

**Communication 500**  
**Communication Theory Development**

AUTUMN 2008  
M/W 1:30-3:20p  
CMU 126

<b>Instructors</b>	Leah Ceccarelli Associate Professor 145 CMU 685-1622 cecc@u.washington.edu	John Gastil Professor 331 CMU 543-4655 jgastil@u.washington.edu
<b>Office Hours</b>	M 3:30-4:20p, W 12:30-1:20p & by appt.	M 12:30-1:20p, Th 2-3p & by appt.

**Course Description**

A primary goal of scholarship in communication is to provide underlying explanations for why, how, and with what implications communication occurs. This course covers the philosophy behind theory development, discusses the basic components of theories, and reviews significant theoretical contributions in communication from social scientific and humanistic traditions. It also makes clear to students the different forms that theory can take within distinct epistemologies. In sum, this course introduces students to the process of conceptualization and theory design through reading and discussion of relevant bodies of communication scholarship.

**Learning Objectives**

By the end of the quarter, students will be able to:

- engage in an informed discussion about the history of the field, including its roots in both humanistic and social scientific traditions, and both mass communication/journalism and speech communication disciplinary formations;
- identify the presuppositions and purposes of three epistemological approaches to the study of communication – empirical, interpretive, and critical – while recognizing that these perspectives often work together in particular cases of communication research;
- demonstrate some familiarity with theories that arise in the seven areas of scholarship that represent the core of the Department’s graduate program: political communication, rhetoric and critical studies, communication and culture, social interaction, media institutions, international communication, and communication technology and society;
- demonstrate a deeper understanding of one communication theory, sharing that understanding with others in both written and oral reports.

Almost inevitably as a product of these goals, one very important thing will occur: seminar participants will have the opportunity to get to know one another and to become part of the Department of Communication community. Participation in this seminar and the broader environment will provide a sense of our academic culture and, we hope, will stimulate new ways of thinking while helping you to develop your own identity as a communication researcher.

## **Grading**

### *Final Paper* (30%; 8-10 pages, double-spaced)

Each student will select one communication theory that will become the focus of a final class research paper. The theory must be selected and approved by Oct. 29<sup>th</sup>. The final paper will describe the theory, review the most recent literature on that theory, and identify promising avenues for future research that could test, extend, and/or amend that theory.

### *Annotated Bibliography* (10%; 4 pages, single-spaced)

In preparation for writing your final paper, you will produce an annotated bibliography on scholarship relating to your theory. This will be due Nov. 12<sup>th</sup>.

### *Oral Presentation/Discussion Leadership* (10%)

In the final weeks of the quarter, students will introduce the theory that is the focus of their final paper to the class and lead class discussion about it. In preparation for this discussion, students will select and provide the copy of one article or book chapter that introduces and/or uses the theory (no later than Nov. 10<sup>th</sup>). These twelve readings will be collected to form a second coursepack for the class.

### *Response Papers* (30%; 1 page, single-spaced)

Students will be assigned to write six short papers that respond to the class readings. (There will also be an ungraded practice response paper due at the beginning of the course.) These thoughtful reflections on the reading assignments might raise a question about something that is contradictory or puzzling in a reading, or describe a particular application of a concept found in that reading, or argue against the claims made in a reading, or make a point about the relationship between ideas in that reading and previous readings.

### *Participation* (20%)

Productive contribution to the class discussion will be evaluated throughout the quarter.

## **Readings**

The readings schedule for the quarter is listed below. All readings are available at Ram's Copy Shop (4144 University Way NE).

## Course Schedule

### Wednesday, 24 September

#### Introduction to the course

### Monday, 29 September

#### History of the field

- Herman Cohen, "The Development of Research in Speech Communication: A Historical Perspective," in *Speech Communication in the 20<sup>th</sup> Century*, ed. Thomas W. Benson (Carbondale: Southern Illinois UP, 1985), 282-98.
- Timothy Richard Glander, "Chapter 2. Communications Research Comes of Age," *Origins of Mass Communications Research during the American Cold War: Educational Effects and Contemporary Implications*. (Mahwah, NJ: Erlbaum, 2000), 38-72.

