increase your ability to understand and explain communication phenomena;
- Understand the major debates that have shaped communication research agendas during the past decades.
- Build a foundation for conducting sound research in communication;
- Contribute towards your intellectual growth in preparation for a future professional career as a communication practitioner, researcher or teacher.

Required Readings

An Integrated Approach to Communication Theory and Research by Don W. Stacks & Michael B. Salwen (New York: Routledge/Taylor & Francis, 2010)

Additional required course readings will be available electronically through Blackboard learning management system.

Course Assignments & Assessment

Weekly Synopses of the Readings (1 single-spaced page each)	15%
Theory Presentation & Group-Lead Discussion	15%
Theory Critiques (3 critiques total, 4-5 pp. each)	24%
Theory Wiki (4 contributions to class wiki, in small group)	12%
In-Class Assignments (theory games, quizzes, etc.)	10%
Final Research Paper (12-15 pp.) and Presentation	24%
Total:	100%

Extra Credit: The New York Times Assignment (4-page essay, extra 3%)

Examine an issue related to media or technology by looking at how it is treated in The New York Times and comparing it with treatment in social media outlets. Analyze the different approaches to the issue and the ways in which the issue is framed. NYTimes.com Academic Passes is a service from

The New York Times that gives you full, complimentary access to NYTimes.com. The New York Times is a unique and invaluable resource, and I encourage you to take advantage of this new service as often as you like. Visit NYTimes.com/Passes on any web-enabled device and follow the instructions to create a NYTimes.com account using your school e-mail address. If you have questions about using the passes, visit the FAQ's for Academic Pass Users.

Course Policies & Expectations

Grading Policy: A: 92-100%; B: 80-91%; C: 70-79%; F: 60-69% or lower

Deadlines: To be successful in this class, you may want to attend all class sessions and submit all the assignments on time. Keep backups of all submissions. For each day a project is late 5% of the grade will be deducted. In-class exercises are due at the end of each class period and cannot be made up.

Instructional Technology Requirements: Students enrolled in this class will utilize various forms of instructional technology to achieve competency with the course objectives including but not limited to the Blackboard learning management system and PowerPoint presentation tools.

Academic Integrity: A student and a teacher are bound with a mutual compact of academic honor and integrity. Any student engaging in academic dishonesty will receive a failing grade ("F") for the assignment, exam or the whole course. According to the Point Park University's academic regulations, besides plagiarism, other forms of academic dishonesty carrying the same penalties for the same reasons include, but are not limited to: 1) fabricating data, evidence, facts, including but not limited to laboratory results and journalistic interviews or observations; 2) obtaining prohibited assistance from another student, regardless of whether that other student is aware of it, by looking at another student's paper (in or out of class) during a quiz, exam, or during work on an assignment; 3) turning in the same work in two or more different courses, regardless of whether the two courses are taught by the same professor, in the same degree program, or even at the same institution, without explicit prior approval from both instructors, because students should not obtain credit twice for doing work once; 4) forging or altering documentation of an illness and/or absence that has been requested or required by an instructor.

Disability Accommodations: If you have a disability or chronic medical condition, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations, please make an appointment to see the instructor. For more information and assistance, please call the Program for Academic Success (PAS), 701 Lawrence Hall, (412) 392-3870. The PAS Office will provide specific information on the Point Park College ADA Policy and application procedures to the student. PAS will also contact individual instructors to verify a student's eligibility and to make arrangements for individualized accommodations.

Non Discrimination Statement: Point Park University does not discriminate on the basis of race, color, national origin, sex, age, religion, ancestry, disability, or sexual orientation. In addition, the instructor pledges to not discriminate in the courses based on veteran status, political affiliation/philosophies/beliefs; marital status; parental status; or socioeconomic origin or status.

Fire Drills: Should a fire alarm occur during the class hours, please leave the classroom in an orderly manner and evacuate the building through the appropriate exit.

Smoking Policy: According to the Smoking Pollution Control Ordinance passed by the Pittsburgh City Council in November 1987, no smoking is permitted in the classrooms, hallways, or lobbies, or any other public area at Point Park University.

The Library is located in the University Centre at 414 Wood Street. Many resources are available 24/7 through the Library's Web page and if you are off campus, you can access the databases and e-books by using your Point Park University e-mail password and log in. Librarians are available to help you find the resources you need for your research. Contact the Library at 412 392-3171, in person, by e-mail at library@pointpark.edu, or by texting to 66746 and starting your question with *pointlib*.

