

11/14/06

The Annenberg School for Communication
University of Pennsylvania
GRADUATE COURSES
Spring 2007

COURSE #	TITLE	INSTRUCTOR	TIME
COMM 539 001	Journalism and the Academy	Zelizer	M 1-3
COMM 619 401	Politics of Representation	Sender	W 2-5
COMM 624 001	Applied Regression Analysis	Hennessy	T 9-12
COMM 631 401	Public Opinion and Elections	Johnston	R 9-12
COMM 637 001	Public Health Communication	Hornik	W 11-2
COMM 644 301	Communication & Space	Marvin	T 10-12
COMM 699 000	Advanced Project in a Medium	Staff	Arranged
COMM 703 401	International Comm: Power & Flow	M. Price	T 3-5
COMM 704 301	Canonic Texts	Katz	T 6-8
COMM 750 301	Seminar in Media Industries	Turow	R 3-5
COMM 760 301	Social Constructions of Reality	Krippendorff	T/R 1:30-3
COMM 799 000	Independent Research	Staff	Arranged
COMM 811 401	Culture & Modernity in the "Arab Media Revolution"	Kraidy (Scholar)	T 1-3
COMM 817 401	Discourse and the Nation	Wagner-Pacifici (Scholar)	M 3-5
COMM 897 301	Entertainment & Politics	Delli Carpini	W 5-7
COMM 899 000	Masters Thesis Seminar	Staff	Arranged
COMM 990 000	Masters Thesis	Staff	Arranged
COMM 995 000	Dissertation	Staff	Arranged

539. Journalism and the Academy
Zelizer

Contemporary journalism remains one of the most studied yet unexplained agents of reality construction. This course tracks theories of journalism across academic disciplines, exploring what is common and disparate about the varied perspectives they invoke. Topics include the development of journalism as a field of academic inquiry, histories of news, organizational research on the newsroom, narrative and discourse analytic work on news-texts, and recent work in cultural studies.

619. Politics of Representation
Sender

This course engages with the following question from both theoretical and practical perspectives: Who says what about whom, under what circumstances, in which medium, with what effects? We will spend the first two thirds of the semester investigating different approaches to this question, looking at insider accounts, processes of othering, realism and other narrative conventions, the ethics of consent, "objective" and "biased" shooting techniques, the politics of editing, the role of the intended audience in the production of a work, and so on. We will simultaneously cover the technical aspects of production that will enable you to produce digital video projects: shooting (Canon GL1s), lighting, sound, editing (Final Cut Pro on Mac), graphics, music, and so on. During the final third of the semester all students will produce short (5-10 minute) documentary and/or experimental digital videos.

624. Applied Regression Analysis
Hennessy

This course focuses on the use of regression analysis and other related statistical methods that are appropriate when experimental control is low or nonexistent. The main purposes of the course are: to convey complete familiarity with regression techniques to enable students to understand the application of regression in communication research literature, to be able to apply these procedures at the most advanced level properly in their own research, to be able to diagnose when violations of regression assumptions are present in data and correct for these conditions, and to lay the foundations for more advanced studies in categorical data analysis (e.g., binary and multinomial logit and probit) and structural equations modeling (SEM). The course assumes knowledge of introductory statistics through summary statistics, confidence intervals, t-tests, F tests, scatter diagrams, and the logic of statistical association. The course begins with a detailed review of bivariate regression. Students can use either STATA or SPSS to analyze artificial and actual data sets. However, there are some procedures and tests that are not available in SPSS, so if you are indifferent to the choice between the two, use STATA.

631. Public Opinion and Elections
Johnston

637. Public Health Communication
Hornik

Theories of health behavior change and the potential role for public health communication; international experience with programs addressing behaviors related to cancer, AIDS, obesity, cardiovascular disease, child mortality, drug use and other problems, including evidence about their influence on health behavior; the design of public health communication programs; approaches to research and evaluation for these programs.

644. Communication and Space
Marvin

Physical public space is a communicative mode that supports and conveys multiple codes. Historical public space has always been mediated. Indexical public space exists in dialogue with other mediated forms. In a world of communicative instability fostered by rapid technological change, iconic, indexical and symbolic aspects of public and mediated space *as such* are ripe for reconsideration. Course participants will examine relevant theoretical and empirical literatures and develop research ideas in light of such a reconsideration.