### Wednesday, 1 October

#### History of the field (continued)

- Robert O. Blanchard, "Why a Department of Communication? Hanging Together or Hanging Separately," *Communication Administration Bulletin* 57 (Aug. 1986): 6-8.
- Everett M. Rogers and Steven H. Chaffee, "The Past and the Future of Communication Study: Convergence or Divergence," *Journal of Communication* 43.4 (Autumn 1993): 125-31.
- Barbara O'Keefe, "Against Theory," *Journal of Communication* 43.3 (Summer 1993): 75-82.
- Celeste Condit, "The Birth of Understanding: Chaste Science and the Harlot of the Arts," *Communication Monographs* 57 (Dec. 1990): 323-27.

### Monday, 6 October

#### What is theory?

- Robert T. Craig, "Why Are There So Many Communication Theories?," *Journal of Communication* 43.3 (Summer 1993): 26-33.
- Robert T. Craig "Communication as a Practice," in *Communication as... Perspectives on Theory*, ed. Gregory J. Shepherd, Jeffrey St. John, and Ted Striphas (Thousand Oaks, CA: Sage Publications, 2006): 38-47.

- Katherine Miller, "Chapter 2. Philosophical Foundations: What Is Theory?," in *Communication Theories: Perspectives, Processes, and Contexts* (Boston: McGraw Hill, 2002): 18-31.

### Wednesday, 8 October

#### Epistemologies: Empirical/ Interpretive/Critical

- Katherine Miller, "Chapter 3. Post-Positivist Perspectives on Theory Development," in *Communication Theories: Perspectives, Processes, and Contexts* (Boston: McGraw Hill, 2002): 32-45.
- Katherine Miller, "Chapter 4. Interpretive Perspectives on Theory Development," *Communication Theories: Perspectives, Processes, and Contexts* (Boston: McGraw Hill, 2002): 46-59.
- Katherine Miller, "Chapter 5. Critical Perspectives on Theory Development," *Communication Theories: Perspectives, Processes, and Contexts* (Boston: McGraw Hill, 2002): 60-74.

### Monday, 13 October

#### Political Communication

##### Faculty Visitor: David Domke

- Kevin Coe, David Domke, Meredith Bagley, Sheryl Cunningham, and Nancy Van Leuven, "Masculinity as Political Strategy: George W. Bush, the 'War on Terrorism,' and an Echoing Press," *Journal of Women, Politics & Policy* 29.1 (2007): 31-55.
- Patricia Moy, David Domke, and Keith Stamm, "The Spiral of Silence and Public Opinion on Affirmative Action," *Journalism and Mass Communication Quarterly* 78.1 (2001): 7-25.

### Wednesday, 15 October

#### Epistemology: Empiricism

- Dominic A. Infante, Andrew S. Rancer, and Deanna F. Womack, "Chapter 2. Points of View about Theory," in *Building Communication Theory, Fourth Edition* (Prospect Heights, IL: Waveland Press, ??), 25-48.
- Gerald M. Phillips, "Science and the Study of Human Communication: An Inquiry from the Other Side of the Two Cultures," *Human Communication Research* 7.4 (Summer 1981): 361-70.
- Joseph F. Hanna, "Critical Theory and the Politicization of Science," *Communication Monographs* 58 (June 1991), 202-12.

## Monday, 20 October

### Rhetoric and Critical Studies

#### Faculty Visitor: Christine Harold

- Diane Davis, "Identification: Burke and Freud on Who You Are," *Rhetoric Society Quarterly* 38.2 (2008): 123-47.
- Crispin Thurlow and A. Jawarski, "The Alchemy of the Upwardly Mobile: Symbolic Capital and the Stylization of Elites in Frequent-Flyer Programmes," *Discourse & Society* 17.1 (2006): 131-167.

## Wednesday, 22 October

### Epistemology: Critical

- Stuart Hall, "The Rediscovery of 'Ideology': Return of the Repressed in Media Studies," in *Culture, Society and the Media*, ed. Michael Gurevitch, Tony Bennett, James Curran, and Janet Woollacott (London: Methuen, 1982), 56-90.
- Raymie McKerrow, "Critical Rhetoric: Theory and Praxis," *Communication Monographs* 56.2 (June 1989): 91-111.
- Mark Philp, "Michel Foucault," *The Return of Grand Theory in the Human Sciences*, ed. Quentin Skinner (Cambridge: Cambridge UP, 1990), 65-81.