Course Schedule at-a-Glance

Unit 1. Key Issues and Concepts in Communication Theory

- Jan 14 Introduction to the Course; Defining Theory
- Jan 21 History of Communication Study; Integrating Theory and Research
Models of Communication; **Theory Wiki: Contribution 1 Due**

Readings: Rogers, 1997; Stacks & Salwen, Ch. 1, 2, 5

Unit 2. Theories of Mass Communication

- Jan 28 Agenda Setting/Media Framing Theory/Priming
- Feb 4 Five Levels of Media Gatekeeping; Cultivation Theory
Theory Wiki: Contribution 2 Due
- Feb 11 Uses & Gratifications Perspective; Social Learning/Social Cognitive Theory
Theory Critique 1 Due

Readings: Stacks & Salwen, Ch. 6, 7, 8, 10, 13; Rogers, 1997; Griffin, 2012; Shah, 2009; Matheson, 2004; Cassidy, 2006; Sparks, 2012; Rubin, 2009; Pajares, 2009

Unit 3. Theories of Persuasion, Media Effects, Message Content, and Audiences

- Feb 18 Theory of Cognitive Dissonance; Social Judgment Theory; Theory of Planned Behavior; Theory of Reasoned Action
- Feb 25 Rhetorical Theory/Hermeneutics/Phenomenology/Semiotics
- Mar 4 *Spring Recess, no class*
- Mar 11 Media Effects Tradition; Narrative Paradigm; **Theory Wiki: Contribution 3 Due**
- Mar 18 Critical/Cultural Studies; Audience Reception Tradition; **Theory Critique 2 Due**

Readings: Stacks & Salwen, Ch. 4, 15, 16, 17, 19, 30; Carey, 1983; Griffin, 2012; Metzger, 2009; Miller, 2009; O'Keefe, 2009; Lawson-Borders & Kirk, 2005; Carey, 1983; Walton, 2012

Unit 4. Theories of New Media and Technology

- Mar 25 Information Theory; Technological Determinism; Diffusion of Innovations Theory
- Apr 1 Theories of Computer-Mediated Communication
- Apr 8 Social Information Processing/New Media Theories/Convergence/Participatory Culture;
Theory Wiki: Contribution 4 Due
- Apr 15 Virtual Community; Network Theory; Social Capital; **Theory Critique 3 Due**

Readings: Stacks & Salwen, Ch. 25, 27, 28; Griffin, 2009; Rice, 2009; Werbin, 2011; Sundar, 2009; Walther, 1996, 2011; Cohen, 2009; Baym, 2012; Holmes, 2009; Schoneboom, 2011; Potter, 2013; Lin, 1999; Luoma-aho, 2009; Granovetter, 1983; White, 2003; Feenberg & Bakardjieva, 2004

Unit 5. The Theory-Research Link

- Apr 22 Future of Theory and Research in Communication. *Research Presentations.*
- Apr 29 *Research Presentations.* **Final Research Paper Due**

