Humanities and Social Science Approaches to Human Communication II
Syllabus: Communication 526

READINGS: Meenakshi Gigi Durham and Douglas M. Kellner, *Media and Cultural Studies: Key Works*. Blackwell, 2006. (MCS) Charles E. Morris III *Remembering the Aids Quilt*. Michigan State University Press, 2011. (RAQ) Books must be ordered. Additional readings are posted on Black Board (BB), available through the library at Communication & Media Complete, or through Google Scholar. See also files on DropBox with the email strait@usc.edu password lpsgtg2011


GOALS: The objectives of this course are several. First, the course introduces key thinkers and organizes theoretical spaces within the field of Communication. Second, the course identifies critical communication inquiry at the individual, group, public and collective levels of theory and practice. Third, the course discusses strategies of engagement or thinking that could extend, modify, or overturn standing theoretical positions and initiate new inquiry. Critique and criticism are developed. Fourth, the course engages development and reflection on digital age communication study. The course is taught from the position of Critical Communication Inquiry, namely that theories and practices of communication are constructed with various strengths and weaknesses, insights and blind spots. Study will equip students to explore how we moved (and continue to accelerate) from modern traditions of inquiry dominated by concerns with modern, mass media to the evolving contexts of a twenty-first century communications revolution.

REQUIREMENTS: Requirements will be discussed at the opening seminar. As a strategy, the seminar is composed of many short readings, clustered around key topics and authors in the formation of the discipline. Supplemental readings are provided in some cases. Reading and participation is expected for all A level grades.

OFFICE: Mr. Goodnight occupies 206A ASC West Wing. Phone 213-821-5384. The course subscribes to the Graduate School rules on academic integrity.
Tentative Syllabus

1. T Jan 10   Introduction: Critical Communication Inquiry

What is to become of the area, field, or discipline of communication?


**Supplement**

Bibliography, *The Human Dialogue*.

2. T Jan 17   Communication Theories

How do communication models regulate inquiry?


**Supplement**


3. T Jan 24   The Library & the Archive: Spaces for Communication Inquiry

Of what use are the archeological and anthropological approaches to communication study?


**Supplement**

**4. T Jan 31 Phenomenology & the Life World**

*What is it to experience communication or not?*


**5. T Feb 7 Social Theory of Communication: Self, Society & Existence**

*Why does communication generate symbolic worlds?*


**Supplement:**
6. T Feb 14  Systems World: Cybernetics

How does autonomic communication shape and position the system world?

Nicolas Luhman, “What is Communication?” Communication Theory, 2 (1992), 251-259. BB
Norbert Weiner, “Cybernetics and Society,” The Human Dialogue, 15-

7. T Feb 21  Groups, Organizations, Institutions

How do state of the art institutional practices of communication embed and change?


8. T Feb 28 Culture, Ideology and Hegemony

What powers drive class, consciousness and communication?

Jurgen Habermas, “The Public Sphere: An Encyclopedia Article,” MCS 73-78.
Jurgen Habermas, Theory of Communicative Action, Volume I, 1-43. BB


What is media to the masses and to its forerunners?


Supplement


T Mar 13 Spring Break

10. T Mar 20 Practice & Political Economy of Communication

What is the deal with communication and economics?

11. T Mar 27  Affect, Memory, and Attachment

Why are there ties between communication and emotion?


Gust A Yep, “The Politics of Loss and Its Remains in Common Threads,” RAQ, 43-68


Bryant Keith Alexander, “Rhetorics of Loss and Living,” RAQ, 189-228.


**Supplement**


12. T Apr 3  Narrative, Memory and Movement

Why are there ties between communication and narrative?


Dan Brouwer, “From San Francisco to Atlanta and Back Again,” RAQ, 161-188.


13. T Apr 10  Contagion, Cascade & Reputation

How do spirals of influence get out of hand?


14. T Apr 17  Globalization, Diaspora & Communication

Is a global field of critical communication inquiry possible?

Arjun Appadurai, “Disjuncture and Difference in the Global Cultural Economy, MCS, 584-603.
Joseph Staubhaar, “(Re)Asserting National Television...,” MCS, 681-702.

15. T Apr 24  Critical Cosmopolitanism, Contestation & Feminism

Who must we become to appreciate and critique communication?