699. Advanced Project in a Medium
Staff

Proposal written in specified form and approved by both the student's project supervisor and academic advisor must be submitted with registration. Open only to graduate degree candidates in communication.

703. International Communication: Power and Flow
Price, M.

This course will address old and new patterns of communications flow across national and societal borders, taking account of media technologies, mutual perceptions, rhetorical forms, and the balance of power and influence in a globalizing world.

704. Canonix Texts
Katz

Canonix Texts in Media Research: Are there any? Should there be? How about these? Reading for this course centers on 13 essays, each of which nominates a text for "canonization." This course will deal with (1) the original texts and their critiques, (2) the schools which the texts represent, and (3) the debate over canonizing texts in social science.

750. Seminars in Media Industries
Turow

Selected topics in the processes that shape mass media material. Close attention to both theoretical approaches and research methods.

760. Social Constructions of Reality
Krippendorff

This seminar inquires into the principles and processes by which realities come to be socially constructed and discursively maintained. It serves as an introduction to the emerging epistemology of communication, which is concerned less with what communication is than with what it does, constitutes, and actively maintains, including when being studied. The seminar develops analytical tools to understand how realities establish themselves in language and action, how individuals can become entrapped in their own reality constructions, how facts are created and institutions take advantage of denying their constructedness. After reading several exemplary studies, students explore the nature of a construction on their own. The seminar draws on the discourse of critical scholarship and emancipatory pursuits, which are allied with feminist writing, cultural studies, and reflexive sociology. It is committed to dialogical means of inquiry and takes conversation as an ethical premise.

799. Independent Research
Staff

Proposal written in specified form and approved by both the student's project supervisor and academic advisor or another member of the faculty must be submitted with registration.

811. Culture and Modernity in the "Arab Media Revolution"
Kraidy

Post-911 interest in Arab media has focused extensively on news channels like al-Jazeera, neglecting the remaining two hundred satellite channels of what has become known as the "Arab media revolution." These channels feature programs like reality television, music videos and social talk-shows that have fuelled wide-ranging controversies about Arab-Western relations, cultural authenticity, gender, and the convergence of politics and popular culture. This course uses interpretive and critical approaches to analyze these controversies as exemplars of the role of the media in shaping notions of modernity, authenticity, and otherness in the non-Western world. In addition to theoretical readings on culture and globalization, nationalism, and popular communication, instruction will rely on a rich combination of textual, visual, and ethnographic primary sources.

817. Discourse and the Nation
Wagner-Pacifici

This seminar explores how speaking and writing the nation creates the nation. Official speeches and documents speak in the name of the nation - but they actually perform the double work of referring to and constituting this entity at the same time. We will read scholarly analyses of historic and contemporary speeches and texts in which a national entity and ethos are forged, e.g., constitutions, laws, policy statements, judicial inquiry reports. These studies focus on the linguistic and generic aspects of these documents. We will also examine such primary documents ourselves, including the 9/11 Commission Report and the National Security Strategies of 2002 and 2006, in order to develop our own analysis of the relations between discourse and the nation.

897. Entertainment and Politics
Delli Carpini

Not surprisingly, most research regarding the media's impact on political attitudes, opinions, knowledge and behaviors focuses on news and public affairs genres, ignoring the vast majority of media content labeled "entertainment." Spurred in part by technological, economic, cultural and political changes that have increasingly blurred the line between news and entertainment, a small but growing body of empirical research is exploring the political influence of popular culture. In this course we will critically review this literature, focusing on issues of theory, methods, findings and implications.

899. Master's Thesis Seminar
Staff

Registration will be accepted only upon the satisfactory completion of at least eight course units of approved graduate work in communications (including all other required courses), prior preparation recommended by the student's faculty adviser, and committee approval of a written thesis proposal.

990. Master's Thesis
Staff

The M.A. student who has completed all course work and previously enrolled in COMM 899 but has not satisfactorily completed the thesis must register and pay a General Thesis Enrollment tuition (which does not include Student Health Service coverage) to remain eligible for the degree. This registration is required within the 6-year from-admission time limit until all degree requirements are met. A student without an approved leave of absence who fails to register in the Annenberg School each semester will be considered to have withdrawn from candidacy for the degree.

995. Dissertation
Staff

Doctoral candidates, who have completed all course requirements and have an approved dissertation proposal, work on their dissertation under the guidance of their dissertation supervisor and other members of their dissertation committee.