## Monday, 27 October

### Communication and Culture

#### Faculty Visitor: Gerry Philipsen

- Gerry Philipsen, "A Theory of Speech Codes," in *Developing Theories of Communication*, ed. Gerry Philipsen and Terrance L. Albrecht (Albany: SUNY Press, 1997), 119-56.
- LeiLani Nishime, "The Mulatto Cyborg: Imagining a Multiracial Future," *Cinema Journal* 44.2 (Winter 2005): 34-49.

## Wednesday, 29 October

### Epistemology: Interpretive

- Clifford Gertz, "Blurred Genres: The Refiguration of Social Theory," *The American Scholar* 49.2 (1980): 165-179.
- John Pauly, "A Beginner's Guide to Doing Qualitative Research in Mass Communication," *Journalism Monographs* (1991): 1-29.

- Michael C. Leff, "Interpretation and the Art of the Rhetorical Critic," *Western Journal of Speech Communication* 44 (Fall 1980): 337-49.

**\*\*DUE: Topic for final paper must be approved by today.\*\***

**NOTE: please plan to stay after class on this day for Gerry Philipson's Departmental Colloquium, "Coming to Terms with Cultures," 3:30-5p.**

### **Monday, 3 November**

#### **Area of Study: Social Interaction**

#### **Faculty Visitor: Valerie Manusov**

- Valerie Manusov and Brian H. Spitzberg, "Attributes of Attribution Theory: Finding Good Cause in the Search for Theory," in *Engaging Theories in Interpersonal Communication*, eds. Dawn O. Braithwaite & Leslie A. Baxter (Thousand Oaks, CA: Sage Publications, 2008), 37-49.
- John Gastil, "An Appraisal and Revision of the Constructivist Research Program," *Communication Yearbook* 18 (1994): 83-104.

### **Wednesday, 5 November**

#### **Area of Study: Media Institutions**

#### **Faculty Visitor: Randy Beam**

- David H. Weaver, Randal A. Beam, Bonnie J. Brownlee, Paul S. Voakes, G.Cleveland Wilhoit, "Chapter 4. Professionalism: Roles, Values, Ethics," in *The American Journalist in the 21st Century: U.S. News People at the Dawn of a New Millennium* (Mahwah, NJ: Lawrence Erlbaum Associates, 2007), 130-53.
- Doug Underwood, "Reporting and the Push for Market-Oriented Journalism: Media Organizations as Businesses," in *Mediated Politics: Communication in the Future of Democracy*, eds. W. Lance Bennett and Robert M. Entman (Cambridge UP. 2001).

### **Monday, 10 November**

#### **Area of Study: International Communication**

#### **Faculty Visitor: Nancy Rivenburgh**

- Nancy K. Rivenburgh, "In Pursuit of a Global Image: Media Events as Political Communication," *Media Events*, eds. N. Couldrey, A. Hepp, and F. Krotz (Milton Park, UK: Routledge, 2009).

- Lance Bennett, "Global Media and Politics: Transnational Communication Regimes and Civil Cultures," *Annual Review of Political Science* 7 (2004): 125-48.

**\*\*DUE:** Hard copy or pdf of the reading you have chosen to introduce the theory that will be the focus of your final paper**\*\***

### **Wednesday, 12 November**

#### **Area of Study: Communication Technology and Society**

#### **Faculty Visitor: Mac Parks**

- Joseph B. Walther, Brandon Van Der Heide, Lauren Hamel, and Hillary Shulman, "Self-generated versus Other-generated Statements and Impressions in Computer-Mediated Communication: A Test of Warranting Theory Using Facebook," *Communication Research*, in press.
- Kirsten A. Foot, "Web Sphere Analysis and Cybercultural Studies," *Critical Cyberculture Studies: Current Terrains, Future Directions*, ed. in David Silver & Adrienne Massanari (New York: New York University, 2006).

**\*\*DUE:** Annotated bibliography**\*\***

### **Monday, 17 November**

**Class Presentations; readings TBA**

### **Wednesday, 19 November**

**Class Presentations; readings TBA**

### **Monday, 24 November**

**Class Presentations; readings TBA**

### **Wednesday, 26 November**

**Class Presentations; readings TBA**

### **Monday, 1 December**

**Class Presentations; readings TBA**

### **Wednesday, 3 December**

**Class Presentations; readings TBA**