Readings: Stacks & Salwen, Ch. 34, 35; Anderson, 2011; Reese, 2007

Detailed Reading Schedule

Date	Communication Theories	Course Readings
Jan 14	Key Issues and Concepts in Communication Theory	Stacks & Salwen, Ch. 1; Burgoon, 2001
Jan 21	History of Communication Study Communication Models	Stacks & Salwen, Ch. 2, Ch. 5; Rogers, 1997
Jan 28	Agenda Setting Theory Media Framing Theory/Priming	Stacks & Salwen, Ch. 7; Rogers, 1997, pp. 233-235; Griffin, 2012; Shah, 2009; Scheufele, 2007 (recommended)
Feb 4	Gatekeeping Theory Cultivation Theory	Stacks & Salwen, Ch. 6, Ch. 8; Cassidy, 2006; Matheson, 2004; Shoemaker, 2009 (recommend.)
Feb 11	Uses & Gratifications Theory Social Learning/Social Cognitive Theory	Stacks & Salwen, Ch. 10, Ch. 13, p. 183; Rubin, 2009; Sparks, 2012; Griffin, 2009; Pajares, 2009; Stefanone, 2010 (recommended)
Feb 18	Theory of Cognitive Dissonance Social Judgment Theory Theory of Planned Behavior Theory of Reasoned Action	Stacks & Salwen, Ch. 14 (recommended), Ch. 17, Ch. 30; O'Keefe, 2009; Lawson-Borders & Kirk, 2005; Shrum, 2009 (recommended)
Feb 25	Rhetorical Theory/Hermeneutics/ Phenomenology/Semiotics	Stacks & Salwen, Ch. 4, Ch. 16; Griffin, 2012; Berger, 2011
Mar 4	<i>Spring Recess, no class</i>	<i>Spring Recess, no class</i>
Mar 11	Media Effects Tradition Narrative Paradigm	Stacks & Salwen, Ch. 13, Ch. 29, pp. 459-460; Griffin, 2012; Metzger, 2009; Jensen, 2011 (recommended)
Mar 18	Critical/Cultural Studies Audience Reception Tradition	Stacks & Salwen, Ch. 19 (recommended); Carey, 1983; Walton, 2012; Griffin, 2012; Miller, 2009; Jensen, 2002 (recommended)
Mar 25	Information Theory Technological Determinism Diffusion of Innovations	Stacks & Salwen, Ch. 27; Griffin, 2009; Rice, 2009; Werbin, 2011; Greenhalgh et al., 2004 (recommended)
Apr 1	Theories of Computer-Mediated Communication (CMC)	Stacks & Salwen, Ch. 28; Sundar, 2009; Walther, 1996, 2011; Cohen, 2009 (recommend.)
Apr 8	Social Information Processing New Media Theories Convergence/Participatory Culture	Stacks & Salwen, Ch. 25; Baym, 2012; Holmes, 2009; Schoneboom, 2011; Potter, 2013; Scolari, 2009 (recommended)
Apr 15	Virtual Community (Social) Network Theory Social Capital	Feenberg & Bakardjieva, 2004; Granovetter, 1983; White, 2003; Lin, 1999; Luoma-aho, 2009
Apr 22	Future of Theory and Research in Communication	Stacks & Salwen, Ch. 34, Ch. 35; Anderson, 2011; Reese, 2007; <i>Research Presentations</i>
Apr 29	Final Exam Time	<i>Research Presentations</i> Final Research Paper Due

Note: This course schedule is subject to change.

ADDITIONAL READINGS

Recommended Textbooks

Griffin, E. A. (2012). *A first look at communication theory*. Boston, MA: McGraw-Hill.

McQuail, D. (2011). *McQuail's mass communication theory*. London: Sage.

Nabi, R. L., & Oliver, M. B. (Eds.). (2009). *The SAGE handbook of media processes and effects*. Los Angeles, CA: Sage.

Further Readings

Advertising Theory

Rodgers, S., & Thorson, E. (2011). *Advertising theory*. New York: Routledge/Taylor & Francis.

Sandage, C. H., & Fryburger, V. R. (1975). *Advertising theory and practice*. Homewood, IL: R. D. Irwin.

Scott, W. D. (2009). *The theory of advertising: A simple exposition of the principles of psychology*. Charleston, SC: BiblioLife. (Originally published: Boston, MA: Small, Maynard & Company, 1904)

Schumann, D. W., & Thorson, E. (2009). *Internet advertising: Theory and research*. New York: Psychology Press/Taylor & Francis.

Tellis, G. J., & Ambler, T. (2007). *The Sage handbook of advertising*. Los Angeles, CA: Sage.

Applied Communication

Dainton, M., & Zelle, E. D. (2011). *Applying communication theory for professional life: A practical introduction*. Thousand Oaks, CA: Sage.

Rosenberry, J., & Vicker, L. A. (2009). *Applied mass communication theory: A guide for media practitioners*. Boston, MA: Pearson/Allyn and Bacon.

Windahl, S., Signitzer, B. H., & Olson, J. T. (2009). *Using communication theory: An introduction to planned communication* (2nd ed.). Thousand Oaks, CA: Sage.

Communication Theory – General

Griffin, E. A. (2012). *A first look at communication theory* (8th ed.). New York: McGraw-Hill.

Miller, K. (2005). *Communication theories: Perspectives, processes, and contexts*. Boston, MA: McGraw-Hill.

West, R. L., & Turner, L. H. (2010). *Introducing communication theory: Analysis and application*. Boston, MA: McGraw-Hill.

Critical and Cultural Studies

Berger, A. A. (2006). *50 ways to understand communication: A guided tour of key ideas and theorists in communication, media, and culture*. Lanham, MD: Rowman & Littlefield.

Curran, J., & Morley, D. (2006). *Media & cultural theory*. London: Routledge.

Hartley, J. (2011). *Communication, cultural and media studies: The key concepts* (4th ed.). New York: Routledge.

Walton, D. (2012). *Doing cultural theory*. London: Sage.

Gender Communication

Kroløkke, C., & Sørensen, A. S. (2006). *Gender communication theories & analyses: From silence to performance*. Thousand Oaks, CA: Sage.

