

COMC 1101 – Communication and Culture: History, Theory and Methods
Professor Garrett Broad – Rose Hill – 2018 SUMMER SESSION II: MTWH 1-4pm
DRAFT SYLLABUS

COURSE DESCRIPTION

“Who tells the stories of a culture really governs human behavior. “

– George Gerbner, Researcher and Professor

“All I know is just what I read in the papers, and that's an alibi for my ignorance.”

– Will Rogers, Performer and Humorist

“The problem with stereotypes is not that they are untrue, but that they are incomplete.

They make one story become the only story.”

– Chimamanda Ngozi Adichie, Author and Activist

With an overview of central historical developments, theories and methods in the study of communication and culture, this course demonstrates the field's intellectual complexity and practical value. Traversing the sub-fields of communication studies, media studies, and cultural studies, we will gain deeper understandings of how communication and culture construct power and identity, influence politics and economics, and propel technological and social change. Our interdisciplinary inquiry will include perspectives from across the social sciences and humanities, with course materials drawn from academic scholarship, public and practitioner reports, popular press articles, and a host of multimedia materials. By the end of the semester, you should be able to:

- Understand and differentiate between the historical trajectories, theoretical positions, and methodological approaches of communication studies, media studies, and cultural studies.
- Gain command of relevant terminology in the communication research process, drawing from both social science and humanistic perspectives.
- Develop basic competencies in key qualitative and quantitative social research methods, examining their advantages, disadvantages, and ethical components along the way.
- Apply critical and empirical theories to real-world case studies in communication, media, and cultural life.

REQUIRED TEXTS & PAPER SUBMISSION DETAILS

All reading/video/audio materials will be made available [through GoogleDrive at this link](#). Readings should be completed prior to class on the day they are listed; students should download, print and bring materials to class on the day they are due. The SafeAssign software on Blackboard will be used for the posting and grading of assignments.

DISABILITY SERVICES, ESL & SUPPORT RESOURCES

All accommodation requests based on disability will be taken seriously and honored by the instructor. Please inform the instructor if English is not your primary language and you need special assistance. The Office of Disability Services and the Writing Center are valuable support resources – talk to your instructor if you would like additional information.

ACADEMIC INTEGRITY

Academic integrity is taken seriously at Fordham University. This means that all work you submit for this class should be your own, original effort. Submitting ideas or writing that you find on the Internet or elsewhere will result in zero credit on that assignment and will also result in disciplinary measures in accordance with university policy. SafeAssign software on Blackboard will provide an automatic originality report on all submitted assignments.

Plagiarism includes, but is not limited to:

Borrowing another person's ideas or words without acknowledging them

Not attributing paraphrased ideas and not citing quoted material

Copying from any source, but presenting the copied work as your own

Downloading or copying sentences, paragraphs or entire speeches off the web

Using someone else's speech, paper, outline, or website to fulfill any course requirements

Cheating includes, but is not limited to:

Using or providing external assistance or unauthorized collaboration on exams/assignments.

Possessing or providing unauthorized notes or other materials during an exam

Changing answers, content or form after an exam has been returned

Please consult the [Fordham University Policy on Academic Integrity](#) for additional details.

COURSE REQUIREMENTS

Attendance and Participation 15 Points

In-Class Quizzes/Responses 10 Points

Methods Papers 45 Points

Final Exam 30 Points

- Attendance and Participation includes showing up to class, being an active listener, demonstrating knowledge of course materials, responding to questions from the instructor, and taking part in group discussions and activities.
- The Final Exam will be held in-class and will include a combination of multiple-choice, term identification, and/or short essay questions.
- There will be three methods paper assignments throughout the semester. The first will require students to develop and refine a survey protocol; the second will involve a critical media analysis, while the third will entail participant observation and qualitative interviewing.

GRADING SCALE

A: 93-100 A-: 90-92.9 B+: 87-89.9 B: 83-86.9 B-: 80-82.9 C+: 77-79.9 C: 73-76.9
C-: 70-72.9 D+: 67-69.9 D: 63-66.9 D-: 60-62.9 F: 59.9 or below

ABSENCES & MAKE UP WORK

You are allowed a maximum of two (2) unexcused absences before a deduction in your grade. If you miss more than four (4) classes, excused or unexcused, you may fail the class. Please talk to your instructor as early in the semester as possible about excused absences. Consistent tardiness will be treated as unexcused absences. Make-up work will be allowed without penalty for excused absences only. For unexcused absences, there will be a full letter grade loss on the evaluation of any assignment for each day that it is late. Make-up work will not be accepted one week after the original due date. Consult the [Fordham attendance policy](#) for additional details.

SCHEDULE

Subject to change at discretion of the instructor and in response to any weather-related conflicts.

Week 1: Introductions

- **THURSDAY 7/5**
 - Syllabus Review, Personal Introductions.

Week 2: Overview of Communication History, Theory and Methods; Polling and Media Effects

- **MONDAY 7/9**
 - University of Idaho Integrated Seminars, "The Humanities and the Social Sciences: Contrasting Approaches."
 - Laura Hahn and Scott Paynton, "Chapter 5 - Communication Theory," in *Survey of Communication Study*
 - Laura Hahn and Scott Paynton, "Chapter 6 - Communication Research," in *Survey of Communication Study*.
 - Selections from Zina O'Leary, *The Social Science Jargon-Buster* (Suggested Reference)
- **TUESDAY 7/10**
 - Ed Kilgore, "Why Did the Polling Experts — Except Maybe Nate Silver — Miss a Trump Victory?," *New York Magazine*
 - Jill Lepore, "Politics and the New Machine," *The New Yorker*.
 - Qualtrics, "7 Tips for Writing Great Questions."
 - John McManus, "How to Read Political Polls Like a Pro."
 - SurveyMonkey, "Guide To Writing Survey Questions Like a Pro." (Optional)
- **WEDNESDAY 7/11**
 - David Croteau and William Hoynes "Media effects: From influence to interaction," in *Media/Society* (p.235-241).
 - Paul Jones and David Holmes, "Media Effects," in *Sage Key Concepts in Media and Communications*.
 - James Shanahan, "Cultivation Theory," in *Encyclopedia of Communication Theory*.
 - Key Elements of a Research Proposal – Quantitative Design
- **THURSDAY 7/12**
 - Survey Research Workshop for Methods Paper 1

Week 3: Rhetoric, Storytelling, Cultural Studies and Critique

- **MONDAY 7/16**
 - Laura Hahn and Scott Paynton, "Chapter 7 – Rhetorical Criticism," in *Survey of Communication Study*.
 - Harvard Rhetorical Society, "A Brief Summary of Classical Rhetoric".
 - EO Wilson, "How Culture Evolved" and "The Origins of Language," in *The Social Conquest of Earth*.
 - Guy Deutscher, "Does your language shape how you think," *New York Times*.

- **TUESDAY 7/17**

- David Croteau and William Hoynes "Chapter 5: Media and Ideology," in *Media/Society*.
- Karma R. Chavez, "Cultural Studies," in *Encyclopedia of Communication Theory*
- Hua Hsu, "Stuart Hall and the Rise of Cultural Studies," in *The New Yorker*.
- Center for Media Literacy, "Pedagogy in Plain Language," in *Literacy for the 21st Century*.
- Critical Media Project: <http://criticalmediaproject.org/>

- **WEDNESDAY 7/18**

- Charlotte Kroløkke, "Intersectionality," in *Encyclopedia of Communication Theory*
- Viet Thanh Nguyen, "Cultural appropriation: It's about more than pho and sombreros," LA Times
- Cathy Young, "To the new culture cops, everything is appropriation," Washington Post.
- The Code Switch Podcast, Episode 1: Can We Talk About Whiteness?
LISTEN: <http://n.pr/1TVhLxe>
- Young Kim, "Unum and Pluribus: Ideological Underpinnings of Interethnic Communication in the United States," in *Intercultural Communication: A Reader*.

- **THURSDAY 7/19**

- Critical Media Analysis Workshop for Methods Paper 2

Week 4: Journalism, Media Industries, Technologies and Audiences

- **MONDAY 7/23**

- David Weiss, "Journalism and Theories of the Press," in *Encyclopedia of Communication Theory*.
- David Croteau and William Hoynes "Chapter 2: The Economics of the Media Industry," in *Media/Society*.
- Victor Pickard, "The Problem With Our Media Is Extreme Commercialism," in *The Nation*.
- Cardiff Garcia and Stacey Vanek Smith, "Forget Neutrality," NPR Planet Money/The Indicator.

- **TUESDAY 7/24**

- Frank Bruni, "The Dangerous Safety of College," *The New York Times*.
- Keeanga-Yamahtta Taylor, "The 'Free Speech' Hypocrisy of Right-Wing Media," *The New York Times*.
- Dave Zirin, "Sports on the Edge of Panic," in *A People's History of Sports in the United States*.
- James Andrew Miller, "ESPN & Social Media: A Troubled Marriage," Origins Podcast.

- **WEDNESDAY 7/25**

- Jacob Brogan, "What's the Deal With Algorithms?," Slate.
- The Inquiry, "How Powerful is Facebook's Algorithm?" BBC World Service. LISTEN: <http://www.bbc.co.uk/programmes/p04zvqtx>
- Bob Garfield and Robert McChesney, "Nationalize Facebook," On the Media. LISTEN: <http://www.wnyc.org/story/nationalize-facebook>
- Reply All, "Is Facebook Spying on You?"
- Zeynep Tufekci, *Twitter and Tear Gas: The Power and Fragility of Networked Protest* (Preface and Introduction)
- Gene Demby, "Combing through 41M tweets to show how #BlackLivesMatter exploded," NPR.

- **THURSDAY 7/26**

- Danah Boyd, "CH1, Identity" in *It's Complicated*
- Family Health international, "Participant Observation," *Qualitative Research Methods: A Data Collector's Field Guide*.
- David Matsumoto, Hyisung C. Hwang And Vincent Sandovala (2015), "The Funnel Approach To Questioning And Eliciting Information," Tactics and Preparedness.

Week 5: Communicative Interaction, Special Topics and Course Conclusions

- **MONDAY 7/30**

- Sandra Metts, "Impression Management," in *Encyclopedia of Communication Theory*.
- Julia Wood, "Gendered Nonverbal Communication" in *Gendered Lives*

- **TUESDAY 7/31**

- Workshop Methods Paper 3

- **WEDNESDAY 8/1**

- **Special Topics TBD**

- **THURSDAY 8/2**

- Course Conclusions and Final Exam Review

Week 6: Final Exam

- **MONDAY 8/6 – FINAL EXAM**