Information and Communication Technology

Burnett, R., & Marshall, P. D. (2005). *Web theory: An introduction*. London: Routledge.

Fuchs, C. (2008). *Internet and society: Social theory in the information age*. New York: Routledge.

Lin, C. A., & Atkin, D. J. (2007). *Communication technology and social change: Theory and implications*. Mahwah, NJ: Lawrence Erlbaum.

Webster, F. (2008). *Theories of the information society* (3rd ed.). London: Routledge.

Integrated Marketing Communications

Groom, S. A. (2011). The next integration: IMC and the field of communication. *The Review of Communication*, 11(2), 145-160.

Human Communication

Littlejohn, S. W., & Foss, K. A. (2011). *Theories of human communication* (10th ed.). Long Grove, IL: Waveland Press.

Mass Communication

Baran, S. J., & Davis, D. K. (2012). *Mass communication theory: Foundations, ferment, and future*. Boston, MA: Wadsworth Cengage Learning.

Berger, A. A. (1995). *Essentials of mass communication theory*. Thousand Oaks, CA: Sage.

De Fleur, M. L. (2009). *Mass communication theories: Explaining origins, processes, and effects*. Boston, MA: Allyn & Bacon.

De Fleur, M. L., & Ball-Rokeach, S. J. (1989). *Theories of mass communication* (5th ed.). New York: Longman.

McQuail, D. (2006). *McQuail's reader in mass communication theory*. London: Sage.

McQuail, D. (2010). *McQuail's mass communication theory*. Los Angeles, CA: Sage.

McQuail, D., & Windahl, S. (1993). *Communication models for the study of mass communications* (2nd ed.). London: Longman.

Shoemaker, P. J., & Reese, S. D. (2010). *Mediating the message: Theories of influences on mass media content* (3rd ed.). New York: Routledge.

Stempel, G. H., Weaver, D. H., & Wilhoit, G. C. (2003). *Mass communication research and theory*. Boston, MA: Allyn & Bacon.

Tankard, J. W. (2013). *Communication theories: Origins, methods, and uses in the mass media*. Boston, MA: Allyn & Bacon.

Media Effects

Bryant, J., & Oliver, M. B. (2009). *Media effects: Advances in theory and research* (3rd ed.). New York: Routledge.

Nabi, R. L., & Oliver, M. B. (2009). *The Sage handbook of media processes and effects*. Los Angeles, CA: Sage.

Neuman, W. R., & Guggenheim, L. (2011). The evolution of media effects theory: A six-stage model of cumulative research. *Communication Theory*, 21(2), 169-196.

Persuasion

O'Keefe, D. J. (2002). *Persuasion: Theory and research* (2nd ed.). London: Sage.

Reardon, K. K. (1984). *Persuasion: Theory and context*. Beverly Hills, CA: Sage.

Rogers, W. (2007). *Persuasion: Messages, receivers, and contexts*. Lanham, MD: Rowman & Littlefield.

Perloff, R. M. (2010). *The dynamics of persuasion: Communication and attitudes in the 21st century*. New York: Routledge.

Public Relations

Botan, C. H., & Hazleton, V. (2006). *Public relations theory II*. Mahwah, NJ: Lawrence Erlbaum.

Ihlen, Ø., Fredriksson, M., & Ruler, B. (2009). *Public relations and social theory: Key figures and concepts*. New York: Routledge.

Science Communication

Berger, C. R., Roloff, M. E., & Roskos-Ewoldsen, D. R. (2010). *The handbook of communication science*. Los Angeles, CA: Sage.

Holliman, R. (2009). *Practising science communication in the information age: Theorizing professional practices*. New York: Oxford University Press.

Social Capital

Field, J. (2010). *Social capital* (2nd ed.). London: Routledge.

Halpern, D. (2005). *Social capital*. Cambridge, UK: Polity.

(Social) Network Theory

Freeman, L. C. (2004). *The development of social network analysis: A study in the sociology of science*. North Charleston, SC: Empirical Press.

Monge, P. R., & Contractor, N. S. (2003). *Theories of communication networks*. New York: Oxford University Press.

Knoke, D., & Kuklinski, J. H. (1982). *Network Analysis*. Beverley Hills, CA: Sage.

Prell, C. (21012). *Social network analysis: History, theory & methodology*. Los Angeles, CA: Sage.

Rogers, E. M., & Kincaid, D. L. (1981). *Communication networks: Toward a new paradigm for research*. New York: Free Press.

Theory Building

Shoemaker, P. J., Tankard, J. W., & Lasorsa, D. L. (2004). *How to build social science theories*. Thousand Oaks, CA: Sage.